



She Talks Business

Trailer

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Lisa Larter (00:01):

Welcome to She Talks Business. If you're an entrepreneur, business owner, or aspiring mogul, chances are you want to learn more about marketing and mastering and monetizing your business. She Talks Business is where you'll learn all of that and more. My name is Lisa Larter and I'm an entrepreneur, high school dropout, wiener dog enthusiast and your host. Let's get started.

Lisa Larter (00:25):

Welcome friends. This is Lisa Larter and you are listening to She Talks Business.

Lisa Larter (00:32):

I want to use this trailer to tell you a little bit about what I have in store for this podcast, and a little bit about me. Now you'll have to forgive me because I am not very good at reading a script, therefore, I have a bunch of notes, bullet points that I'm going to cover with you, and I want to set the tone and the expectation from the very start. Nothing on this show will be scripted and read because I want to be real with you. I want to be real about what goes on in business, and I want to talk freely with you and I believe that if you were reading a well-prepared script, then you're not necessarily being real. So, thank you for your time and attention, because time is a really, really important thing. And the fact that you are giving me some of your time and attention means that I take that very seriously and I want to deliver value for you.

Lisa Larter (01:33):

Let me start by telling you a little bit about me. First of all, I'm a high school dropout. I quit high school halfway through my final year. I am missing an arts credit. That is the only thing between me and a high school diploma. When I dropped out of high school, I started working in retail and I was a really, really



good salesperson. I worked my way up in retail to management and quickly was recruited by one of the new wireless companies in 1997 in Canada. And I worked for that telco for almost a decade, and I helped them build a retail distribution channel across Canada. Before I left, I supported a team of about 1,000 people and I was responsible for about a hundred million dollars a year in sales. When I left that company, I started my own bricks and mortar retail business, and I operated that business for about six years before I sold it. So, I have built a seven figure company and I have then sold that business. And I have been running a strategy and marketing firm for over a decade now.

Lisa Larter (02:42):

Now, my strategy and marketing firm, the one that I run right now, does close to multiple seven figures; but more importantly than top line revenue, which is often not very telling of the success of the business, my business is profitable. I've got close to, I would say, between 20 and 30 people, employees and freelancers that work with me to support an amazing group of clients. And therefore, I have seen a lot since 2006 when I quit my corporate job to go all in on depending on myself. That's a little bit about me.

Lisa Larter (03:24):

My idea for this podcast, I wanted to podcast in 2014 and I have had so many false starts it's not even funny, but I actually think I'm ready to do this. And so here's my idea. I want this podcast to be almost part Masterclass and part conversation with colleagues and clients on topics that are relevant to business owners. Real relevant topics that can help you run your business in a better way. Real topics that make you realize that you are not alone in the grind and the struggle that comes with building and running a business. I want to do that by teaching you things and I also want to do that by sharing really rich conversations with colleagues that I know, authors that I know, and even clients about what it takes to build a business.

Lisa Larter (04:18):

My intention is to provide value, but always sharing the truth and talking about some of the things that people don't always talk about. I talked about having a business that does seven figures and that it's profitable. The reason that I talk about that is I don't really care if you have a seven figure business, I didn't even really care that I have a seven figure business. What I care about is that when you have a business, your business is profitable, that you can

afford to pay yourself in your business. I know lots of people that run seven figure businesses that can't pay themselves an income. So, top level revenues don't impress me much if you're not able to support yourself, pay your team and generate a profit. So, those are some of the things that I want to talk about because I think there's all this garbage out there that people think is what the truth is about running a business and it's actually smoke and mirrors. It's not the truth at all.

Lisa Larter (05:14):

Some of the topics that I want to talk to you about will include strategy and all different ways of looking at and thinking about strategy. In fact, the very first theme that we are going to dive into is all about strategy. We're also going to talk about marketing and for me, marketing encompasses so many different things. It might encompass content marketing. It might be social media marketing or book marketing. And eventually, I'm going to share lessons learned from marketing this podcast, too. Marketing is the thing that you do to make people aware of you so that they can decide whether they want to be a browser or a buyer. And I want to share things that may help you do more effective marketing.

Lisa Larter (05:59):

We're also going to talk about selling because selling isn't bad and neither is money and neither is finance or wealth building. We're going to talk about those things because the truth is the only way that you can build a successful business is if you really understand the financial side of your business, and that includes selling. It includes pricing. It includes profitability and all of those things. We'll talk about what it takes to build a team, the nitty gritty, the hiring, the firing, the culture development, how to plan and plan to hire for the future state of your business so you're not always playing catch up.

Lisa Larter (06:38):

We'll talk about systems and operations and all the things that go into making a business work. There is too much noise online that makes business all about marketing and not enough about the bottom line and the mechanics that go into running a business, and so I want to talk about all of that with you. And I have unique experience because of the work that I have done in the wireless industry in working with a telco that went from six retail stores to 150 retail stores in a very short period of time, I have experienced in a lot

of things that are related to big business that can be applied to small business.

Lisa Larter (07:23):

I love teaching and I love having rich conversations with people about business. I love challenging ideas and thinking about the status quo, and I hope that you will enjoy hearing those conversations. And I hope that you will be open to challenging your own thinking, too. My hope is that you'll find real value in listening to She Talks Business. And if you do, that you will share it with others, too. Thank you for listening to this trailer, and I hope that you will continue on and listen to episode one, where we are going to talk about strategy.

Lisa Larter (08:06):

Thank you for joining me for this episode of She Talks Business. If you enjoyed the show, you know the drill, Leave us a review, tell someone about it and join the conversation on social media. Thanks for listening. And until next time, remember done is always better than perfect.



Lisa Larter is a Business Strategist, Digital Marketing Expert, Author and Speaker.

The Lisa Larter Group helps their clients to formulate marketing strategies that support their business goals and objectives. Lisa provides consulting & advisory services, and implementation services including: social media & content management, book marketing, and website design.