

Join us in today's episode as we feature Taylor Proctor, an accomplished business coach and certified mentor. Host Amy Vaughn explores the transformative power of intuition in entrepreneurship alongside Taylor. They discuss balancing intuition with data, the importance of documentation, and Taylor's iMove method for effective decision-making and growth.

From owning four diverse companies to having experience as a CEO, CMO, and COO, from guiding Fortune 100 companies to helping million-dollar enterprises. Taylor guides business owners to discover their full potential and shifts them into growth overdrive with her suite of services, including her renowned Quantum Power Days.

Tune in to discover how leveraging intuition can drive sustainable success and pick up valuable strategies for overcoming business challenges.

Featured in the Episode

Taylor Proctor

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Takeaways

- The Role of Intuition in Entrepreneurship
- Content Marketing vs. Lead Generation
- Entrepreneurship and Innovation
- Diverse Resources for Audience Connection
- Cross-Disciplinary Work and Organizational Evolution
- The "iMove" Method
- Importance of SOPs
- Execution as a Superpower

Quotes

"Trust in your intuition starts with understanding how you receive it; for me, it's through a sense of adventure." -Taylor Proctor

"Choose strategies that add velocity. Using intuition for guidance helps achieve alignment without burnout." -Taylor Proctor

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Transcript:

Amy Vaughn:

Alright. Hello, everyone, and welcome to our weekly power lounge. This is your place to hear authentic conversations from those who have power to share. My name is Amy Vaughn, and I am the owner and chief empowerment officer of Together Digital, a diverse and collaborative community of women who choose to share their knowledge, power, and connections. You can join the movement at togetherindigital.com. And today, we are diving into a game changing approach that could revolutionize your business. The iMove, iMove method is with our special guest, Taylor. She is here to help, share her expertise on how this innovative strategy can help entrepreneurs and business leaders reach new heights.

Amy Vaughn:

If you're looking to harness your intuition for smarter decision making, optimize your marketing and operations, and accelerate growth with precision, you are in the right place, friends. Whether you are a startup founder or a \$1,000,000 enterprise owner or anywhere in between, you have got actionable insights to unlock. We've got actionable insights to unlock your full potential. Today, our guest, Taylor, will bring a wealth of experience to the table. She is a certified mentor and iMove specialist, and she has guided fortune 100 companies and helped countless entrepreneurs become dominant forces in their industries. Love it. With her quantum power days, which have become renowned for shifting business into growth overdrive. In a time in which it feels like everybody's just pedaling backwards, we're really excited to dive in with Taylor and discover how intuition, marketing, operations, velocity, and execution, hey, I move, can propel towards 6 propel you towards success.

Amy Vaughn:

Taylor, thank you so much for being with us today.

Taylor Proctor:

Thanks so much for having me on. I am stoked to be able to chat with you today.

Amy Vaughn:

Absolutely. Many of you who are Together Digital members already know we have a growing number of entrepreneurs. So I know a lot of you that are listening are hungry to hear what Taylor has to share, but, obviously, what we're sharing today works if you are working within a company or organization. So don't feel like we're not talking to you. But, also, you know, if you're entrepreneur curious, we really want to encourage you to take what you learned here today and maybe feel brave and make that leap and make that step into entrepreneurship. Right before we jumped on here, Taylor talking and I were talking about how, you know, it's hard to imagine ever going back. So let's start there, Taylor. Let's talk about you know, before we go into iMove, I wanna hear a little bit more, and I'm sure our listeners are curious about your career journey and back story.

Amy Vaughn:

How did you go from owning 4 diverse companies, to becoming a business coach for entrepreneurs?

Taylor Proctor:

Yeah. So I actually have one of those few people that I loved in my corporate career. I was in marketing, operations, strategy, leadership for over 15 years, and it actually wasn't until I left that I realized this was a term, which was entrepreneur. I had never heard that in my life, but that was exactly what I was in my corporate career. It was always something I don't think I could have stomachs any other way. But, it was always, hey. We have this idea. Throw you the keys.

Taylor Proctor:

Throw me the keys and say take it and run. And in fact, in one of those scenarios, I was hired to work at a company, and they were starting a new department. So they brought me in to

spearhead this new department, and they thought they'd get clients really quickly. They had 2 that were lined up, and they fell off. And so I was at a new job twiddling my thumbs going, k. I gotta be providing value here, but I like those clients that aren't coming anymore. So this new department is not a thing, and I'm the only person. And I had built it all out, so it was, like, ready to go, but I had nothing to do.

Taylor Proctor:

And so they had brought me in on a phone call with a large international client, and they said, hey. You know, we just wanna bring you in because they're trying to fill my time, and I'm trying to fill my time. And 3 months goes by after that meeting, and they said, hey. We're gonna launch this department, this division. And that client, in the hour that you were on the phone with them, they loved everything you had to say. We need somebody to run this. We have no idea how to do it. Like, take the keys and run.

Taylor Proctor:

And I'm like, you got it. So that was the launch of my international team where we started with 0 team members. And in a 3 year period, we went from 0 to 30 team members. We went from 1 service to 5, from one language to servicing in 5 different languages. I always say 5 and a half because we also did European, Spanish Spanish, and North American Spanish. So but, technically, 5. And we made 1,000,000 of dollars in revenue in a very short amount of time, and I even had the wonderful opportunity of living for 6 weeks in Edinburgh, Scotland setting up our EMEA, our European team. And in that, for the 1st year and a half of that 3 year period, I didn't have a boss.

Taylor Proctor:

The people who had hired me originally had left, and I was just now in charge of this team. Nobody knew what was happening, and we're just crushing it. And I should note that the client that we did that for was Google. So it was like the company would say, oh, Google is our client, but had no clue what we were doing. And so I would actually go around every month and say to a different executive leader, can I just take a half of your time and share what's happening with my department so that someone knows what's happening? Right. I was running our own HR. Like, we didn't have HR support, our hiring, our onboarding. I was running our finances, our analytics. Like, it was my own business within this company Yep.

Taylor Proctor:

Which is the true example of the entrepreneur. I just didn't know it. Mhmm. And I loved what's happening there. And during the 3 year period, I was like, okay. I'm ready to move to the next challenge. And I went and worked for another company and started doing similar, like, let's get this going, ramping it up. And I started to feel like, you know, the impact that I can make when it comes to these corporate settings, oh, I'm definitely making an impact, which is what I live for and I love.

Taylor Proctor:

Making a difference. Mhmm. But it's making a difference on a very small scale. Because, also, like, working with clients like Google, Johnson and Johnson, Stanford University, like, they're big deals already. Like, the work we're doing is impactful and significant, but, like, they don't really need more. Right? Mhmm. And Yeah. I loved coaching and helping my team members grow professionally and develop that way in career pathing and all of that.

Taylor Proctor:

And I love setting the culture and the leadership, but it felt like onesies twosies. Yeah. And I realized that there's this space on the other side that I could be helping entrepreneurs and business owners really get good at business doing what I had been implementing, and I had acknowledged the iMove method by then and really supported them to grow. In conjunction with that, I also had gotten while growing this team in this department, I had gotten my life coaching certification. And so I was actually running coaching on the side and helping my clients, and I was doing happiness mentoring. So I'd help them be happier in their lives. Yeah. And what ended up happening was that we would work on a scale of 1 to 10.

Taylor Proctor:

Like, they'd come to me at 2 or 3. We'd work together for 10 weeks. And by the time we had finished working together, they'd be sevens, eights, and nines consistently in their personal joy and happiness in their day to day life. And what inevitably would happen every time is that the clients I would work with were entrepreneurs. And they would say, oh my gosh. My relationships are better. My day to day is better. I love hanging out with my kids now.

Taylor Proctor:

Like, everything is so much better. If only I could get my business to the next level. And I was like, I'm leading the secret life to them where I am helping these corporations. Not only the corporations I was working for, but the clients that we're working for grow and develop and get good at business. And so there was this opportunity of how do we make the most impact. And I say we, it's me and the mouse in my pocket, but that's crossover from leading teams. Right? It's always a we. But how do we make this bigger impact, and how do we help the little guys get good at business and help them be happier in all areas of their life? And so it really came to this point of, like, yeah.

Taylor Proctor:

I think I'm ready to dive in and support entrepreneurs and business owners. And the impact there for me is, yes, I'm helping people in, like, a one to one scale and very customized because business is different for everybody. But their business is helping them, their families, their communities Mhmm. Their regions. And then their clients have that same impact. So the ripple effect and the impact on day to day life of the individuals throughout the world is so much more massive and so much more empowering and inspiring for me that I just absolutely love what I do.

Amy Vaughn:

Yeah. Rather than making, like you said, the Johnson and Johnson's and Googles of the world a little bit more pocket money, you're fueling local economies, helping families, and things like that in ways that yeah. I know. I can totally see that. I relate to so much of that, and I think a lot of our listeners will as well, as a lot of them probably do work for larger agencies, conglomerate owned companies, and things like that. Even when you have these big companies with big structures, what's amazing, I think, what is relatable about your story is that this happens to women a lot. Right? Where they see us and they say, oh, you're multi talented, multifaceted. You can people.

Amy Vaughn:

You can manage finance. You can manage process. So here, here's this completely crazy ass unicorn role and opportunity, and we're gonna hand it on over to you. Like, we literally had this conversation yesterday during our, Together Digital Job Seekers peer group, where one of our members just really was having a moment because she felt like she had lost her identity in the time that she spent in an organization where they gave her so many different desperate roles. But, Taylor, what's different about the way you saw the story was that you said, hey. Look, I am capable of all these things, and I can take the combination of all of my skills and abilities and those strengths and use them and take them into a business of my own that then empowers others' business. And sometimes it's a matter of that perspective. So you can guarantee that I'm sending her this episode and a big old hug and some love because I think that a lot of times we just don't see that, like, these are strengths that sometimes these disparate would feel like disparate abilities is actually what you're saying.

Amy Vaughn:

If you can do these kinds of things, you are an entrepreneur, which means you have the ability to be an entrepreneur. Right? Entrepreneur. I love it.

Taylor Proctor:

Well and I would say too, like, I hated to this day, if I had to, I'd be like, ugh, cringe. I hate filling out my resume or job applications or anything like that. I mean, I haven't done it for years now. But back in the day, when it's like, okay. I'm ready for the next thing. It felt so impossible to apply for a job because it's like, yeah. I can do this, but also I can do all of this, and they all feed together. And if it wasn't entrepreneurial, like, here, take this space, it was so hard to even get a foot in the door.

Taylor Proctor:

And that, especially as women, it's like, okay. Well, I am extremely overqualified, but I'm overqualified in a 100 different areas for this one job that's looking for this. So when you don't get the callback or you're like, okay. Is this really a good fit? You start to mean, for me, I would just feel sick to my stomach because I'm like, I really am, and I'm not. I actually don't think we're as rare as we think we are. But at the time, I'm like, I am a unicorn. Like, I have to find the right place that can support my abilities because it's gonna be beneficial to them. But if you don't have the connection with the hiring person already, it feels so impossible to even level up in jobs. And sometimes you hit those ceilings.

Taylor Proctor:

Like, I hit the ceilings too

Amy Vaughn:

Yes.

Taylor Proctor:

Where it was like Mhmm. I'm running this, and I'm in at the time, I was in a, like, a director role, I think it was. And I was like, I'm doing all of this, and I built out operationally.

Amy Vaughn:

CEO role.

Taylor Proctor:

Yeah. Oh, yeah. And so, like, operationally, I was like, I'm building 2 rows 2 roles beneath me because most people can't do all the things I've been doing. So, like, as we grow in scale, here's the 2 roles that would support beneath. So now I'm thinking about career pathing for the next level of people as well. Right? Two roles beneath my current role and job description, and then I did 2 ahead. And I was already doing the 2 ahead. And when I went and was like, by the way, granted, I built them all out.

Taylor Proctor:

But I was like, by the way, here's the career path for this and this role in my department. And I'm already 2 steps ahead, and they're like, well, we simply can't, we can't, we can't do that. You can't get the raise to that title because of the pay bands. And you're already at the top of the pay band. And we don't you know, and it's just all these things. And I'm like, I'm literally making you guys 1,000,000 dollars.

Amy Vaughn:

Right.

Taylor Proctor:

You get to say Google is your client when you don't have a clue what we're talking about, and you have none of the stress of running this department, yet I can't I mean, now I'm hitting that ceiling going, okay. Like, where do I go from here? And also, that's really disappointing from a level of I care about my team, and I cared about their career and growth pathing. And so now I'm limited on that because I'm like, if I can't hit that glass ceiling for me, I can't bring the rest of my team along with me. And that's one of the things I love about owning my own businesses because I do own 4 different businesses, and probably 65, 75% of my time is in my business coaching space. But I'm growing teams, and I'm building culture, and I can set Right. The pay bands, air quotes, around those. Right? I can set those, and I can say, hey. This is the career pathing that I see with you working within our organization and where we have these gaps that need to be filled.

Taylor Proctor:

Does that align with you? And Yep. Here's where I'm thinking that pay can go, and there is no cap because we

Amy Vaughn:

It's infinite. Doing it. Exactly.

Taylor Proctor:

It's infinite, and we're doing it collaboratively and as a team instead of Exactly. Hey. Let me come work for you, bust my butt, and then have you tell me that's not enough. And I think that there's so many women in the space that have been told that. I know I'm not alone. Nope. And we're all unicorns in our spaces. Yeah.

Taylor Proctor:

But it's like the experience of us unicorns is not that common. It's kind of universal at this point.

Amy Vaughn:

It is. I agree. Especially in the space of, like, digital marketing advertising because it's ever evolving and we're all hungry self learners. We do tend to kind of want it. We also are in fear constantly of being marginalized for our gender and as we age so that we tend to say, oh, I have to stay relevant. So then we're always, again, just naturally hungry, but then continue to learn and grow, especially within our community. And I I don't know if you can see the live chat, but already, like, one of our live listeners is like, this is very familiar. But I agree.

Amy Vaughn:

And I, you know, anybody who's listening as well who works for an organization. I mean, industries and organizations, this is where you need to evolve. You should be looking for your entrepreneurs. These are the people that will be, should be, could be leading your companies and organizations. You want people who work across disciplines, who understand cross disciplinary, like, processes because those are more collaborative people. Those are people who are gonna understand how things get done and don't just dictate. I think this whole idea of lanes and isolation and just title specific stuff, I never it never sat well with me even when I was still in the industry. When people are like, pick your lane and stay in it.

Amy Vaughn:

I was like, ah, okay. Sure. It never sat well with me early on, and it's probably again why I should have realized sooner I was, like, meant for this space, maybe a little more. But I also think, you know, at some point, industries and companies have to evolve to allow for this type of work because I think it is the way in which, like you said, there's more of us out there than what everyone even realizes.

Taylor Proctor:

Okay. Let's get to

Amy Vaughn:

iMove because this could be, like, a whole other conversation for the whole hour. But, live listeners, don't forget to use the chat outside of for the little praise hands and agreeing, which I know you all are feeling it right now. Please feel free to ask questions if you have them. Alright. Let's get into the iMove method a bit. Can you break it down for us, a little bit? I know we're gonna get into kinda each of the letters, but, like, how did you develop this approach, and how did you find it particularly effective, for women entrepreneurs specifically?

Taylor Proctor:

Absolutely. So I discovered all the entrepreneurial stuff and as well like, I developed it there and started testing it with my businesses and these other components and have seen it work consistently and then have now been helping women entrepreneurs with this method as well. So I would suggest it. I would say it is proven. But the way that I leaned in was I actually didn't have the eye first, and it was like, cool. I have experience, and I know that, like, you have to have your marketing. K. Well, your marketing could be the best in the world, and maybe it's leading to sales. But then, operationally, if you're and I'm gonna say department because, again, this is where I learned it first.

Taylor Proctor:

Right? My department would fall to pieces. So it was like, okay. We've gotta operationally set this up for success so that the marketing, as the marketing is working, can support the operations. Yep. At which point, now we really start to get that momentum, that velocity in what we're doing, and the combination of all that allows our team members to execute with ease. So it was awesome. No matter what I'm doing, that move method is coming into play. Mhmm.

Taylor Proctor:

Fast forward. So I left the company. I started working for myself and started working with and for these other businesses that I am an owner in, and I started to see the same thing. Right? What was needed? Well, everybody's like, well, how do I market my business? What's my message? What's my audience? Market. Market. Market. Market. Market.

Taylor Proctor:

And then it was like, cool. We've got the marketing, but we have no way to support the actual business and have a clear customer experience. And, operationally, we're not setting our team members up for success if we don't have standard operating procedures and things like that in place. So we can't hire appropriately. I mean, all of it. So it was like operations were crucial. Mhmm. Once we got that, we could focus on the strategies that would give us more velocity in the business and, again, be able to execute with ease.

Taylor Proctor:

So on the corporate and on more of the I'm gonna call them my enterprise start ups because they were start up organizations in tech, in manufacturing, and both of those valued at over 10,000,000 in our 1st year. But they were in that, like, more corporatized space. Right? Then I'm

still in those, which is great. When I started working with the smaller business owners and looking at my business, my coaching business, get good at business.com, right, when I started looking at that, I would do the marketing and I would do the operations and I would do all these pieces, and it wasn't hitting that tipping point. Like, it wasn't crossing over. And it was like, okay. Well, I know the marketing. Like and I know how to do all of this.

Taylor Proctor:

Why isn't it working? And I'm gonna share a little bit of an embarrassing story here, but I was in a group. And I was in this group with these other women entrepreneurs and even there were men entrepreneurs in there too, actually. And they would say things like, I just got this download. And I or I just got this intuitive nudge, and I went with it. And I just had a \$10,000 day. And for me, I'm like, I'm happy for them but also and it's not like in a comparison or thing or competitive way but I'm like I'm happy for them but if I look at myself and this is where it's kind of embarrassing but I look at myself and I go I'm just as smart, I'm just as qualified. Mhmm. I have clear messaging.

Taylor Proctor:

I know what I'm like, I mean, I had all the boxes ticked. Right. And they weren't at those levels that I felt I was at, and they were having these massive successes all because they just had this thought and they wouldn't feel it. Yeah. And I'm like, what the hell? Like, I was so mad. And I was like, one of the coaches would be like, oh, I know that's aligned. I just got tingles all over my body, and I'd be like, I'm not feeling any tingles. Right? Or, oh, I just got this gut feeling, and I'm like, I'm not getting any of that.

Taylor Proctor:

And so I was so mad because I was like, I feel like these entrepreneurs that I'm surrounding myself with, rightfully so, have this super secret power that I don't have, and my business is suffering because of it. And it wasn't until I took a course on intuition specifically, because I think we all do this. We're like, alright. I have a gap here. Like, let me learn about this and figure

Amy Vaughn:

it out.

Taylor Proctor:

And, so I took this course on it. And in this course, they suggested that there's actually 60. That is a 6 and a 0. Different ways that you can experience intuition. And then, of course, everyone has it Mhmm. But it's unique to you. So when I was sitting there going, well, I'm not getting full body tingles or I'm not getting a taste in my mouth or, you know, whatever, I thought I wasn't intuitive. And the truth of it was that I needed to find my intuitive fingerprint.

Taylor Proctor:

Gotcha. And the momentum and the movement that happened in my business from there was crazy because I started being able to tap into my intuition, which led to aligned and congruent action. That aligned and congruent action took my marketing and put so much massive

momentum behind it, which then was supported by my operations that allowed me to scale Mhmm. Which then freed me up to say, okay. What are the strategies I can do to add velocity, most importantly, without burnout Yep. And ultimately execute with ease. And, thus, the I move method was born because I realized that so many of us I mean, maybe they weren't as pissed off as I am, but so many of us are like, I don't have that, and maybe I'm not meant for this. And they're getting these intuitive downloads or they're connecting to this, and Mhmm.

Taylor Proctor:

They're getting all of these results, and I'm not. And maybe I'm not cut out for this. And the truth of it is, like, no. We've just got to find your intuitive way to, most importantly, take that aligned and congruent action. And so since then, everything for the companies and the businesses that I work with and for my customers and my clients is through that lens of, like, what makes the most sense here? And when I look back at the corporate career, and I'm and I'm gonna hone in out of the 15 years. I'm gonna hone in on the 3 years when we were working with Google specifically. Yeah. I was running on intuition.

Taylor Proctor:

I just didn't know it. Uh-huh. I'd be like, oh, we need to fill in this space. We need to fill in this space. We need to fill in this space. And I would be getting those intuitive hits, and we were just crushing it, which is why we grew from a team of 0 team members to 30 in such a short amount of time. How we were able to offer the services and the languages and all of these things, it was all intuition on fire, and I just didn't realize it. And so when I I'm gonna say escaped.

Taylor Proctor:

When I escaped the corporate space and I started looking at doing it for my own business, it was like, oh, snap. Yeah. Like, when I use my intuition, things really get a fire underneath them. Like, that's adding gasoline. And so being able to do that for my clients and my customers now as part of the iMove is everything. So that's that's the long version of how I create

Amy Vaughn:

it. I love it. That's fantastic. And what's really cool about that story is, like, you had that foundation of move to begin with, that strong foundation of of process that made everything, like you said, move, but what was missing was that magic, which is that intuition that I think, again, a lot of us tend to sort of, really discount, especially as as women because it feels too woo, but then I love that you're just, like, getting right behind it. And a couple things you said reminded me of, like, I think also as women, we don't tend to also discard or try to tamp down our anger. And I think between our anger and our envy, you need to really pay attention to when and where it shows up. And I often tell people to follow your envy. It's showing you what you want.

Amy Vaughn:

So whenever you start to feel that sense of envy or even anger or frustration that somebody has something you don't, you need to ask yourself, what am I lacking? What is it that I need that they have that I'm not getting? That's what envy is showing you. And then I always say don't get furious, get curious. And I love it. I felt like you did that at that moment. Like, you got mad, and

then you're like, but wait. So okay. What, how am I? What am I lacking in my intuition? So we did have a question from one of our live listeners. Like, what was the resource that you used to sort of tap into and understand, like, the ways in which you felt, find, or your specific type of intuition sensing?

Taylor Proctor:

Yeah. So I actually, I have as part of the eye of the business. Okay. I have that as a resource. Mhmm. And in fact, I I I speak on it often. I share a story that is called my 8 figure intuition where I received a really quick rundown. But I was walking one day, and I received an intuitive hit, thinking that I could be an 8 figure entrepreneur.

Taylor Proctor:

And I was like, I count out on my hands. Like, how much is 8 figures, which is a minimum of 10,000,000. Right? Yep. And I was like, Sure. Like and then I started thinking, okay. What are all the I have to sell x amount of this at this price and all that, and then I got the overwhelming feeling filling of release those expectations. So I was just like, we're gonna ride the wave of this intuitive idea that I can be an 8 figure entrepreneur. And I did a series of things, which we can share the link.

Taylor Proctor:

But I did a series of things where, crazy enough, in the span of a 2 week period, I had the thought, and 2 weeks later, because of the stuff that I did intuitively led, and part of that is following the 60 intuitive strengths. Right? I know mine. I had this opportunity drop in my lap, and it was insane. It never would've , never would've been on my radar as a thing to even be possible, and it was actually one of the companies I'm an owner of now. The woman was like, how come I don't know you? Like, we need to connect. And I'm like, yeah. Sure. So we connected after this event, and then we spoke for about an hour, and she goes, k.

Taylor Proctor:

I need you on my team. That's awesome. I was like, okay. Well, I'm not in it to get back into corporate. So, like, contractor work, things like that. And I ended up being contracted as the COO of that organization for a year. Now I'm on the board of directors. It's one of the companies I'm an owner of.

Taylor Proctor:

And what was fascinating is we negotiated in the contract for 1% ownership. After signing the contract and we're contracting and working together, she said, hey. We've already signed up with an M and A broker. That's mergers and acquisitions, and they believe that we can sell this company for \$1,000,000,000. So part of my role as COO was to come in and make sure we were scaling and operating appropriately to be able to match that valuation and the ability to sell in 3 to 5 years for that amount. Mhmm. I went home and went, let me look at that contract. Right? And 1 percent of \$1,000,000,000 is 10,000,000, which is the 8 figures, and that just dropped in my lap.

Taylor Proctor:

And so I share that story very quickly because I do have a resource where I share the 8 crazy actions that I did, and one of those is to utilize my intuitive strengths. And in that, I have a resource. So I will put that link here in the chat really quickly. Thanks. Right there. And it's completely free. It's an email series, a video series that walks you through the 8 crazy things I did and ends with the 60 intuition pieces. So that's just a Love it.

Amy Vaughn:

Free resources that I have on hand that can help discover those and know your type. Fantastic. I love it. And then, you know, kind of on this topic before we move on, because again, I could just talk about intuition all day long. I think it's such an important skill to bring back into our lives because I think, especially society, it just tampers it down so much, and we're so full of it, especially as women. How could we start to learn to trust and leverage our intuition and our business and decision making skills? Like, what is one thing maybe that our listeners could take away and start to do to build that up?

Taylor Proctor:

Absolutely. And I will say this too. In the corporate world, there always is this need for justification. Mhmm. Right? Like, oh, you need to do like, if I have a thought, oh, we should do this this way. And it's like, well, why? I just feel intuitively led. Like, that's not hopefully, that would fly in a modern corporate space. But in some corporate spaces, like, that's not gonna fly.

Taylor Proctor:

And so there's always this need to, like, justify or have the data to back up and these components where I think that is a huge deterrent and damper on your intuition. Because you may have this thought to try this thing, and it may be the thing that will take everything to this next level. But because you can't justify it or because it hasn't been done or seen before, so there's no case studies to support it, right, it may get shut down, or you may start to shut it down before you even let it see the light of day. And so Right. I know that I I kind of had that a little bit, but being in the entrepreneur space, I just was on fire and not realizing that I was using my intuition. But that said, I think one of the best things that I have found for myself and for my clients to help start to trust and develop that intuition, I'm saying it's twofold. 1 is figuring out, okay, how do I actually receive intuition? Mhmm. For me, my main sense of or my main intuitive strength is a sense of adventure.

Taylor Proctor:

So if I'm gonna put on my backpack that's £40 with a water bottle and I got my thick wool socks so I don't get blisters in my hiking boots, and I got everything prepared for the dog, and I've got my granola bars. And we're gonna go hike up this mountain, and every turn is a beautiful look. And I'm so excited, and I love it here versus, my socks, my feet are hot, and I'm getting a blister. And, is this bend the end? I'm ready to go home. And this backpack is so heavy, and I've gotta carry my dog poops bag, you know, all this stuff. Like, there's such a big difference between those two energies. Mentality is true. For me, my intuitive strength is a sense of adventure.

Taylor Proctor:

Mhmm. So when I feel that, like, oh, I can hike up this mountain and I'm excited about it and it feels right. Mhmm. That's a yes for me. So that's how when the founder of the organization said, hey. I want you to be on my team. Mhmm. I was like, check-in.

Taylor Proctor:

Oh, sense of adventure. This is a yes Versus a, no. I don't wanna be involved, you know, with this again or, you know, anything like that. It's, yeah, sense of adventure is a yes. So the first and foremost is learn your intuitive strength type Mhmm. So that you can follow it. And then the second thing, part 2 of this, is document your successes. Yeah.

Taylor Proctor:

That is so huge because we undervalue it. We undervalue what we've done in the past. Like I said, I can look back now, and if I'm looking at a lens of my intuition, I'm like, oh, I was on fire when I was in the corporate space. Like, I was crushing my intuition. Like, it was amazing. Yeah. If I didn't try to go back and go, when did my intuition prove right? When did my intuition work for me? When was everything working for me, and what was I doing that was intuitively led by then? I never could go back and be like, actually, I was doing the way the reason it worked the way it worked was because I was following my intuition. So creating a success book when you feel like I don't know.

Taylor Proctor:

I just have this weird thought. Like, you can go back to that book and have documented proof Uh-huh. That your intuition works, but, also, I'm gonna say documented proof that you're a badass. So, like, let's keep on following that intuition, keep on being a badass, and watch how everything falls into place because Love it. Let's say it again. Most important phrase here, aligned and congruent action. Mhmm. When you take the actions that aren't aligned and aren't congruent with who you are, where you are, who you wanna be, and where you wanna go, right, that's when you hit the roadblocks, the walls, the stumble, and you're trying to force things, and you're wondering why it's not working, and you feel stagnant and stuck.

Taylor Proctor:

Aligning through an action is huge. So knowing your intuitive strength style type and documenting your successes and your wins I love it. The combination of that is a great way to start to really lean into your intuition.

Amy Vaughn:

Those are fantastic pieces of advice, and I love that idea of a success book. We talk about keeping, like, a woo folder where you put, like, your kudos and things like that, but I love the idea of tracking your own wins and, like, especially those intuitive successes because it said that positive reinforcement and validation of those actions and the things that you followed through on, like you said, to encourage that congruent, action aligned and congruent. I love it. Alright. Let's move on to marketing. What are some common pitfalls, but what are some

common pitfalls that you see specifically in marketing, when people are trying to promote their own business, and how could the iMove method help them start to overcome these?

Taylor Proctor:

Yeah. Absolutely. So the biggest thing that I see with the biggest pitfall that I see with marketing is that so many entrepreneurs, small business owners, people that I love that you said are entrepreneurial, curious because they'll start marketing. Like, you'll test the waters. Is that Yeah. The belief that content marketing is enough. I'm from the generation and the marketing and the advertising side where it's like, content is king. Content is king.

Taylor Proctor:

Content is king. And even now we hear, oh, you know, you gotta have your video marketing, and you've gotta have your podcast. You've gotta have your blog, and you've gotta have, you know, the stuff on Instagram and Facebook and pin like, there's so much. And a lot of the business owners that I know and I work with, there're a couple of pitfalls within that. They feel overwhelmed Mhmm. Because it's like you gotta be everywhere at once at all times for everyone, which is not true, but that's what it starts to feel like. Right. And then 2, and this is the most important component of this, that we've bought into that content marketing should be enough.

Taylor Proctor:

So I'm creating content. I'm in this space. I'm pushing, pushing, pushing, pushing, pushing. I'm trying to connect with my audience. I'm trying to be informative. I'm trying to be entertaining. I'm trying to be inspiring. Like, I've got my content pillars.

Taylor Proctor:

Like, we've got all these pieces, and it's like and it's not going anywhere. And that is because in the marketing space, we've bought the lie that content marketing is enough, and it's not. And I look at it this way. We've all heard about lead gen, and a lot of folks are like, well, my content marketing is my lead gen. No. It's not. K? So your content marketing is your nurturing. Mhmm.

Taylor Proctor:

So I always make the joke, but it might hit pretty close to home, which is there's a reason why it feels like you're talking to the same 6 people over and over again. 3 of them are already clients, 2 are your mom and your sister, and the 6th one is your sister's dog's account. Right? And you're like, I feel like I'm just I can't reach those next levels, and that's because you're relying on the content marketing, and content marketing is your nurturing phase. So we wanna look at, k, how can we get out in front of the right audience and bring them to you by providing value? So we start to look at all the different categories of lead generation. Right? So whether that's being a guest on a podcast, whether that's hosting a podcast, whether that's going to speak at or hosting your own events, whether that's advertising, whether that's SEO, search engine optimization. Right? There's a huge list of things that you can do to bring in your audience, right, to bring in leads. That's your lead gen channels, if you will. So we use intuition to say, okay.

Taylor Proctor:

What feels good? Let's pick 1 or 2, not all 10. Right. That's overwhelming. Right? We're simplifying here. Mhmm. Right? What actually feels right? So I have a client that was like, oh my gosh. I really wanna just go speak. I don't like social media.

Taylor Proctor:

I don't like the pressure of that. Yeah. I love connecting and working with people. I just really wanna go speak. And I was like, awesome. Now phase 2, and some people have this, some people don't, which is having a valuable resource to connect them with. Mhmm. So hey.

Taylor Proctor:

Yeah. You're going and speaking on podcasts and things like that, but do you have a resource to connect them with? And funny enough, I didn't plan on my resource being the 8 crazy actions email series today, but here we are. And that's my resource for people on intuition. It's like, hey. Check out this video series 3 minutes a day for 8 days, and you get true, actionable stuff that I did to generate an 8 figure opportunity and tap into my intuition, and you can have that too. Right? So it's this resource, and there's 1,000,000 different ways you can do the resource. Is it a PDF? Is it a quiz? Is it an email series? Is it a secret podcast? You know, it's so many different things. So, again, we select 1 or 2 that feel right, that we can create easily, that makes sense, and we send that.

Taylor Proctor:

So I'm on a podcast, for example. I have my resources. I can say, hey. Go here. Check this out. It's gonna be really valuable to you. Now those emails and that information are in my ecosystem. Mhmm.

Taylor Proctor:

And now I can say, hey. Go follow me on social media so you can learn more there, but I can also take the social media aspects that I'm building and have built and put those in an email so it's in your inbox. And now I'm providing that value. I am educated. I am inspired. I'm providing that value to you nurturing to the point where I can say, hey. By the way, like, you're in business. You're getting this all figured out.

Taylor Proctor:

You're crushing it on the Move method. Let's find and fill any gaps that you have. Come and do a business audit and strategy session with me. And now we've taken them from lead and if we're in the marketing space. Right? Awareness Uh-huh. To information gathering, to evaluation, to purchase. And so many small business owners, if you don't come from a marketing background, miss that and have bought this idea that, well, I just need to create content, and then it doesn't work. But, also, I could say, hey.

Taylor Proctor:

You could listen to, like, Alex or Mozy or somebody like that. It's like lead gen, lead gen, lead gen. And you're like, okay. Well, here's a 1000000 different ways I've gotta do lead gen. And you

feel like I've gotta do them all, which that's where intuition comes in. It's like, where what actually aligns and makes sense for you? Yep. I had a client that tried all these different strategies in all these different ways. And then when she found that hosting events was the thing, she was like, I can wash away all the expectations and all of the just churning and spinning my wheels.

Taylor Proctor:

This feels right. I'm going to host events and use these events to create these relationships and connect with these amazing people and bring in my ideal client and have them be in my space. Mhmm. And now I can nurture them to then become customers, clients, friends, partners, etcetera. And so it really is that, like that's the number one pitfall that I see is the overwhelm Yeah. Or the lack of knowledge and thinking that content's just gonna save you. And you've got to connect and have conversations and build those leads. And I hesitate to say leads because they're people.

Taylor Proctor:

Right? They're potential clients. Let's build love. They're humans. They're humans. And so it's the relationship and the conversations. Yeah. The more of those that you can build and have and have a streamlined way to be able to do that, right, now you can really see the marketing develop and grow in your business because, alternatively Mhmm. Third thing I see is that they will build out an entire here's my offer fully built out.

Taylor Proctor:

Let's say it's a course. I had a client the other day that she was like she came to me and she said, I wanna build this course. I've outlined it. This is the audience it's for. Cool. And so I said, that's awesome. I think we're totally down to do that. However, what I wanna give you as homework is I want you to go talk to 40 people who are that ideal client and just talk about this course, talk about your business, just create those relationships and conversations, and see what happens.

Taylor Proctor:

Mhmm. And I was thinking she's gonna get the pain points and the information. This is what these people really need, so it will support building the course. Turned out better than I could have expected because she came back and said, this is not my ideal client. I don't wanna work with them, and I don't wanna build a course for them. And I'm like, beautiful. You went out, you had conversations, and you realized that what you thought you wanted and where you're going in your business actually isn't aligned. And so now we're pivoting, and you can now move in trusting your intuition as well, but, also, you know what you want at a deeper level instead of spending all this time, effort, and energy building something that you don't wanna work with the audience, that you don't wanna sell, and you wasted all this time in in your in your business, which we can't really afford to waste time.

Taylor Proctor:

Right? You waste all this time in your business because you weren't willing to have the conversations. So conversations, relationships, humanity, we can call that leads if we wanna

simplify it. Right? But leads to a resource that supports and helps them, bringing them into your space so then your content can nurture them to become clients.

Amy Vaughn:

I love that so much. I think it's really, really brilliant. I think it's so true. As marketers, we can just kind of fall into that trap and cycle of what feels, like, comfortable and safe and familiar. And it's like when you get into the sales aspect, it does start to feel sort of like, ah, creepy, scary. I don't know. But, like, leads are a part of it, and lead gen is such an important part of it. And there is that gap, I think, between lead gen sales and marketing, right, where it's like, if you're all lead gens all the time, you're not nurturing and bringing people into the space and making those conversions.

Amy Vaughn:

So then there's a broken spot, there's a broken rung there. And then the same thing for constantly, like you just said, with content, you're just constantly playing the nurturer, but never actually moving peep moving the needle and bringing people into conversion. So you're like, great. I'm getting engaged, but where are my clicks? That's so brilliant, Taylor. You're so freaking smart. Alright. Let's move on to the next one because, again, each one of these questions, I could go on forever. And I wanna keep us on base, and I know the audience may have questions too.

Amy Vaughn:

Alright. In the fast paced world of digital marketing and specific nope. I jumped ahead. For those of us working within larger companies, how can we apply operations, the o aspect of iMove, into streamlining processes that drive growth even if we're not in leadership opportunities? And I'm asking this because I know a lot of the women that are listening kind of sit in this space, unfortunately.

Taylor Proctor:

Yeah. So I'm so excited for this question. I have to tell you. Okay. Operations is, like, out of the eye move, operations is the least sexy. And because of that, it is my favorite because it causes the most, like, traction. Mhmm. And I love it.

Taylor Proctor:

So Yeah. I'm gonna share a story from my corporate space, and then we'll get into it. So when I was growing that again, we're gonna use that same 3 year model here. I had team leads. Right? There's no way I could have 30 team members all underneath just me. Like, I had team leads, and we were Mhmm. Had different initiatives and things like that for different clients and the different languages and different products and services. And in that, one of my team leads, I said, hey.

Taylor Proctor:

I need you to document. Build me a standard operating procedure, SOP, of this process. And she goes, oh, it's not hard. It's only, like, 3 steps. I said, dude, I totally get it. I appreciate the simplicity. If you go on PTO, you get sick, something happens to you. Right.

Taylor Proctor:

I do not know what those 3 steps are. And quite frankly, in a year from now, I'm not gonna remember what those 3 steps are. Nope. So if you wouldn't mind, would you please document it for me? And granted, this was like a, she doesn't need to go to her team. I'm never gonna look at it unless I absolutely have to. Sure. But, like, hey, can we document this? Mhmm. And she's like, yeah.

Taylor Proctor:

Sure. So a couple hours later, she comes back and she goes, so 50 steps later. Right? And I'm like, uh-huh. Like, I knew it wasn't 3 simple steps Mhmm. And all the links and, you know, all these things and the clicks, and here's where we need to go to do this, and here's the file to pull this and all of that. And so I'm like, now I feel very equipped. This has a couple of different approaches from the team aspect.

Amy Vaughn:

Yeah.

Taylor Proctor:

1, I feel equipped that if something happens or she has an emergency, I can step in and fulfill that role, or I could give it to a team member and they could step in and fulfill that component Right. Solidly. Right? 2, it helped her see how amazing she is. Yes. Right? Oh, it's just 3 steps. No. Actually, 15 steps later, like, you're amazing. Like, you're keeping track of all that.

Taylor Proctor:

And 3rd, and this is where we also have a crossover into solo and entrepreneurship, is it freed up her mind. Because now instead of remembering 50 extra steps and simplifying it to 3, but it's still 50 extra steps, she Yeah. Can just go to her checklist when that's an item to do, follow her own SOP, and she can optimize from it and all those other pieces, but she now doesn't have the mental and the emotional space taken up by that task. Yeah. K? That crosses over into the solo entrepreneurship space. Huge. Right? Even if you're, on your own, and this is that also, like, you're a team member, maybe you're not leading a team, maybe it's just for you. The number one thing I can say about operations, the starting point is building out standard operating procedures.

Taylor Proctor:

Whether it's for yourself, whether it's for another team member, whether it's for a single component in your business, building out SOPs is huge. Fast forward. So I had a while I was in corporate, as part of this business and the coaching piece, I had an online book club. I know this like the back of my hand, and I didn't do it until it was a 3 year long book club and a year and a half in, I went, oh, I'm gonna create an SOP. I built my SOP, and there were over 30 different

tasks that I had been managing in my brain down to the 5th when we launched the book. On the 20th is when we vote for the book. Every Friday, I send a prompt. This is before we could do scheduled posts.

Taylor Proctor:

Right? Every Friday, I send a prompt. Here's the follow-up for the Zoom call where we do this. I need to create a bookmark. I need to create the questions. I need to do all these things. And there were dates and times connected every month, and I was starting to drop the ball because it'd be the 22nd. And I was like, oh, shoot. I didn't post that.

Taylor Proctor:

We need to start voting on next month's book. And so there was less time for voting and it created friction in the customer experience. So I was like, I gotta build an SOP. The amount of space that freed up in my brain was huge and I didn't realize it. Yeah. And so whether you are working on your own in your business or you're working for a company and maybe you're not having a team and you're not having to build out all these great big operational pieces, even having SOPs for how you do the daily minutia tasks. Right? Having an SOP that is now I just pull up my checklist and boom, boom, boom, boom, boom is so much better for your mental and creativity capacity. Also, once it's documented once it's documented, you can be like, I don't need that step.

Taylor Proctor:

Yep. Or I'm taking 5 steps to do this, but now there's an AI program that can do it. Mhmm. I could just replace that, and now you can optimize inefficiencies because Yep. You have it written down, and it's out of your head trying to remember, and now it's on paper, and you can figure out how to make it better.

Amy Vaughn:

Absolutely. I think this is always, like, a head scratcher for others when I was still in the creative space, like, why I was always so hell bent on having a process and being such a stickler for it because I was like, don't you understand process makes the way to allow for more brain space for time to be creative? And if I don't have a process, I'm constantly recreating the wheel. And so when I started in my role at Together Digital as CEO, that was one of the first things. I agree with you. I think ops are super sexy, and I love creating processes and timelines and Gantt charts and, you know, all these checklists and all these things because I do believe it just makes, for all the reasons you just mentioned, it helps you optimize your time. It optimizes the ability to kind of get your workflow down. It lets you just yeah. It just makes so much sense.

Amy Vaughn:

I think when I only struggle is that I think and I'm curious to see what you think is, like, when you create these SOPs and if you aren't quite as jazzed as maybe you and I are, getting people to read through them, follow them, adapt them. What are some tips that you have there? I'm just curious.

Taylor Proctor:

Yeah. So I also love SOPs because they tell me where I need to fill in gaps for hiring. Uh-huh. Right? And I then use those SOPs as onboarding and training materials Yeah. Mhmm. Which let's say that we create one and it's an employee that's already existing or your team member that's already with us, already been on the team, and it's like, hey. We're gonna implement this. That's my job as a leader to coach, which I love SOPs for this reason because it gives me a leg to stand on.

Taylor Proctor:

Yeah. Hey. Looks like we missed this, this, and this in this process or in this final result. Mhmm. Did you use the SOP? Uh-huh. Uh-huh.

Amy Vaughn:

Bring it back to that. Okay.

Taylor Proctor:

Okay. Back to that. And so it's it's now instead of me being like, well, we need to do this, this, and this, and we miss this. I'm like, hey. Did you take a look at the SOP? And if it keeps on happening, I'm like, I know you're not using the SOP. And right? But also Yep. I love the SOPs too because they are not macro micromanaging. I can say True.

Taylor Proctor:

I want you to use the SOP for the first little while, and then I want you to figure out how we can make this better.

Amy Vaughn:

Yes. I agree.

Taylor Proctor:

Let's work on that. So now it's a coaching mechanism.

Amy Vaughn:

Yes.

Taylor Proctor:

It's a foundation mechanism. Yes. It's a collaboration and team growth mechanism. Right. It supports all of those pieces in this one document. And Right. Again, if somebody's, like, less than enthusiastic about it, if they're not dropping anything, then okay. And that's just like once a quarter.

Taylor Proctor:

Once a quarter, will you go and check the SOP and make sure that it still aligns with your workflow and processes so that we can have a backup in case anything happens? And if things are starting to drop, now I have a foundation to say, hey. Remember, this is a checklist here for

you to help prevent these mistakes and help us both get better. So let's use the SOP and see how that goes.

Amy Vaughn:

I love it. That's great advice. Thank you. I do. I love it as a coaching tool, and I agree with you. It's like one of those things where you don't wanna over, I agree. I don't I like I don't like to micromanage. No.

Amy Vaughn:

And so it's like you don't wanna over mandate, but I love it as saying, like, this is your foundation to help you know how to get started. But if you see opportunity for improvement within the process, then, yeah, this is like you're you're again, I like to encourage entrepreneurship, and I like to try to hire entrepreneurs and encourage, you know, anybody that works with us to be an entrepreneur and innovate and find ways to make the the whole better. Right? It's not just, like, stick in your lane and do your just, like, this job over here. Right? Like, grow and expand because, you know, we like, even my title, as soon as I became you know, I was CEO for a while, and then I bought the business. And I'm like, well, CEO can stand for chief, you know, executive officer. It also stands for chief empowerment officer. Right? And so I wanna live up to that. So it's like, that's the beauty I think of, again, running and owning your own business folks.

Amy Vaughn:

Just, you know, 100%. Mhmm.

Taylor Proctor:

For those entrepreneurial curious.

Amy Vaughn:

Right? Alright. Let's go to velocity now since I was so excited to get to that. The fast paced world of digital marketing. V for velocity is obviously a pretty critical thing. It feels like we have to always be moving a mile a minute. How could our listeners increase their business velocity without sacrificing quality or burnout?

Taylor Proctor:

Yeah. So I'm gonna say that all of these pieces build on each other. Right? Like the I move, you can consider it a circle. Right? But also, like, your intuition is guiding your marketing, which is guiding your operational needs. And once you hit that point, like you start to see, okay, I'm doing all this work, 80% of it. And we know these stats, but we just don't think about it as business owners, which is we know these stats. I'm spending 80 percent of my time or 100% of my time. 80% of it is just kinda going through the motions.

Taylor Proctor:

20% is actually resulting in growth velocity momentum. Right. And so once you have, like, the marketing is working, like, boom, we're crushing it there. The operations are in place and continuing to evolve because they're a living, growing being in your business. Right? But then

it's like, okay. What can we do to streamline this? Like, what are our efforts that are actually working? What are our efforts that are more of a longer term play? Where are we spending our time that may not be giving us the best results? And how can we streamline that and select strategies? I don't recommend more than 3 at one time. Right? Select strategies that help add that velocity. And when we're selecting those strategies, if we're using our intuition to help guide, now we're able to do it without the burnout because it's aligned and congruent.

Taylor Proctor:

There is nothing worse than being like, oh, I have to record a podcast episode Yeah. To help my business. Nobody wants that energy. We don't want that energy as potential customers and clients Or listeners. Energy. Yeah. You don't want that energy in your business. Right? Right.

Taylor Proctor:

But if that's like, you're like, well, I've I'm supposed to. I should have a podcast. Right? And I'm gonna share a story here too. So, one of the things that I love to do with my clients is called quantum power days, called quantum power days because we tap into your innate power and quantum leap your business forward. Usually, in one day, we accomplished 3 months worth of work. We did over 30 in the last year, the last 12 months, and every time without fail, my clients have said, it would have taken me 3 months to do this on my own.

Amy Vaughn:

That's amazing.

Taylor Proctor:

And the momentum and everything is there. That's great. Part of that is that we look at the streamlining of velocity and we lean into intuition. So I had a client that we were banging out all the to do items because it's executional work. It's not, it's not, let's just talk about it. Right? So we're banging out like all the things that we need to do and on the list of stuff that she wanted to get done was to build a. Mhmm. However, every time she spoke about the course, her body would go a little bit more concave, her voice tenor would go a little bit shaky, and I picked up on that.

Taylor Proctor:

Yeah. And so I said, hey, like, we're getting to the point to create the course, but I just wanna know, like, why do you wanna create a course? Mhmm. And this is the biggest thing with velocity. She said, well, I feel like I should.

Amy Vaughn:

Uh-huh. Should should. Don't depend on yourself.

Taylor Proctor:

Exactly. You wanna add velocity to your business? Take out the items that you think you should be doing and do the ones that will actually help you grow. So and that you wanna do and you're excited about. So she goes, I feel like I should, and I want the recurring monthly revenue. I said,

okay. Yeah. No problem. Like, I've helped people build out their courses in our power days before.

Taylor Proctor:

Like, this is not a big deal. However, I have a question for you. Could you talk about this course in your marketing for 90 days straight and still be stoked out of your mind about this course? And she goes, no. I'm like, okay. That's totally fine. Let's look at this then. If you could do anything you wanted to do because we're entrepreneurs and also because we're human, we can. And I was like, if you could do anything you wanted to do, what would it be? And she goes, honestly, like, I would love to host retreats.

Taylor Proctor:

I love coaching and working in small intimate settings and then working 1 on 1.

Amy Vaughn:

Mhmm.

Taylor Proctor:

I said, awesome. Let's look at what it looks like to build a retreat. How does that feel? And she goes, Oh my gosh. I'm so excited. I could build a retreat. So we took the time in her power day and built out the whole retreat model. And in that, I'm shortcutting here, but in that, we built in if she sold it out, which was for 10 people, if she sold it out, she would make \$20,000 profit Wow. For the 3 days worth of work.

Taylor Proctor:

Right? 3 days of the retreat. We also built in that in the retreat, there would be a time where she would talk about and be able to sell into her 1 on 1 program, which is \$50,000 a year. Mhmm. K? So we built out everything to set this up for success, not only operationally but marketing wise and messaging and audience and all of that. So fast forward, she hosts her 1st retreat and she sells it out. K? So there's \$20,000 profit. She hosts her 2nd retreat. She actually ends up overselling it.

Taylor Proctor:

She had 12 people there and 11 of it so there's an extra 20 +1000 in profit. Making this a viable business, I think that's an important thing to note. Right? You have to be profitable. Right. And 11 of those 12 signed up for her next level program. Individual. Wow. So when I look at velocity, I can't tell you how the course would have gone.

Taylor Proctor:

Right? I can't see into the future and be like, yeah. You know? But I know that the energy behind it, the shoulders, all of those pieces were going to take the velocity and just wipe it out. Right? Now you're now spinning your wheels trying to create this course. You create the course. Now you gotta market it, and it's not like they will build it. There you build it. They will come. Like that,

I don't know how that has gotten into the world that, like, you build a course that suddenly it's successful in monthly recurring revenue.

Taylor Proctor:

No, like you'll still have to market it. You still have to sell it. You still have to have the energy and promotion behind it. Anyways, it's not a bill that they will come. And so I can't tell you what would have happened with her course. Right. However, I can say with fairly high confidence that selling out and retreats and having 11 people sign up for your \$50,000 a year program

Amy Vaughn:

Right.

Taylor Proctor:

Probably was not going to happen in those numbers with those margins. Yeah. Not with those courses. And so when we look at velocity to pull this all back, the number one thing I look at is, what are you feeling like you should be doing versus what are you wanting to do and following the energy of what you want to do to guide your business. Love it. Love it. Love it.

Amy Vaughn:

We're, like, at times. I'm gonna ask you my last question, but I seriously could keep going. Alright. Because we gotta get to the e and the iMove. Otherwise, it's like my OCD would just not be happy. The e and Mu. I Mu stands for execution. What advice do you have for women, who are struggling to kind of do that when it comes to executing big ideas and strategies? Like, it's analysis paralysis, imposter syndrome, whatever they wanna whatever label they wanna throw on it.

Taylor Proctor:

Sure. So I think the very first thing that we need to understand is that all the other areas of iMove, it's iMove, it's incomplete without the e. Right? And the e is your only superpower. Mhmm. We've talked about how everyone here is we're unicorn in our own right, and we know how to do all of these things. And we're amazing, badass, incredible women. Whether you're an entrepreneur, entrepreneurial, curious, or in corporate, like we're incredible. We can get stuff done.

Taylor Proctor:

Had to keep swearing there for a second. We can get stuff done. However, getting stuff done is the only superpower that we have. We can talk about intuition all day, but if you don't actually listen to it and execute from it, it gets you nowhere. Yep. We can talk about marketing. We can build out the strategies. It can look really pretty and nice, but until it actually is published and executed on, it means nothing.

Taylor Proctor:

Same thing with operational processes, same thing with simplifying for velocity. We could talk all day long about those, but the only superpower we have. You can be the prettiest, the smartest,

the most successful, the most talented, all of these things in the room. If you're not executing, none of that matters. Right. So that's 1st and foremost. 2nd off, when we're not able to execute, in most cases, we'll say, oh, I just don't have the time. Okay.

Taylor Proctor:

I'm gonna share it right now. I'm gonna share another hour

Amy Vaughn:

conversation time. Go ahead. Sorry.

Taylor Proctor:

Yes. We, dude, we could go. I think we could pick each one of these apart and have entire episodes on each one. One. Mhmm. But everyone says, oh, I don't have the time. I don't have the time. I don't have the time.

Taylor Proctor:

Yep. And the truth of it is that in many instances, there's a belief or a resistance in the form of a limiting belief or in the form of the shoulds, there's a resistance that keeps us from taking that action. So when it's like, okay. Well, is it imposter syndrome or is it that I don't have enough time or is it because of these things? Where is that resistance coming from? And identify like, well, I actually have a belief that if I'm seen I have a client right now actually that she worked with a coach. And with that coach, she created a system and a program, And a year later, that coach came back and tried to sue her because they created the program together. Like, completely the coach was completely unethical, but that's a whole different thing. And so now she's a 6 figure entrepreneur, but she's worried that if she gets bigger, if she gets seen, she's not gonna get in trouble. She's gonna get sued or whatever it is.

Taylor Proctor:

Yes. And so Making herself well, that's not necessarily true. Now that's a belief that's causing resistance, so she's hesitating in executing. So whenever we feel a hesitation in execution, we can talk about productivity tools. We can talk about calendar blocking. We can talk about all those things that help with time. But, ultimately, my job is to say, okay. So where are we experiencing resistance around this? Is it because it was a shoulder and it's not really a line that congruent? Is it because there's a limiting belief blocking us? And once we clear that belief, will it be a 10 out of 10 energy and we're able to move forward? Or what is it there that's causing that resistance and can we work through that so that you're able to execute with ease? Because also maybe we're executing, but it's procrastination and it's, like, slogging through and you hate this the whole time.

Taylor Proctor:

And that's where the execution with ease comes in because we're tapping to the intuition. We're looking at the shoulders. We're simplifying the marketing. We're simplifying and writing down the processes. We're coming in and saying, where are we holding ourselves back from velocity?

And when you clear all those pieces and set it up with the rest of the I move, the execution with ease, that resistance is gone, and it becomes easy.

Amy Vaughn:

Yeah. I was gonna say I can totally see that. It makes so much sense. Execution: I've written it down before you said it. Execution becomes easy when your actions are

Taylor Proctor:

Aligned. Aligned and. Listen to me. I'm such a good learner,

Amy Vaughn:

and you're such a fantastic teacher. Taylor, you're just a little overtime, which yeah. I just again, we will have to have you back so we can keep talking. This is great. Again, we have shared a number of links in the chat. So live listeners, make sure you grab those before we log off. We'll definitely include those in the show notes as well for those of you who are listening afterwards in the podcast recording. But, Taylor, thank you so much for just everything you're doing.

Amy Vaughn:

It's also super inspiring, like, your energy, your passion, like, you're you're not just saying it. You're doing it when I think that, you know, you just find your superpower and then use it to empower others. It's very inspiring, and it's very awesome. So thank you for what you're doing. Appreciate it.

Taylor Proctor:

Thank you so much. And, it's been an honor and delight to

Amy Vaughn:

be here, and I really appreciate it. So thank you. Absolutely. Alright, everyone. I hope you're all feeling super jazzed and ready to conquer the world now and do some awesome things with the new iMove processes that you've learned. We're excited. I know I'm gonna go kick off and go do some research and some more reading. Yeah.

Amy Vaughn:

We're excited. We're back. It was a 2 week break, so this is a great way to start back after our break, and we hope to see you all next week. Until then, keep asking, keep giving, and keep growing. We'll see you all next week. Bye.