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Yayyyyyyyyy!

Sorry – too much? It's just that I love you already because you've embraced your badassery (pretty sure we made it clear in our marketing that *SPARK* business coaching is only for badasses, right?) as well as your willingness to take it up a notch by whatever means possible.

Being in charge of your small business and getting a bit of extra coaching on the side are not mutually exclusive. Literally ask ANY of the top execs and none of them will say they did it alone. They'll laugh, because every one of those folks has a coach AND an administrative assistant who does all the dirty work.

Kinda like how the Kardashians get all the credit for having their personal style on point at all times, and yet you KNOW none of those gals are doing their own hair and makeup. The status comes from knowing they can afford the top stylists 24/7, right?

So that's why I'm so excited – you're considering letting me be your stylist! But for the behind-the-scenes business stuff that's bogging you down – which is what I geek out on.

Yes, I'm a geek, I'm sarcastic, I curse, I have tattoos, play Cards Against Humanity and I'm a young woman. I don't hide any of those facts or try to cover them up with a pantsuit and being boring. You can't really work with animals wearing a pantsuit – I've tried.

Business does NOT have to be boring. We work with PETS for goodness sake! Your job is one of the most fun and joy-inducing jobs on the planet. It's ok to have fun with your work.

Where I come in, though, is helping folks learn the right way to approach your business seriously without taking *yourself* too seriously. I've boiled my experience working with business owners down to 10 disciplines that make someone a damn good business owner. Without any 1 of those 10 characteristics, your work will come to a plateau or fizzle out.

There aren't a lot of animal nerds out there who can speak equally passionately about operant conditioning AND independent contractor licenses and permits.

I may use humor to get my point across, but I'm NOT above telling you to get your shit together and do the work that needs to be done to grow your business.

So, if you're still reading this, and you're not offended by what I've had to say so far – move on to Step 2. It's like a Choose Your Own Adventure...remember those? Good times.