

The Empowered Entrepreneur Show

Episode 033

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Intro:	00:00:01	Welcome to The Empowered Entrepreneur Show. Discover your life's purpose, reprogram your mind for success, and attract an abundance of paying clients to your business. Now here's your host, Tom Tenaglia.
Tom Tenaglia:	00:00:15	Aloha, empowered entrepreneur. I am Tom Tenaglia, and you're listening to The Empowered Entrepreneur Show. Today I'm here with Britney Taylor. Britney, welcome to the show.
Britney Taylor:	00:00:27	Hi, Tom. Thanks for having me.
Tom Tenaglia:	00:00:30	So, well thanks for being here, and let's start with tell us a little bit about yourself.
Britney Taylor:	00:00:38	So, well I'm Britney Taylor. I am a relationship coach, a soul coach, all online. I'm on YouTube. I do astrology. I started out with astrology. That's how we first interacted, and now I'm more into the self-help kind of side of things, teaching women how to find self love and manifest their life and love of their dreams.
Tom Tenaglia:	00:01:10	Very cool.
Britney Taylor:	00:01:11	And yeah, yeah.
Tom Tenaglia:	00:01:11	Very, very, cool. Yeah, yeah, we connected with the astrology side and then what I noticed is there's been so much that you've been doing, and you've been finding your message, finding your ... I mean, for lack of a better term your identity and bringing that into what you're doing. And so on The Empowered Entrepreneur Show, I like to explore a little bit about the empowerment side, a little bit about the entrepreneurial side. And so what got you started on this entrepreneurial journey? How did that really unfold?
Britney Taylor:	00:01:45	Well, I feel like it was kind of an accident. I just really wanted to talk about astrology, and I didn't really have anybody to talk to in real life, right? Because not a lot of people my age ... I started when I was like 19 ... Really knew about it or cared about it. So I thought, "Well, I'm just going to go on YouTube and make some videos, even if no one watches," right?
Tom Tenaglia:	00:02:07	Yeah.

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Britney Taylor: 00:02:08 Just for my own personal expression, right? And I think because the Leo moon side of me likes to see my own face on the camera, you know?

Tom Tenaglia: 00:02:17 Yes.

Britney Taylor: 00:02:18 So that's why I did it. I just did it for like the joy of it, and then I started to actually have people watching the videos later on. And then it just kind of all led into the next step, the next step. It just became clear what to take. I started doing reiki healing and theta healing and other types of healing. It just became clear that that was what I was meant to be doing on this earth, right? Like soul purpose.

Tom Tenaglia: 00:02:46 Very cool, so you put out these videos just as a form of self-expression, not-

Britney Taylor: 00:02:52 Yeah, I didn't really care if anybody was going to watch them. It was on like a shitty laptop. I don't know if I can say that.

Tom Tenaglia: 00:02:58 That's okay.

Britney Taylor: 00:02:59 It was on a shitty laptop, and the sound wasn't good. Even some of my recent videos, the sound hasn't been good. But yeah, it was just to get my voice out there, like to prevent going crazy. Because you know this too, I was in insurance with my dad, a family business. I was doing this very serious work during the day, but my heart and soul was on these spiritual topics like astrology and souls and past lives and stuff like that. So I really just needed to talk about that stuff to get it out of my system, right?

Tom Tenaglia: 00:03:40 Yeah. Yeah, yeah, so you're in insurance, finding that you have this call to dive into spirituality.

Britney Taylor: 00:03:49 Yeah.

Tom Tenaglia: 00:03:50 And you start expressing yourself in video, YouTube, and what kind of happens from there?

Britney Taylor: 00:03:59 It just started to become so clear where the passion really was for me. During the day, I would be trying to focus on my boring insurance work, and I would find myself on the internet Googling and studying and then writing and researching, and finding other people like you and just having these conversations all day when I was supposed to be doing this

other type of work. And yeah, it just became really clear like, "Wow, this is what I'm really meant to be doing." And then I started to read self-help books that would say, "Your passion is your purpose" and stuff like that, so it just became really cool that this could be a business as well, right? This isn't just really the side hobby. This should be the main thing.

Tom Tenaglia: 00:04:48 Yeah. Yeah, yeah, for sure. So what kind of woke you up, for lack of a better term, to spirituality? Because I could see people getting lost in the insurance business. I don't mean ... I mean that in a positive way. I mean you're so focused on the insurance business that there's not time to kind of explore these esoterics, so what happened that kind of brought the esoterics in to what it is that you were doing? How did you stumble upon it, for lack of a better term?

Britney Taylor: 00:05:18 You know, I think I actually found the soul esoteric side of things before the insurance. It was kind of always a part of me. I mean, I remember being six years old and picking up one of my mom's books on past lives, so I was kind of already doing that before but I just was under the influence of family and especially my dad saying, "This is a real job. Do this."

Tom Tenaglia: 00:05:45 Okay.

Britney Taylor: 00:05:47 And so I was like, "Okay, yeah, that makes sense." I don't really know anybody who is an actual astrologer, or who's actually doing what I would see myself doing. So I just went with that advice first, so it was kind of always existing simultaneously together.

Tom Tenaglia: 00:06:04 Okay, so you felt that call and it's like as you're doing the insurance stuff you're feeling like, "There's something more here. There's this other thing," and it just kept kind of, for lack of a better term, nag at you?

Britney Taylor: 00:06:18 Oh, yeah. I was just completely obsessed with the other stuff, the astrology, the spiritual side of life. I was always studying it, and it just, yeah, it couldn't even be shut down, really. It just was so powerful that I wanted to share and talk on these certain subjects but I didn't have a platform to do it. That's when I started the YouTube.

Tom Tenaglia: 00:06:39 Yeah, I mean that makes sense.

Britney Taylor: 00:06:39 Yeah.

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Tom Tenaglia: 00:06:41 I mean I think too, for people who do shut those things down, they're always still there. It's like you're just trying to mute it, but it just kind of pokes and prods and tries to get its expression, because it wants you to find that path, so-

Britney Taylor: 00:07:01 Totally.

Tom Tenaglia: 00:07:02 So here, you're doing insurance. You have this. You're putting out these YouTube videos. You realize, "Oh, maybe this can be a business," and you came to that realization ... Wait, how did you come to that realization again?

Britney Taylor: 00:07:19 Well, the business side of things, I don't think that really came until quite a bit later, like maybe even a few years after doing the videos and studying the self-help and doing the healing stuff. How did I come to that realization? That's a really good question. I think I started to see some other people in the online space just really living from their heart and doing their soul work and then making money from it. I was like, "Wow, that's a thing out there, right?"

Tom Tenaglia: 00:07:48 Yeah.

Britney Taylor: 00:07:50 And so I thought, "Oh, what's stopping me from doing that?" So I just went and did it.

Tom Tenaglia: 00:07:56 Well, I definitely believe that when you bring who you are into what you're doing, is when you take the being energy and you bring it into the doing energy, that you're able to create what it is that you want. So many people spend ... Like people do it in reverse. So they take the having, and they're like, "Well, if I have enough money then I'll go buy this, then I'll be happy." And it's like it actually doesn't work that way.

Britney Taylor: 00:08:19 No.

Tom Tenaglia: 00:08:19 You've got to figure out you, bring you into what you do, and then the things that you want to have will show up, so-

Britney Taylor: 00:08:27 Totally. And you have to become the energy of what you're wanting to be first. You can't just do the action stuff or do the external stuff and expect to be that person. It's like an inner switch that flips, right?

Tom Tenaglia: 00:08:42 That is a really, really good point, yeah. Like, "Oh, you're putting out ..." So, here's the interesting thing. You're putting out

YouTube videos, and to your point it's not just, "Okay, let me go follow what other people are doing to put out YouTube videos, get this production set up, do all these things." It's still putting your own expression into those YouTube videos, who you are in your way, on a crappy laptop, doesn't matter, just able to express, and that's so critical. I think people when they make that jump into business sometimes miss that point, because usually the jump into business is you might have been helping friends and family. You might have been doing other things, like taking that work and then going, "Oh, I can monetize this." And then some people have to come back around to realizing, "Well, wait a minute. Why did I shift and I'm not doing the things that was working with my friends and family, but now I'm doing the things that are business oriented?" And they're forgetting bringing them into it, bringing themselves into it, so-

Britney Taylor: 00:09:38 Totally.

Tom Tenaglia: 00:09:39 So here you are, putting out YouTube videos and doing what you're doing, still working in insurance at the time. And then what kind of happens? Like at some point you have to kind of get fed up with insurance and then decide that you're going to jump and start doing this full time. How did that play out?

Britney Taylor: 00:09:59 It just started to be really hard to do both. The one felt so light and free and so aligned and brought me so much joy, and then the other one was just starting to kind of drag along. But there was so much fear involved, and that's what I really want people to know is like it's not going to feel ... It doesn't always feel like the next logical step or like the easiest thing to do, right? It actually can feel more unnatural to follow your soul purpose and doing what you love, right? It might even feel like everybody's against you, right?

Tom Tenaglia: 00:09:59 Yeah.

Britney Taylor: 00:10:34 You might have close family who seem to be against what you're doing, calling you crazy and stuff like that. That goes on for a while, but what ends up happening is you just start to believe in yourself more and more, and you keep doing it, and then you start to see some success in yourself, and then you start to build off that. And then actually what happens is those people that maybe didn't support you at the beginning start to support you. I mean now my dad loves what I do. The rest of my family, they've come along with me now, but it's because I stuck

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with it and I had to believe in ... You have to believe in yourself kind of when no one else does, at the beginning at least.

Tom Tenaglia: 00:11:14 Oh yeah, I would totally agree. I think that that theme happens a lot where people then, they're doing something that's out of the ordinary and all these people are ... The same people that go, "I don't want you to lose everything" and whatever are the people that come around going, "I always knew you'd succeed."

Britney Taylor: 00:11:30 Yeah, totally.

Tom Tenaglia: 00:11:31 It's like the same like, "Wait a minute. Where were you back when ... What's going on here?" So it's always an interesting paradox, but still finding you in that expression and being able to go, "Well, this is me. This is where I feel like my soul's connected. This is ..." You know, and if you're doing those things then the financial rewards, the emotional rewards, the friends, the family, the clients, that just has to work. So no knock on insurance, I mean for somebody whose path is insurance, they do the same thing. They bring themselves into insurance.

Britney Taylor: 00:11:31 Totally.

Tom Tenaglia: 00:12:11 And the insurance clients show up, and so it's just a different path.

Britney Taylor: 00:12:15 Yeah, one is not better than the other but you'll know what path is yours.

Tom Tenaglia: 00:12:19 Right, right, right. One is not ... Exactly. I think that's a huge point, and it's not trying to conform to somebody else's path. It's trying to figure out which path is yours and being willing to believe in yourself and then going through with it.

Britney Taylor: 00:12:34 Yeah, totally. And even with the entrepreneur like online space or whatever, you can see a lot of people I feel like are just there because they think now it's the cool thing to do, right? And it's like, "No, you have to really have that personality and be called to impact people in that way," right? It's not for everybody.

Tom Tenaglia: 00:12:55 The esoterics or the entrepreneurship?

Britney Taylor: 00:12:57 Well, both.

Tom Tenaglia: 00:12:58 Right. Yeah, exactly.

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- Britney Taylor: 00:12:58 Yeah.
- Tom Tenaglia: 00:13:00 Yeah, yeah, exactly. Because I mean, I'll see people working a job and like the mindset is so different. I go, "Well, if they had a business," it's almost like once you have a business it's hard to relate to some people that just have a job.
- Britney Taylor: 00:13:17 Yeah.
- Tom Tenaglia: 00:13:17 And so it's like, "Why aren't you thinking about the success of the business instead of just the success of you," you know?
- Britney Taylor: 00:13:25 Yeah.
- Tom Tenaglia: 00:13:25 As opposed to realizing the impact that you have for the overall business from the decisions that you're about to make. And so it's just a totally different mindset, and then when you have to work to bring in the money for your bills, and you're working and like if you don't close sales, if you don't talk to prospects, if you don't connect with clients and build the relationship, then you're not eating. And so it's a very different way of going about things, but I believe that once you start bringing you into those things that everything takes care of itself. When I started doing astrology readings, it was because somebody called me up and said, "Do you do readings?" I said, "Yes." That was it, and-
- Britney Taylor: 00:14:12 Yeah, I think the same thing happened with me, too. I started having people ask that.
- Tom Tenaglia: 00:14:18 Yeah, and then after that I haven't had to market. People, I mean I don't have a full-time salary coming in from the astrology business. I'm not necessarily ... Not yet, at least. I'm not looking to do it from a reading perspective, but the readings are a nice supplemental income and I do it ... The referrals just come in. And so any time, it's like people have a reason to connect and want to talk about their chart or whatever and then I'm like, "Okay." I wanted to be known as a marketer, and the astrology stuff happened. More people know of me as an astrologer now than as a marketer. And so I'm like, "Okay." Well, here's what happened for me. I would go down the astrology path and a marketing client would show up. I'm like, "Okay, let me go do the marketing." I'd go down the marketing path and an astrology client would show up, and then I would go switch again.
- Britney Taylor: 00:15:09 Yeah, that's how it goes.

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Tom Tenaglia: 00:15:09 I'm like, "Universe, if I'm supposed to do both, you've got to provide the clients on both and give me the ..." you know?

Britney Taylor: 00:15:09 Yeah.

Tom Tenaglia: 00:15:14 And then that's what happened. Then The Empowered Entrepreneur Show was born, where it's now connecting these worlds together to say, "Hey, guys. You guys can learn from each other," you know? And really-

Britney Taylor: 00:15:14 Beautiful.

Tom Tenaglia: 00:15:25 Yeah, it's a beautiful thing. So here you are, putting these YouTube videos out. Here you are realizing that, "Okay, I'm going to go at some point and turn it into a full-time business." And then people just start finding your videos, you start building this online community. How does that kind of play out? I mean, I can only imagine you're putting content out at one point and going, "I don't know who's watching this, or if anyone's watching this," and then what happens? Because you've come a long way since.

Britney Taylor: 00:15:55 They just come out of the blue. I really can't explain where the people come from, but with the YouTube, it just keeps consistently growing. Even if I don't post a video for months, they just keep following on the old videos. So it just, once you have content you have to put it out there even if you don't think it's good, because other people, it will speak to them. And then you just keep doing that every day consistently, as much as you can, and they just keep coming. I think it's really their souls getting called in by your soul.

Tom Tenaglia: 00:16:31 Yeah.

Britney Taylor: 00:16:31 You know?

Tom Tenaglia: 00:16:31 Oh yeah, I do. I do. I think you're right. I think a marketer once said to a group of people that I heard was, "Your customers are waiting for your message."

Britney Taylor: 00:16:43 Yes.

Tom Tenaglia: 00:16:44 And I think it's so true. It's once you bring you out there, see, see, it's so paradoxical because people who are following another system sometimes go, "I'm not having success following this system." And the moment you go, "Well, put you into it,"

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then they start getting success, it's because the people that are meant to connect with you are meant to connect with you, not the fact that you follow this other system.

Britney Taylor: 00:17:10 Yes, it's nothing to do with the system. It's the soul of you that is needed on this planet to help awaken other souls to whatever it is you're teaching.

Tom Tenaglia: 00:17:22 Yeah, yeah, and learning from them, even.

Britney Taylor: 00:17:24 Mm-hmm (affirmative).

Tom Tenaglia: 00:17:25 Yeah, so I think that's powerful. I mean, and what you said too about how sometimes doing what your purpose is might not seem to be ... I forget the exact words you used, but something like not necessarily the easiest, or something you have to stay consistent with.

Britney Taylor: 00:17:38 Yeah, it might not even seem like the best idea, really.

Tom Tenaglia: 00:17:42 True. I mean to me it's like the north node. It's like you're working on it.

Britney Taylor: 00:17:47 Yeah.

Tom Tenaglia: 00:17:47 Constantly working on it. The south node in the chart is so easy to do but not fulfilling, because it's meant to be a launching pad.

Britney Taylor: 00:17:55 Totally.

Tom Tenaglia: 00:17:56 So it's like it may not seem like ... You're like, "Why am I doing it?" Like this podcast like, "Why am I consistently recording podcast episodes?" and yet everybody who has a successful podcast now, what I would find out from them or people that they knew or whatever, the first year of podcasting would be a slow year, every single one. So I said, "I don't have ... I can't complain about anything. I have to do a year of podcasting before I even begin to look at the numbers," you know?

Britney Taylor: 00:18:25 Totally.

Tom Tenaglia: 00:18:26 And so I've been consistent now 30-plus weeks, so it's been wild. Yeah, so what else would you like to share?

Britney Taylor: 00:18:41 Well, I just really want people to know that like if they feel a soul calling to do a particular line of work or be an

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entrepreneur, or be a spiritual healer, that is what they're meant to be doing. And any other voices in their own head or the voices of other people who say that it's not possible, it's just they really have to drown that out and follow the soul path, follow the joy, right? The joy of living.

- Tom Tenaglia: 00:19:07 Yep.
- Britney Taylor: 00:19:07 And yeah.
- Tom Tenaglia: 00:19:11 That's a really good point. That's a really good point. It's having that courage to do it.
- Britney Taylor: 00:19:11 Yeah.
- Tom Tenaglia: 00:19:18 I mean, that Leo moon helps with the courage, I think, that you have. So what kept you going? What really, when maybe you weren't seeing results or you didn't know what you were seeing, you were planting seeds and you didn't know it. Maybe you did know that, because you were pretty awake at the time, but what kept you going?
- Britney Taylor: 00:19:40 The vision, the inner feeling, the joy of it. I always have loved putting videos out there. I've always loved, even before that, like just even posting a photo on Facebook. I mean my personality, I loved that kind of thing. And then I always loved the self-help side, the healing side, so it just naturally combined, right? But when nobody was there to like anything or comment or follow me, it was just the inner feeling that I felt like they should be.
- Tom Tenaglia: 00:20:13 I like that, yeah. I like that. I'm glad you said that, because it dawned on me that that's where I got to with the podcast. I'm like, "Well, if you don't want to follow it, I'm giving you great content that's going to make you money and empower your life, so fine." I almost want to be like-
- Britney Taylor: 00:20:31 You know they are meant to listen. It comes from within, and then the stronger that inner knowing gets, the more and more people just flock to you.
- Tom Tenaglia: 00:20:40 You're putting it out there knowing that you're believing that they should be following you, and then they start following you.
- Britney Taylor: 00:20:45 Yeah. It's that like law of attraction, right? That inner belief that creates the reality.

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- Tom Tenaglia: 00:20:51 For sure, 100%. Yeah, that's true. So as you're doing all this, you're putting out all this content, you're wanting to monetize it, what shifts from, "Okay, free content into monetization." What's like the first thing you offered and sold, and how did that kind of play out?
- Britney Taylor: 00:21:13 Well, the first thing I think was the astrology readings which I actually don't even offer anymore because I just feel like there's so many other great astrologers who maybe take more joy in that path. But it was actually just someone saying, "Do you offer this? Can I get this from you?" And then, what did I offer next? I think it was healing sessions.
- Tom Tenaglia: 00:21:37 Okay.
- Britney Taylor: 00:21:37 That I just felt called to offer, because I had all these trainings in healing, but I had just been too scared to share that because I guess I thought coming from the insurance background, I thought maybe people would think it was weird if I was doing these healings or whatever. But then I just had to shut that out and say, "You know what? I can really help people." So I think it was that desire to really help people and serve them, and get them to this place of joy and love that I had felt from it. And then that just naturally evolved into courses, and now the coaching that I do is kind of a combination of the different healing modalities, along with the law of attraction stuff. So it just all naturally evolved from this place of service, like how can I help people get to this place of joy that I feel?
- Tom Tenaglia: 00:22:24 So that is the general theme of everything is, I mean you've branded basically as the joy of living.
- Britney Taylor: 00:22:30 Yeah.
- Tom Tenaglia: 00:22:30 That's what you overarch everything into, and what that means for ... So I think that's ... It's really cool that you've evolved it and just continued to evolve it, and you're putting this content out there. How much time would you say on a daily basis you ... Other than interacting with clients, how much do you spend on the marketing business development side, whether it's content creation or planning our your next offer, like those types of things?
- Britney Taylor: 00:22:59 Not even very much. I mean, I would say 30 minutes a day.
- Tom Tenaglia: 00:23:02 Okay.

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- Britney Taylor: 00:23:03 Either writing content, or whether it be a video or if I'm writing a new sales page or something, that's going to take a little bit longer. But that's not something I do every day. I just make sure to do something online at least every day, and that could even be a five-minute little post or a 20-minute video, so it doesn't have to take much. If you can just do something every day towards your business, it will grow.
- Tom Tenaglia: 00:23:31 And not necessarily ... I think some people get a little confused. You're not necessarily doing something that is directly tied to a dollar amount. You're doing something-
- Britney Taylor: 00:23:39 Oh, no, no. You could just post a selfie, and if that's where your joy lies and you just post a pic with some written word that's really coming from soul, that could get someone new to follow you and then it could be six months down the road they say, "Hey, Britney. I want to hire you as my coach."
- Tom Tenaglia: 00:23:57 Fair enough. It's putting you out there. It's connecting with that audience. I know you post on your personal page. You have your Joy of Living page, and then you share things between the two so you're always allowing, giving people the opportunity to stay connected with you in different forms. And-
- Britney Taylor: 00:24:16 Totally.
- Tom Tenaglia: 00:24:17 Go ahead.
- Britney Taylor: 00:24:18 Well, and on the YouTube too, I put all my links on there because I feel like a lot of people come from YouTube. And then so I link my Instagram. I link my Facebook group. I link my personal Facebook, and so they can kind of get on all platforms. I love that when they can get on all of the different places that I'm posting.
- Tom Tenaglia: 00:24:35 Oh, I like that, too. Yeah, I like that too, from especially being mindful as to where the traffic's coming from, where these people are finding you, and then using that to plug them into your message. And then they get value from your content, so when you offer them something, well, then if it fits with what they want, then they're more apt to say, "Hey, let me learn more about this offer."
- Britney Taylor: 00:24:58 Yes.

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Tom Tenaglia: 00:24:59 So I mean especially since you're putting out great content. You're giving something that somebody can go and use and really increase their joy of living for them, and sharing stories about other people you've worked with and how you've helped them. And so you're doing all these elements, so here's a crazy thing, right? From a pure marketing perspective, like how marketing would be taught or what other people are doing, you're not following that. You're following where your joy is. And so you're like, "Okay, today I've got to share this success story from a client. Okay, today I've got to post this random pic of you by a cactus" or whatever it is. I'm like where-

Britney Taylor: 00:25:45 Yeah, there are those cactus pics. You know that from Arizona.

Tom Tenaglia: 00:25:48 Well, I know. I mean, I saw your cactus pick a long time ago and I'm like, "Where is that cactus?" You're like, "Arizona, of course." I'm like, "Now I live in Arizona."

Britney Taylor: 00:25:55 Wow.

Tom Tenaglia: 00:25:56 So I mean, of course when I got here I didn't know that there was a cactus on just about every corner, so I tried to ...

Britney Taylor: 00:26:05 Yeah, you didn't even know.

Tom Tenaglia: 00:26:07 I didn't, so I was like, "Okay, so turn right." Somebody turned somewhere and they said, "Here's where we turn." I'm like, "Okay, turn right at the cactus. Got it." And she was like, "No, no, no, no. There's a cactus everywhere. You can't just turn right at the cactus." But like bringing that out, like sharing so that the people that are following you really, they feel you and they know that, "Okay, here's ..." You know so much you almost don't ... They say to you, "Oh, how's this going or how's that going?" You're like, "Wait, how did they even know I was doing that?" Then you realized, "Oh, wait. I did write a post about that so many months ago."

Britney Taylor: 00:26:43 Yeah, and that's so key when you're starting out, too. Even if you can't think of a value post to write, if you just share a pic of something you're doing that day, I mean it's like lifestyle content, right? People love to see that. It's like reality TV.

Tom Tenaglia: 00:26:59 Yeah, that's a really good point. You don't have to overthink the content creation at all.

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Britney Taylor: 00:27:03 And people do overthink it, right? And then people actually get bored of you if you're giving too much valuable information all the time. They want some just pointless stuff once in a while, or at least for what I'm doing.

Tom Tenaglia: 00:27:16 That's a good point.

Britney Taylor: 00:27:17 They love it, yeah.

Tom Tenaglia: 00:27:18 Yeah, that's a good point. Creating it so that it's so, it's like, "Oh, where's that entertainment value?"

Britney Taylor: 00:27:18 Yes.

Tom Tenaglia: 00:27:23 I mean, my podcast is not very entertaining, but the interviews are.

Britney Taylor: 00:27:26 Oh, totally.

Tom Tenaglia: 00:27:27 I think the interviews are very-

Britney Taylor: 00:27:27 Yeah, they're real people.

Tom Tenaglia: 00:27:29 Yeah, they're real people conversations. Some of the solo content I'm like it's very much focused on, "Here's something you can go and apply, go do, go use." And even in my astrology readings it's not just, "Let's break down your natal chart." It's, "Hey, what's going on in your life right now? What's something you want? What's something?" And then let's talk about using the chart for that, right? That for me is important. That's where my joy is, is giving something to people that they're able to go use. They're able to go use to make their life better in one form or another.

So I'm not one where ... Like to me, I mean you know I'm a double Capricorn, so the usability of something is so important. To me, the entertainment value of a post, I would still try to figure out, "How does that fit into my marketing plan?" So if you said to me like you just did, "Hey, some people in certain niches, they don't want the content, content, content all the time. They want something they can just relax with." Well, now I know I'm posting the relaxing content for that person. It becomes part of the marketing strategy and I go, "Sweet," you know?

Britney Taylor: 00:28:35 Totally.

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Tom Tenaglia: 00:28:35 But if you just go, "Yeah, you've got to do three posts of cacti every day," I mean I'm not going to do that, you know?

Britney Taylor: 00:28:35 No, no.

Tom Tenaglia: 00:28:35 It's just not, so-

Britney Taylor: 00:28:42 And it has to feel right to you, too. Like I've learned from many marketers certain posting structures, right?

Tom Tenaglia: 00:28:42 Mm-hmm (affirmative).

Britney Taylor: 00:28:48 Like, "Oh, one post like this a day. One post like this, one post like this." I never do that, but I just do what feels right in the moment while knowing, "Okay, here's some value. Here's some just random stuff, and here's some picture of me, because it's about me," right? It's a personal brand, Britney Taylor, right?

Tom Tenaglia: 00:29:07 Yeah.

Britney Taylor: 00:29:07 Joy of Living, so just knowing a little bit of that stuff and then doing it the way that flows right to me. Because I find whenever you're doing some strategy that doesn't feel good for you it doesn't end up working anyways.

Tom Tenaglia: 00:29:20 Right, right. If you, yeah, try to fit you into a box it doesn't work. You've got to bring you out. And so I would, so you market primarily to women, or is it exclusively women at this point, or do-

Britney Taylor: 00:29:33 It's not exclusively women, but I do tend to work one-on-one with women only. But men are still welcome to follow my content and get the value and even sign up for some of my courses that are not specifically just to women, but it is more directed to women.

Tom Tenaglia: 00:29:51 Yeah, I mean well knowing, just knowing that alone helps your message. I mean, your content at times, especially as a guy, is extremely hilarious to read, and-

Britney Taylor: 00:30:00 Yeah, well guys love it, too.

Tom Tenaglia: 00:30:03 And so something where you're teaching women something-

Britney Taylor: 00:30:07 They love it.

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Tom Tenaglia: 00:30:08 It's entertainment value to a guy at times, and so-

Britney Taylor: 00:30:08 Exactly.

Tom Tenaglia: 00:30:11 Every so often one will catch ... Especially if it has an eggplant emoji in it, I'm probably going to read it. Because it's usually something that's just I'm like, "What is she talking about," you know?

Britney Taylor: 00:30:21 Yeah.

Tom Tenaglia: 00:30:21 And it's hilarious, and it just ... You don't, I mean I haven't at least, like finding other people that are that ... Your expression, your tone, the way you communicate the message, the persona that you have in your content. And so you can read it and it's like, "Okay, this is who she's bringing into the content," and it connects so well with the audience that you're building. And what's interesting is-

Britney Taylor: 00:30:21 Totally.

Tom Tenaglia: 00:30:49 The audience is then finding you and they're realizing, "Oh, this is different," or, "Oh, this is exactly what I'm looking for," or, "Oh, what the hell is she doing?" And then it's like they follow you for the shock factor of what you're writing about, and then it's, "Oh, this stuff's actually helpful."

Britney Taylor: 00:31:04 Exactly, and the clients that I attract, we get to have talks where, yeah, we talk about all the things. It goes very deep, and it's because they feel safe to share that kind of stuff about their dating life with me, because I've shared so openly my thoughts on things, right?

Tom Tenaglia: 00:31:04 Yeah.

Britney Taylor: 00:31:25 So it attracts a kind of person who we can just right off the bat get this deep soul healing connection going, because they know they can be real with me about all of those kind of things, right?

Tom Tenaglia: 00:31:36 Because you've already been real with them, yeah.

Britney Taylor: 00:31:38 Exactly, yeah.

Tom Tenaglia: 00:31:39 That's a good point, because if you're scared of being real with your audience, your audience isn't going to be real with you.

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Britney Taylor: 00:31:47 Exactly, and then but your clients are going to be really boring too, like the calls and the ... You'll be like, "Oh."

Tom Tenaglia: 00:31:55 Yeah, it is so true. And then you can get into conversations where it's just based on the content you put out there, you know what I mean? It's fascinating. So I saw a post the other day where you had said something. I didn't read the whole thing, so please forgive me on that.

Britney Taylor: 00:32:07 That's okay. They're long sometimes.

Tom Tenaglia: 00:32:10 I caught the headline that said something about, it might have been your first course was purchased by your mom and your coach, and that was it.

Britney Taylor: 00:32:19 Yes, yeah.

Tom Tenaglia: 00:32:21 And so what was that like, going through, making the content, having them be the ones that buy it and then knowing, "Okay, you're going to keep going after that"? Because that's a point where some people can kind of get ...

Britney Taylor: 00:32:34 Discouraged?

Tom Tenaglia: 00:32:34 Discouraged, yeah.

Britney Taylor: 00:32:35 Yeah, and also it was a super low-cost offer, too. I think it was maybe \$33 or something, and at this point I had invested thousands into my coach, so it was really a scary time.

Tom Tenaglia: 00:32:48 Okay.

Britney Taylor: 00:32:49 But I knew, even though nobody had bought it, I knew it was really good and so that's what kept me going. I was like, "You know what? Just because I don't have the people here yet buying it, it doesn't mean that this wasn't like a really good training for the soul."

Tom Tenaglia: 00:32:49 Right, right.

Britney Taylor: 00:32:49 Yeah.

Tom Tenaglia: 00:33:07 So knowing that, you were able to keep going.

Britney Taylor: 00:33:07 Yes.

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- Tom Tenaglia: 00:33:09 Knowing what it is you're doing, what you're putting out, the impact that it's going to have on people, kept you going, really.
- Britney Taylor: 00:33:15 Yeah, and I loved the training, so ...
- Tom Tenaglia: 00:33:15 Well yeah, yeah.
- Britney Taylor: 00:33:18 I was like, "Okay, the people just haven't caught up to how awesome I am yet, but they will." And so I just kept going with that attitude, and then eventually yes, they did, and then I was able to sell other programs. I think it was about three months later I ended up getting a whole bunch of clients signing up with me with my healing sessions. So from then on I was like, "Okay, I think I figured out kind of what works, what doesn't." And I think really too at the beginning it's like selling something that you're able to really get behind and really believe in the value of it, then it'll sell so easily, right? But if it's something you're a little bit shy about, like this was my first video training I think that I ever did that I still was a little bit shy about being on videos and talking about things at that point.
- Tom Tenaglia: 00:33:18 Okay.
- Britney Taylor: 00:34:06 So it makes sense. It was the inner creating the outer again with that, right? It's the same with sales and getting followers. If you inwardly feel like, "Oh, maybe I'm not good. Maybe nobody wants to buy my thing," then they won't. They can't.
- Tom Tenaglia: 00:34:25 Yeah, it's so ... That line you said about, something about if you believe in the value of what you're offering, basically the people will catch up.
- Britney Taylor: 00:34:25 Yeah.
- Tom Tenaglia: 00:34:36 I think so many people hesitate on like trying to make it so perfect or whatever, or they don't even get started with it or whatever. And if you can ... Or they get discouraged after they do believe it's a really great course and no one's buying it and just realizing, "That's it, though." Put some, have something, because it is just a matter of building the audience and helping the audience understand the value in what you're offering, and then it naturally emerges. What's your mindset on a day-to-day basis around growing your business? Are you thinking about connecting with the audience? Are you thinking about dollar sales? Are you thinking about like ...? What's your day-to-day, what's going to keep the momentum? You know what you're

offering is great. You know it's going to offer, it's going to help people. How do you go about day-to-day thinking?

Britney Taylor: 00:35:32 It's coming from a place of like, "How can I best serve the people today? How can I best help them?" One of my mentors, Katrina Ruth, she always taught me to keep the dollars and the sales side separate from the creative side. And so she taught me that if you just focus on, "How can I serve? How can I help people?" The money will naturally follow that. I think it was her that told me that, so I just wake up and I focus like, "What do I need to share today? What post needs to come out of me, or what do I need to get on a video and talk about?" And I just trust that when I ask myself these kind of questions, I'm going to know what's the next step to take as far as bringing in the clients and the money as well. And not every day has to be a post where I am selling something either, right? Sometimes it'll just get redirected to one of my past offers or something like that. So it's just a really intuitive thing, the way that I do it.

Tom Tenaglia: 00:36:32 I think that's a good approach. I mean knowing, again still following you, knowing what it is that is right for that moment, is right for the audience, and serving even when you don't have any people following, it sounds like. I mean that's really-

Britney Taylor: 00:36:47 Yeah. You have to believe that they're going to be there eventually.

Tom Tenaglia: 00:36:51 Right, right. It's like, I would love people to go back and listen to all of the other episodes in the podcast, because even the first episode or second episode when it might have had less than 10 people listening to it, and it's like by that point, somebody wisely told me, a lot of people that then find a podcast later go back and start at the beginning and listen all the way through. So I made those episodes for those people, for the people that are going to go back and listen to it with as much content that's in there. And you know, it's crazy. When I first put out the first three or four episodes I thought to myself, I'm like, "I wonder if I have enough content to keep this going." And those first few episodes were an hour, and some lady online said, "Are all of your episodes going to be an hour?" So I couldn't tell the tone, because it was online, right? So I'm like-

Britney Taylor: 00:37:47 Like as if it's too long, like it's too long?

Tom Tenaglia: 00:37:48 Right, right. Right, so I said, "What's your preference?" And she's like, "Well, I mean I kind of like the shorter ones," you

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know? And I'm like, "Well, okay. How about interviews being about an hour and the other ones being like 30 minutes or less, maybe 10 minutes, 20 minutes?" So I've done the variations and she's like, "That would be perfect." And it's so funny in that moment, I manifest a person who tells me, "Yeah, you have enough content, dude. You've just got to keep putting it out there," you know?

Britney Taylor: 00:38:16 Oh, exactly. I know, and at the beginning we're always like that. We're trying to over-give so much.

Tom Tenaglia: 00:38:23 Yeah, yeah. The shorter episodes that have had a simple message have been pretty impactful, aside from the interviews. The interviews are always impactful, but the simple messages, and you never know who you're impacting unless they tell you. Those have been the ones where I'm like, "Okay, somebody's got to know this." Like I made an episode saying something about the one thing to keep doing and the one thing to stop doing. Or I think it was the one thing to start doing and the one thing to keep doing, and it was get started in your business and then don't quit, just keep going. And that level of consistency-

Britney Taylor: 00:39:05 Perfect.

Tom Tenaglia: 00:39:05 Right, that level of reminding somebody that, "Hey, you'll get there, but 100% of the time you won't get there if you quit. But if you keep going and you keep tweaking and you keep connecting and you keep ... Then you'll get there." And that's it, so I know the podcast will take off one day, and this episode will be out there, and everybody will be like, "Oh, my God. I heard the episode with Britney, and you only had so many people following you." It's like, I mean it's the nature of the beast, so yeah.

Britney Taylor: 00:39:35 So true. People need to hear that.

Tom Tenaglia: 00:39:38 The simple message.

Britney Taylor: 00:39:38 Yeah.

Tom Tenaglia: 00:39:39 The simple thing that ... You're right. We overthink it. We think we're over-delivering. We're trying to give them all the things we've learned in the last decade, when what they need is-

Britney Taylor: 00:39:39 It's too much for them.

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Tom Tenaglia: 00:39:50 Right, when what they need is that, what's that one simple thing that you can just kind of course correct on and help them understand? So when people come to you, where are they at? Like some marketing question, right? Where are they at emotionally or spiritually at the time and they're thinking to kind of say, "Hey Britney, can you help me?"

Britney Taylor: 00:40:16 I'd like to think they're already coming from a spiritual perspective, because they're not ... That's why I like to include a lot of the soul stuff in my post, because that's how I heal and that's how I teach. So they're spiritual women who just, like they know that their relationships could be that much better. Maybe they're getting rejected by guys, or like they're just ready to be done with that cycle of pain and heartbreak and ready to see how they're using the law of attraction to manifest their relationships. So they have to be a bit empowered already, right? I don't work with victim women who hate men.

Tom Tenaglia: 00:40:56 Okay.

Britney Taylor: 00:40:56 I like to work with women who love men and are just ready to have better experiences with them. That's kind of their mindset.

Tom Tenaglia: 00:41:05 I like that. I like that, and it's helpful to know that as you're writing the content. Your content is going to rule out the people that you don't want to work with, really.

Britney Taylor: 00:41:16 Yeah, it definitely does that.

Tom Tenaglia: 00:41:17 Yeah, yeah. You know they say if you don't stand for something you'll fall for anything, is one way of saying it. And then I also heard either, oh, how has that phrase gone? It's basically like, "Love me or hate me. There's no room in the middle," you know?

Britney Taylor: 00:41:34 Yeah.

Tom Tenaglia: 00:41:34 And so yeah, you can articulate that that's the woman that's going to resonate with your message, and that I think is really key, too. It's like knowing that, "Okay, she's got to be somewhat empowered already. She's got to just want to take it to the next level. Here's where she might be. She might be done with these crazy relationships. She wants to find her dream man or ideal partner and have the most amazing relationship ever." And you were doing that even before you got into your ideal

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relationship. You were looking for yours at the same time I think, right?

Britney Taylor: 00:42:07 Yeah, I was.

Tom Tenaglia: 00:42:08 So how did that work? Did women go, "Well, you're not ... You're single. How can you teach us?" How did that play out?

Britney Taylor: 00:42:14 You know what? They actually didn't, and I think it's because I was just coming from such a wise place, I felt, from it. I didn't have any doubts that the things that I was saying and teaching were the real way to do this, just because I'd studied the law of attraction so much. So I just, I don't know, I think I just had this really deep inner knowing about it that everybody else could just pick up on. I don't think anybody doubted for a minute about that.

Tom Tenaglia: 00:42:41 It's such another great point, right?

Britney Taylor: 00:42:44 Yeah, so like-

Tom Tenaglia: 00:42:45 We go through this. We think we have to have the result, but we don't.

Britney Taylor: 00:42:48 Yeah, like you can start before you have the result, like start teaching, right? But you have to be coming from a solid place of knowing around what you're teaching.

Tom Tenaglia: 00:42:57 Yeah, that's true. You're not coming out of lack. You're not coming out of hating the situation. You're coming out of a very empowered soul connected experience, and then you're able to go on a journey together. And then the neat thing happened, was when you did manifest the relationship that you wanted your Facebook blew up. It was like-

Britney Taylor: 00:43:18 I know.

Tom Tenaglia: 00:43:19 Everybody was like, "She did it, everybody," and they were coming to celebrate with you. It brought that success to your whole community, and they even were like, "Okay, Britney. We know we're on the right track. We know we're going to get there." And then you started sharing success stories about your clients, and so it was really cool to watch that from a marketing perspective. So tell us about, how'd you manifest your man?

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Britney Taylor: 00:43:49 Well, I just kept doing what I was teaching everybody. I kept following what I knew was true. I just kept trusting that it was coming, and after a certain point, this is what was really powerful is I actually started to feel like I was already living it, so it was like already existing in the quantum. I felt like I was married, like I felt like I was with a guy. I felt like we were in this relationship even before I knew who he was.

Tom Tenaglia: 00:44:18 Okay.

Britney Taylor: 00:44:19 And so, so much that I didn't feel lonely at all anymore. I didn't have that sense of needing a man, and then so I actually just started having fun and doing all the things that I would have done if he had already existed. Probably about six months or eight months into just having fun all the time and just focusing on me and feeling like I already had it, he showed up and then it happened really quickly from there, I think because I'd already done the vibrational work around creating it. So it just easily flowed into, and I wasn't even nervous when we met. I just knew, "Hey, this could be something." There was no clinginess. There was no fear. It was just like, "Oh." And now I've got a baby coming, and I'm engaged, and it all happened very easily and naturally. I know it's because I did the work before.

Tom Tenaglia: 00:45:13 So true.

Britney Taylor: 00:45:14 The work of believing in it, and knowing.

Tom Tenaglia: 00:45:17 Yeah. Yeah, yeah, yeah. I like that. It's like you're acting as if you already have it, and you're creating that space where you're like, "Okay, if I'm with this person," then these are the things you'd be doing. These are the conversations you'd be having. These are the ... What are the experiences like? And then you create a space for it to happen. You know, I had numerous early-on experiences when I was learning about manifestation and stuff that whenever I would take an action that would presuppose the manifestation, the manifestation would occur.

Britney Taylor: 00:45:57 Totally.

Tom Tenaglia: 00:45:57 When I told somebody, he wanted to take this class and I said to him, "If you want to take this class," I said, "And you can't afford the class yet." It's not my class. It was somebody else's class. But I said, "If you want to take this class and you can't afford the class yet, go buy your plane ticket for it, because you can afford that." I said, "That presupposes you're going to the class."

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Britney Taylor: 00:46:24 I've done that before, yeah. That works, yeah.

Tom Tenaglia: 00:46:27 And it works. It absolutely works. I have put five figures on a credit card not knowing how it would show up, and it shows up.

Britney Taylor: 00:46:36 Yeah. People need to know that too, that like on this journey there's going to be investments that you need to make that you won't know how you are going to make them.

Tom Tenaglia: 00:46:46 And then-

Britney Taylor: 00:46:46 But once you take the leap, it comes. The clients come. The miracles come.

Tom Tenaglia: 00:46:52 Well, the key is that it's something that is who you are, and you're doing it because of your soul expression.

Britney Taylor: 00:47:00 Yeah.

Tom Tenaglia: 00:47:02 You're not, what's the word? Like just spending money or throwing it out there on crap.

Britney Taylor: 00:47:08 Not at all.

Tom Tenaglia: 00:47:08 You're doing something that you have the call to bring out, and then as a result, right? Whether it's like as a result of you following that call, it shows up and it works itself out. You're like, "This is something I know I need to do," and then it always takes care of itself. So it's the same thing. You knew, "Hey, I want to be with this man. These are the qualities of the man I want to be with. I want to have a marriage. I want to have a kid, at least one. I want to do these things." And then you got clear with it. You're like, "Okay, the guy's already there," and then he shows up.

Britney Taylor: 00:47:44 Yeah, and I think that's what a lot of women need to understand is that he'll show up when you feel like he's already there, and not before.

Tom Tenaglia: 00:47:58 Yeah, yeah. I mean, same thing with clients, same thing with anything, right?

Britney Taylor: 00:48:02 Yeah, totally.

Tom Tenaglia: 00:48:03 It's like they show up.

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- Britney Taylor: 00:48:03 Oh, yeah. It's like that's what we were talking about, about even people on the podcasts or people on my YouTube videos. I felt like they should be there, and then they ended up being there.
- Tom Tenaglia: 00:48:13 You felt like they were listening already, yeah, that they were present.
- Britney Taylor: 00:48:13 Yeah.
- Tom Tenaglia: 00:48:18 Yeah, you're right, 100%. It's these, I think people are waking up to the idea of that's how it works, like-
- Britney Taylor: 00:48:25 They are, for sure.
- Tom Tenaglia: 00:48:26 It's just, keep going. Put you into it. Don't do something for somebody else. Do it because it's right with you, and trust. Doing the podcast was a leap for me and it was, "Okay, I'm going to talk about these things." Any time I started talking about the things that were in my heart with people, people that I know that work with computers, and I started talking about Saturn returns and stuff like that. They're like, they're listening to me with a close ear, and they're excited. One guy, it was so crazy, one guy was a college baseball player, and he was working with computers now. I was talking to him about spirituality and stuff, and he said that he wasn't spiritual. I'm like, "You wouldn't be talking to me about this topic if you weren't spiritual." I said, "But baseball ..." I was like, "Wait a minute. You're spiritual." I said, "When you're on the field, all things being equal, nothing else could go wrong. You were connected. You were with a team. You were bringing your essence into the plays."
- He was like, "Yeah." I said, "That's spiritual. That's finding you in what you're doing. That is." And so for that, it completely changed his life at that point because he understood. He wasn't discounted. He felt called to the teachings, the spirit, the esoterics, but he didn't understand how that applied to him because he was having this conflict between spiritual and baseball and stuff, so pretty cool.
- Britney Taylor: 00:50:00 Right, and I think everybody is spiritual.
- Tom Tenaglia: 00:50:02 Of course.

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Britney Taylor: 00:50:02 And I think more and more people are realizing our true natures, and this is just going to become so much more common that everybody will be talking about this stuff.

Tom Tenaglia: 00:50:12 Oh yeah, totally. The more and more people, I get the most interesting ... I mean, I was in a lift the other day and a lady just started talking about astrology. I'm like ...

Britney Taylor: 00:50:25 Isn't that cool when that happens?

Tom Tenaglia: 00:50:27 I'm like, "Okay, I'll talk to her about astrology," because that wasn't something I would naturally do. Like you know my north node's in Gemini. I have to kind of work on being in an external house, so in the ninth. So it's kind of this, the work on the communication with other people. The fact that we're having this interview today for me is an expression of what my-

Britney Taylor: 00:50:50 Worked on.

Tom Tenaglia: 00:50:51 Yeah, exactly. It's an expression of the direction I need to go, so I love all that. We can just, geez, we could keep talking. What else would you like to share?

Britney Taylor: 00:51:04 You know, I think that was a really good talk that we had there. I don't know what else is feeling like I need to share right now.

Tom Tenaglia: 00:51:12 Yeah.

Britney Taylor: 00:51:12 Yeah.

Tom Tenaglia: 00:51:13 How can people get in touch with you?

Britney Taylor: 00:51:17 So my main platform is Instagram, TheBritneyTaylor. Facebook, Britney Taylor. YouTube, Britney Taylor. That's where I'm on, every day. Those are the best places, really.

Tom Tenaglia: 00:51:28 And that's B-R-I-T-N-E-Y.

Britney Taylor: 00:51:31 Yes.

Tom Tenaglia: 00:51:31 T-A-Y-L-O-R.

Britney Taylor: 00:51:33 Yes, exactly. Like Britney Spears, the spelling of Britney.

Tom Tenaglia: 00:51:37 Yeah, yeah, and a Y in Taylor, which is pretty common.

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Britney Taylor: 00:51:41 Yeah.

Tom Tenaglia: 00:51:41 So now let's ... Oh, let's then before we wrap up, let's talk about where you're at now in terms of the following that you have, the financial success. I mean obviously, big picture, but how much, and then looking back at that Britney from a few years ago, which is probably close to what, almost a decade, seven years ago maybe?

Britney Taylor: 00:51:41 Yep.

Tom Tenaglia: 00:52:03 So looking back to that Britney and just like how far you've come, what can you share about the success that you're having now, so people know what's possible?

Britney Taylor: 00:52:16 Well yeah, it starts from nothing and now I think I've got almost 6,000 followers on Instagram, almost 5,000 on YouTube. People on Facebook probably around the same, 5,000 or so, and it just ... I can't really explain the how. I don't know the how, but if you just keep sharing from your soul, they keep coming to you. You keep sharing offers from your soul. You'll keep getting clients who want to sign up, and not like everything that I do is successful now but you'll figure out what works and what doesn't. You'll end up attracting the clients that are meant to work with you when you share really personal stories and truths and have fun with it, right? Don't be too serious about it.

Tom Tenaglia: 00:53:01 Yeah, yeah.

Britney Taylor: 00:53:02 Yeah, always have fun with it, and then your fun and your joy attracts the right people to you, who will help you succeed, right? You'll never know what opportunity it'll be that will lead you to the next thing or the next client, but you just have to keep trusting to follow your own soul and guidance.

Tom Tenaglia: 00:53:21 And so now, are you pretty much like, you're out of the insurance business and you're living off of your own, all the stuff that you're doing now, pretty much?

Britney Taylor: 00:53:21 Yeah.

Tom Tenaglia: 00:53:31 Yeah, which I think is significant, like you've made this transition.

Britney Taylor: 00:53:37 Totally.

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Tom Tenaglia: 00:53:37 Did you stay with insurance until you got your financial success with this business, or did you kind of jump a little bit earlier? How did that ... Because that's something people go through, too.

Britney Taylor: 00:53:49 Oh yeah, I did jump a bit, but I still always had the support of my dad, even though he didn't really understand what I was doing. But yeah, I started ... I just stopped going.

Tom Tenaglia: 00:54:03 You stopped going to your dad's company.

Britney Taylor: 00:54:06 I mean I just, I prayed a lot and I trusted that it would work. And then it's in those moments of deep surrender and trust that you'll get the clients coming in, the money coming in, and then eventually it just becomes like a no-brainer. You just know that it's going to work. You just know, "This is what I'm meant to be doing. I get to be supported in this." And then there's no going back from that.

Tom Tenaglia: 00:54:28 Yeah. In that moment you're probably like, "Am I really ready to take this step?" And then all of a sudden-

Britney Taylor: 00:54:34 Oh, it's terrifying, yeah.

Tom Tenaglia: 00:54:36 Yeah, I think it's helpful for people to hear that. It's like, what's the saying? It took 25 years to become an overnight success or something like that?

Britney Taylor: 00:54:44 That's perfect, yeah.

Tom Tenaglia: 00:54:45 Yeah, or it took five, 10, whatever number you want to use. It's like there's that moment where everybody like, "Oh my God, she's successful." No, wait, wait, wait. You didn't see every ... And I love the founders story. I love-

Britney Taylor: 00:54:56 Totally.

Tom Tenaglia: 00:54:57 How you go from where you were to this realization, to how you transition into where you're at now. And so now it's just a matter of going and going and going, and just following your own joy. I think, do you do like, from a business perspective are you doing like recurring memberships? Are you doing like ad hoc sales? How do you ... One of the questions that comes up often is, "How do I maintain the stability of my income outside of a job?" And so what's your strategy on that?

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Britney Taylor: 00:55:29 Yeah, you can get people on payment plans, like I have people on payment plans for my courses, and then so that ends up being reoccurring payments for a few months or so. And then just thinking up new offers, and yeah, the payment plans are really great to get people, and to have that feeling of like, "Oh, even if I did nothing there's still money coming in the next month, and the next month, and the next month." And then when you're not in that panicky energy, that's when you really come up with the best offers anyway, then so you think of more, and then it just kind of keeps going from there.

Tom Tenaglia: 00:56:04 So you're aware of your audience, and then you're coming up with the offer as a result of what they're saying to you and how your communication is going, and then following the ...

Britney Taylor: 00:56:12 Yeah, totally. And what I feel like they're struggling with, but also what I really love to talk about, right? It's not just about what they are needing. It's also got to be something that I'm really excited about, too. Because if I'm not excited about the offer, then I don't want to talk about it every day and then it just becomes like a drag, right?

Tom Tenaglia: 00:56:31 So, and then the overlap is like where the magic happens.

Britney Taylor: 00:56:34 Totally, yeah.

Tom Tenaglia: 00:56:35 What's something they need that you love talking about.

Britney Taylor: 00:56:37 It's both, yeah. It's definitely like 50/50, like what does client need? What do I want to do?

Tom Tenaglia: 00:56:37 Perfect. Very cool.

Britney Taylor: 00:56:37 Yeah.

Tom Tenaglia: 00:56:46 Well, we definitely covered a lot, and ...

Britney Taylor: 00:56:48 Yeah, I'm excited to listen to this.

Tom Tenaglia: 00:56:50 When it would be-

Britney Taylor: 00:56:52 That's the Leo moon in me. I'm excited to listen to my own interview.

Tom Tenaglia: 00:56:56 Oh, yeah, yeah. I would do the same thing, even though I'm not ... I would play it, play back different episodes or watch certain

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- videos, especially a course where content is really, really good. Because sometimes you know when you're just channeling, for lack of a better term, the content you're sharing with people is so good that you're like, "Oh, I've got to go back and listen to that again so I can implement what just came out of my mouth."
- Britney Taylor: 00:57:18 Yeah, I watch my own trainings all the time and it gets me super pumped.
- Tom Tenaglia: 00:57:22 They do. They should. I mean, that's how they ... That's what a good content is. And then you can feel really, really good about, "Okay, this is going to help somebody when they see it," and then it-
- Britney Taylor: 00:57:32 Totally.
- Tom Tenaglia: 00:57:33 I think that's huge, because your story I think is more common than it seems, but people don't, they're not willing to say, "Okay, here's where I'm struggling at," or, "Here's where I'm at." And so the fact that you're so transparent with everything that you've been through, where you're at, where you're going, I'm like, "This is somebody I wanted to talk to for the episode." Because it's as you said, more and more people are going through this. More and more people are becoming aware of how empowered they are, and trying to figure out what their message is. And so I love the simplicity of just what brings you joy, just what is it that you feel like sharing today, and then putting that out there. And then people find you, and then it just kind of keeps going and you get this momentum, and so yeah.
- Britney Taylor: 00:58:20 The process is actually so easy, but it's like destroying all the limiting beliefs and fears that you have about actually doing the process that's the hard part.
- Tom Tenaglia: 00:58:32 That is a really, really good point. Yeah, the simplicity ... I mean, esoterics is all focused on simplicity, right? So-
- Britney Taylor: 00:58:41 Yeah.
- Tom Tenaglia: 00:58:42 The simplicity in manifesting money or connecting with people is actually really, really easy. We just over-complicate it, and once you get-
- Britney Taylor: 00:58:48 That's what humans do, yeah. We over-complicate things.

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Tom Tenaglia: 00:58:51 Yeah, get the limiting beliefs out of the way, and then of course it's meant to happen. Because you can't manifest something that you don't believe. I mean, if you believe that somebody's not going to pay for it, then you're going to manifest people not paying for it. The interesting thing is, it's if you think you can or you think you can't, you're right. It's the same thing. It's, if you believe that they're not going to pay for it, well, you actually manifested exactly what you believed.

Britney Taylor: 00:59:13 Totally.

Tom Tenaglia: 00:59:14 And so then it's a matter of shifting the belief, and then the results externally shift, so yeah.

Britney Taylor: 00:59:19 So true, and all of life comes down to that.

Tom Tenaglia: 00:59:23 That is very true.

Britney Taylor: 00:59:25 Yeah.

Tom Tenaglia: 00:59:25 I have thoroughly enjoyed this, and-

Britney Taylor: 00:59:29 Yes, me too.

Tom Tenaglia: 00:59:30 Yeah, I hope everybody listening has as well, and those that go back and listen from the beginning, pick up and hear this, too.

Britney Taylor: 00:59:36 Yeah.

Tom Tenaglia: 00:59:38 It's such a really great ... I love the founders story and hearing different ways that people have done that. Because the concepts are similar, finding who you are and that kind of thing, but the way that it's done is specific to the individual, and that to me is extremely fascinating. And probably like you said, it's not necessarily the easiest thing to do, either. I mean, it's your father's business that you then had to basically be like, "Hey, dad. I love you and I'm going this way." It's not really an easy conversation to have, but it's certainly as I always say, sometimes the things that aren't the easiest are the most fulfilling and most rewarding.

Britney Taylor: 01:00:14 And it ends up benefiting everybody else too, in the long run.

Tom Tenaglia: 01:00:19 That's a good point.

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Britney Taylor:	01:00:19	When you follow your soul, because it gives them permission to do the same.
Tom Tenaglia:	01:00:24	That's a really good point. Your message is great, Britney. I've thoroughly enjoyed talking to you. It's been very-
Britney Taylor:	01:00:29	Yes, thank you.
Tom Tenaglia:	01:00:31	Thanks for being here.
Britney Taylor:	01:00:33	Thank you.
Tom Tenaglia:	01:00:36	And to learn more about me and The Empowered Entrepreneur Show, go to empoweredentrepreneurshow.com . If you'd like an astrological reading you can click on the resources tab on the menu on that site, and you can read about scheduling an astrological reading. And with that, Aloha, a hui hou. I'll talk with you again soon.
Outtro:	01:01:02	Thank you for listening to The Empowered Entrepreneur Show.