



## Success With Soul: Episode 4 - Part 2 - Time and Energy Management

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Welcome back, y'all. It is Episode Four of the success with soul podcast. I'm your host Kate Kordsmeier. And today we are finishing up our part two of the anti hustle series. So last week I shared why I don't believe in hustle and how to work from a place of rest, alignment and abundance. And this week, we're getting into some of the specifics. So I know we talked a little bit about what this actually means and how to balance the surrender and manifesting and alignment with actually, like, you still have to do something right. So what does that look like? So I'm excited today to share more of the tools and resources and the how that have helped me do less and achieve more.

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To the success word soul podcast with Kate Kordsmeier, ex journalist turned CEO of a multi six figure blog in online business. But it wasn't that long ago that Kate was a struggling entrepreneur who lacked confidence, clarity, and let's be honest, the money. But all those failures, experiments and lessons learned helped Kate create a thriving business that impacts thousands and brings freedom, flexibility and fulfillment to her life. If you're ready to do the same and make something happen with holistic, soulful, step by step strategies from Kate and other experts, you're in the right place. here's your host, writer, educator, Mom, recovering perfectionist, bookworm and sushi connoisseur Kate Kordsmeier.

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Okay, so if you missed last week, definitely go back and give that episode a listen before you dive into this one. I think it will definitely set the stage and help you understand more of where

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I'm coming from and why this is also important. But as promised, today is all about the how and some of my time management strategies that helped me get stuff done while working from a place of rest and alignment and abundance. So to start, want to just talk about time, and this is something that I learned from Michael Hyatt, he has an amazing book called free to focus, I highly recommend reading it, it will definitely changed my life. Even though that phrase is now so overused and cliché, it really is true. I learned so many good productivity tips from that book. And one of the things that he talks about that really resonated with me is how

time is fixed, but energy flexes. So we all have the same number of hours in a day. But there's this law of diminishing returns.

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more hours doesn't always or really, honestly ever equal more work or more success. And we talked about this a little bit in last week's episode, but just to kind of go into more of the science behind time being fixed, is, I think that law of diminishing returns is so important, because we think that Oh, if I just work harder or work more hours, I will have the success that I want. But rarely does anyone come up with a great idea, or super high quality work while pulling an all nighter, or after 14 straight hours of staring at a computer screen right. So quality matters and research has shown that working and focus bursts with breaks for walking or refreshment socializing, and even play intersperse.

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results in the highest achievements and impact. So when you take a break from constantly working and constantly thinking, and you will allow that white space to come into your life for creation and new ideas, and just boredom, honestly, it's okay to be bored, you will actually end up achieving more, which is great news, right? If we all knew that it just took a little bit more play and less work to have more success, man, that's pretty. That's pretty compelling. So I think instead of focusing on time, which I know this is a time management session, or episode, I want to talk more about energy because unless you learn to manage your energy, you're going to unknowingly undercut your productivity. So

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This is also where it comes back to the importance of not just the physical work but the energetic work. So we talked about this again last week about getting intentional, getting really clear on what you want getting into alignment, setting those intentions. I think another great thing to do that we didn't mention last week is starting a gratitude practice. This can really help shift you into a more abundant mindset in life. But all of these things are going to help manage your energy. And again another resource that I have found to be insanely helpful to managing my energy and working with my energy rather than against it is Kate Northrop's book do less and her online membership which is called origin. She also has a brilliant beautiful planner called the do less planner and I use that

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Every morning and night and it is a total game changer. And full disclosure, I'm not an affiliate or anything for Kate, but I am a student in her mastermind and it doesn't really impact anything except just to say, I have spent 10s of thousands of dollars with this woman and I think every single penny has been worth it because of what I have gained in my personal life and my business through it. And a big part of that probably the most important part of that is managing my energy and so we talked about this last week where I'm looking every day I've got I'm gonna pull out my planner actually right now while I'm sitting here so I can give you guys some very specific examples but I look at every single day I'll sit down and I look at Okay, what phase of my menstrual cycle Am I in? What day Am I on in my cycle? And then what's the phase Are you in? Am I in my menstrual

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follicular ovulation or luteal phase, and each of those phases is tied to your energy and how you're going to feel and what's happening in your body. And when you can work with that instead of against it. It is amazing what you can accomplish. So I look at things like that. And we'll have another episode where we go really deep into cycle thinking because it is so powerful. But regardless whether you're pregnant or you have a health condition where you don't have regular cycles, or maybe any cycles at all, or you're in menopause, or you're a man, you can still manage your energy by looking at what's happening in your environment. And a big part of that is

what's happening with the phases of the moon. So I look at what lunar phase we're currently in like today I'm recording this and we are in the new moon in Aries. And this is different to me.

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Then, like a typical magazine horoscope. Okay, this is not like on the 12th you'll find love in an unexpected place. Okay, no, this is more about the pole, the gravitational pull of the moon and how it affects everything in the world from Mother Nature to our own bodies. Right? If you think about it, our bodies are what like 60% water, somebody will have to fact check me on that. But if you think about the effect that the moon has on the tides, and then you think about the fact that our bodies are made up mostly of water, of course, there's going to be an effect that the moon has on our person as well. So I look at kind of some astrological info, like the new moon is a great time to set intentions to rest to journal to be in nature. So I'll look at that and and see okay, what

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Does that mean for what I could work on today and be most productive, most effective? Look at my sleep. I look at I set intentions for the day, I set priorities on my to do list. And I think about just like, what do I feel like doing today? And how I love this question that chaos in the planner, how can I honor that even in a small way? So maybe you feel like just being cozy. You know, sometimes I'm just like, I just feel like staying in my jam jams and working from bed. So how can I honor that? And maybe it's unrealistic to do that for the whole day. But in a small way, I could say all right, well, I'm going to I'm going to take it slow this morning. I'm going to work from bed until 11. And then I'm going to get up and take shower and get on with my day. So really getting back into our bodies and listening to what they're asking for. can do amazing

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things for your productivity and your business. And then at the end of the day, it's also doing these check ins where you're looking at how your physical energy was, what symptoms Did you feel in your body? What was your emotional state or your mood? How was your energy? Looking even? How was your sexual energy? How did you feel mentally, making time for things like moving your body? And then thinking about what are the best kinds of activities that you could work on based on all of these energetic influences? I think it's really powerful to to look at what went well and a given day, what didn't go well, what can you learn from it? What can you do differently next time? And again, what are you grateful for? So these are just some examples, and we'll have future episodes where we dive much deeper into this, but some examples of how you can manage your energy and increase

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productivity and success. So, where to go from here? Okay. Some other helpful questions that you can ask yourself as you're working on some time management strategies, and really energy management strategies is what rituals and routines can you create to make this easier. So if there's a morning ritual or an evening, shut down ritual or just a daily routine that you can get in, that would make it would bring more ease into your life, do it. Think about it, it doesn't even have to be something super formal, or the same every day. Like I don't feel like doing the exact same thing for the first 30 minutes of every single morning I wake up, but what I try to do is say the first 30 minutes are reserved for self care. Sometimes that might just mean taking a shower and having my coffee sometimes that might mean reading a book.

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Or meditating or journaling or pulling Oracle cards or whatever it might be, but it's not working. It's not getting up and sitting straight down at my desk, right? So I try to build in these rituals and routines that can help make my time and energy management easier. Also, one of the best things to think about is how you can, how can

you eliminate distractions and disruptions. So what I realized in particular after reading free to focus was that I was constantly disrupted when I was working. And a lot of it was self inflicted. You know, I work from home alone, my kids and full time daycare, my husband works in an office, other than my dog and two cats, which I'll be honest, can be very distracting. There's not a whole lot to distract me. But I keep my email. I was I'm not doing this anymore. I keep my email

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open all the time. So every time I met my computer, which is pretty much where all my work happens, I could see this little I didn't have notifications turned on. So I thought I was, you know, winning at that. But I could see this little ding in the corner, not a ding, you know, it would change like Gmail would say, now I have 27 emails instead of 26. Now I have 30. And I would get distracted. And I would go and I would look and see what came in, maybe I'd respond, maybe I wouldn't, but it was taking me away from what I was doing. My team and I use boxer to communicate, and I had notifications turned on and I was listening to their messages as they were coming through. And this was a huge source of distraction and interruption. So I decided moving forward that I was going to have specific times of day where I check email or I check voxer or I look at Asana and we'll get into some of these tools in a few minutes. But also

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I decided that I was going to eliminate all of those distractions so that I could actually get focused work done and what do you know, I was able to get focused work done. And not only that, but I was able to do it in less time than it was taking me before, when I was constantly being pulled away. And there's all this research that shows like, you know, how long it takes to get back into the zone. And basically, multitasking doesn't work. So stop multitasking, we can really only focus and do quality work on one thing at a time. So eliminate distractions, stop multitasking, turn off all your notifications, you'll be amazed at how much more you can accomplish in less time.

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Other helpful questions to ask yourself, what does your ideal week look like? Similar to eliminating distractions, but how can you batch your tasks to increase productivity, focus and efficiency. So rather than saying, I'm going to

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write a blog post today. And then I'm going to work on my social media. And then I'm going to send out some emails. And then I'm going to record a podcast. I try to batch my tasks so that it's like, Tuesdays, I'm just recording podcasts. That's it. You know, Wednesdays, I'm just writing blog posts, and that way I can really get into the zone of something and just start knocking things out. Okay, another helpful question to ask yourself, how can you build more rest and rejuvenation into your week? So one thing that I do every Monday is I sit down, I look at my week, I'm going to kind of walk you through my system in a minute, but basically, I do my system. And then I look at how can I build rest and rejuvenation into my week? So I say, okay, when can I fit in a visit to the chiropractor, when can I fit in a yoga class? When can I fit in acupuncture and meditation, kind of batch those together because I am

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doing both right? When can I fit in time to be in nature, I might look at the weather and say, okay, it's supposed to rain these days, but it's supposed to be nice these days. So I'm going to plan for a long walk outside with my dog on Thursday. And then also just making time to sleep. If you need to schedule it in, do it, I tried to get into bed by 9pm at the very latest 10pm if I get into the bath at 9pm instead, and then I'd like to take a nice hour long bath and then go to bed. So I'm asleep by 10. And then I try to wake up by 6:37 in the morning, and even

just having a general idea of this is when I do this, this is when I make time for sleep is really important because of course it's really easy to just be like, Oh, I'm binge watching the show on Netflix. And before I knew it, it was midnight. Right? So I try not to do that. schedule those things into your week.

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Want to connect with other heart centered entrepreneurs? Don't forget to join the free success whistle Facebook community at [KateKordsmeier.com/Facebook](https://www.facebook.com/KateKordsmeier). I go live often to answer your burning questions. Plus, you'll get to hang out with like minded bloggers and other heart centered online business owners exchanging priceless feedback, encouragement and other golden insights from the trenches. That's [KateKordsmeier.com/Facebook](https://www.facebook.com/KateKordsmeier). See you there.

Unknown Speaker 17:34

Okay, so some of the tools that I use to help me prioritize tasks and get more done in less time. There's a few that I really recommend, and I mentioned one of these in Episode One, where my friend Susie Swope from girl gangrene interviewed me. It's called the Eisenhower matrix I did not invent this comes from President Isaac

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power. And it has been the single most powerful thing that I have done for time and energy management. And basically, the gist is it's four quadrants and you have one quadrant in the top left. That's important and urgent, these are the things that have to get done. If nothing else gets done this week, or today, whether you do it daily or weekly, I prefer weekly. But if nothing else gets done this week, these things have to get done right. Then I have in the column on the top right, important and not urgent. So these might be things that are like, Okay, this is really important. I need to do this, but there's not a firm deadline or a looming deadline this week happening. So if I get to it, this would be great. But it's not necessarily something that has to get done this week. Then you go down to we'll just go around clockwise, so then the bottom right quadrant is not important and

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not urgent. And this is usually where I end up putting a lot of like personal errands. And it's hard to say I mean, I'm always like, well, it's not not important, it is important that I send a thank you gift to my photographer. But it's not something that's like, if I don't do this, this week, my business is going to crumble, right? So a lot of times these are where I put my personal tasks and kind of errands and things that just don't have to get done. And honestly, a lot of times what I do with things that get put into this column is I end up delegating them. And that has been really helpful too because what I've realized is that not all these things need to be done by me. This is another thing I learned from Kate Northrup, she always says when you make your to do list, ask yourself these three questions doesn't need to be done at all. Sometimes we're putting stuff on our list that it's like, no, this really doesn't

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need to be done, I can just eliminate it doesn't need to be done right now. So again, then that would fit into one of the urgent quadrants of your matrix. And then finally, does it need to be done by me. And this was really powerful because so many things that were on my list was like, No, I could pay somebody to do it. I could ask for help from friends and family to get it done. Mostly my spouse. And when I started doing that, and I ended up actually hiring a personal assistant for \$15 an hour. And she was able to do so many of these things like meal planning and grocery shopping and making appointments and returning stuff at the post office and little things that just end up eating not only a lot of your time, but a lot of your mental energy and that kind of like emotional labor where we're constantly thinking about all the things that we have to get done. I was able to be so much more productive in my business. When

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I've offloaded all of those things to somebody else, if gave me so much more bandwidth to just focus on what I what only I could do, right? So not important and not urgent, that's kind of that category of stuff. And then the last quadrant, and the bottom left is not important, but it's urgent. And a lot of times, it's not really urgent, right. But we think it is because we feel this sense of, I have to respond to an email within five minutes or an hour or 24 hours or whatever it might be. A lot of time email is what ends up getting put in this category. But there might be other things that have more of a deadline on them, but they're not at the top of your priority list. So sometimes, like for me, I have a team that works with me, and sometimes they're waiting on something from me in order to take their next step. And so a lot of times those kinds of tasks get put in this quadrant. So

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Those are the four quadrants the Eisenhower matrix in a nutshell, I cannot tell you how much it has helped me pare down my to do list and focus on what truly matters instead of trying to focus on all the things at once and do everything myself. And my productivity has soared since using this and it just is like mentally helpful exercise to see things visually put into their respective quadrants. So check out the Eisenhower matrix. It's amazing. Another thing you can think about this is more of a concept. I've always been such an 8020 rule kind of gal. And it has meant different things to me at different times and in different circumstances. I used to really preach the 8020 rule as a way of eating healthy on Route and rebel. And now I use the 8020 rule almost in the opposite way for my business there.

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research that shows that 80% of our results come from 20% of our efforts. So figure out what are the 20% of your efforts that are actually bringing you results in your business and let everything else go whether that's delegating, automating or eliminating, it doesn't need to be done by you. And you can just focus on those 20% activities. The free to focus book also has tons of tools in it, and you can actually get like free printables on Michael hyatts website, if you have the book. If you have the book, he'll tell you where to find him. So I won't, I won't give that away. Because I definitely want to encourage you to buy the book. But he has a bunch of printables that have been really helpful to me too, in terms of prioritizing tasks. And one of his is the daily Big Three. This is not that novel of a concept, but it works and it's

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Simple. And basically each day, you just pick three things. These are the only three things I need to do today. If nothing else gets done except these three things, it will be a win. And so you start with those, you don't start with the stuff and you're not important and not urgent column, right? You start with your daily Big Three. And usually what I find is that I knock those things out. And then I can get to the other things on my list. Not always, but it's been really helpful in prioritizing. So those are some of my tools for prioritizing. And then in terms of planning and coming up with a system, I want to share a little bit about the system that I currently use in my business. So the first thing I recommend is getting yourself a good paper planner and coming up with a system. So I kind of have a few different areas that I put different things and then

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And I work with them all in tandem, then this might be over complicating it a little bit and you have to just figure out what works for you and your personality type and the way your brain thinks. This is what has worked for me. So my team and I use Asana for task management and project management. It's a as a as a, it's an online tool. We are on the free plan. They have premium plans, but we have not felt the need to upgrade yet. And basically, our our motto is, if it's not in Asana, it's not happening. So we all have weekly checklists, and we have one off tasks that we can organize in order of priority. We can maintain communication, but even if you

don't have a team, Asana is great for just personal use as well. And this is where like the tasks go. So I recommend Asana. There's some other ones that you can

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Check out Trello Monday click up and affinity infinity are some popular alternatives. But I really recommend Asana. Then I also have my iCal so I just use Apple's built in calendar and I put all appointments and meetings, travel, due dates, things like that in my iCal, so it's not tasks or deadlines, it's appointments and meetings and things where it's like this is where my time is. I have to be at this place at this time. So I put all of those in iCal and then what I do is I take my paper planner and on Monday mornings I map out my week so I look in iCal. I look in Asana, and I put everything in a paper planner for the week. It is a little bit redundant, but it just helps my brain understand what's happening. That

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When I'm physically writing it out, and then I can look and see what like undistracted. Okay, where can I fit in this task? Where can I fit in? Like I said, my yoga class, my chiropractor appointment, that kind of thing. So that's how I kind of set up my time. And then after I have mapped out my week, and what's happening in my paper planner, which I just have like a cheap one from Target, that has a two page spread of the week, so there's plenty of room for me to write. Then I create my Eisenhower matrix for the week. So again, there's probably some redundancies in here, but this is just what has been working really well for me and the way I'm wired. Again, to help manage my energy, I tracked my menstrual cycle. I tracked the phases of the moon. I really loved the moon calendar app. It's free and it really helps me understand what's happening in my life.

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environment and again I check in with my body, my emotions my mood every day and I really listen to what my body is telling me.

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Again, you can learn more about this concept in Kate Northrop's book do less. And then another tool that I've been using that we just started using my team and I started using that this at the beginning of 2020, is a tool called 15. Five. This really helps with Team communication and tracking objectives and top priorities that aren't always on the weekly to do list. It's a great way to encourage accountability amongst your team as well. If you are a solo printer and you do not have a team or employees or contractors, you don't need 15 five, it's really more about communication and accountability and tracking than anything else. But that's another tool to check out. It's not free and it is actually a little bit expensive, but it has I think it's been

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worth it for the quarter that we've been using it for so far. And also, if you want to track your time, I don't think this is necessary to do all the time. But there are a couple tools I really like toggle, which is a manual time tracker, meaning you have to go to toggle COMM And you click start on the timer, and then you write in what it is you're working on. And then when you come back, you click stop and it logs. How long did you just work on this task. So I like that if you need a manual option, there's also another free tool called rescue time. And this is like something that runs in the background on your computer. And it keeps track of like this is how much time you spent on Gmail. This is how much time you spent in WordPress. This is how much time you spent, you know in GarageBand, recording your podcasts or whatever it might be. So that one is a little bit more hands off, but then it can be a little harder because you're like, Well what project was I working on when I was doing that?

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But I find this to be more helpful to use when you're trying to figure out where is all my time going. So for like 30 to 90 days, you could track your time and then really analyze Where is my time going. If you always feel like you don't have enough time to get all the things done, this can be a really powerful exercise because you realize what things are sucking up your time. It's probably social media and Gmail. But I really recommend doing that. And then you don't have to do it going forward. If it works for you. Great. I find it to be a little, like tedious and distracting and just not that helpful after I've gotten into a good rhythm. But to get into a good rhythm, it is really helpful.

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And then the last thing I want to talk about is just maintaining a work life balance, which I hate this term, because it implies that there is a way to have this perfect

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equilibrium between work and life and hustle and rest. And there isn't. Life is constantly changing, and it's cyclical and seasonal. And you're never going to have this perfect 5050 balance, right? Sometimes work is going to take over and sometimes life is going to take over. And that's okay. But in terms of being an entrepreneur and trying to just have some semblance of a life, because when you're an entrepreneur, you're basically on 24. Seven, you never are really asked even when you're physically off, you're probably mentally not off. And so I do think it's important to talk about how to, I need a better term for it. I should have thought of this before I hit record but

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for lack of a better term, how to get a work life balance that feels sustainable and

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Healthy to you. While knowing that that does not mean there's a perfect equilibrium at all times. So the first thing I'll say is that I do try to keep a separation of church and state as much as possible. So sometimes this just means like, I have an actual office in my home, and I try to work from my actual office as much as possible. So I try not to work from the couch, not to work from bed, not to like, you know, have my laptop with me at all times. I try to have this very, like, I'm going to go sit down at my desk and work and then when I'm up, I'm not going to be working. Now, is that always the case? No. Like I said, Sometimes my body is telling me no stay in bed, it would feel really good. And maybe that means not working at all. Sometimes that means working from bed, but I try to keep that separation as much as possible. I also have a co working space that I'm a member of and so sometimes I'll go and I'll work there as well.

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I also try, try being the operative word to stay off my phone when I'm with my friends and family. So sometimes this means that I just have to like not bring it with me or put it in a different room. I try often to just leave my phone in my office when I pick my son up from school so that until he goes to bed, I'm just with him and distracted and very present. I do not always do it, do not hear this and think you're a bad mother or a bad friend or whatever, because you bring your phone with you. That is not at all what I'm saying. It's more just that this is what I try to do. Just minimizing those distractions and that instant communication is so helpful for productivity and just being present with whatever it is you're doing. It's helpful with productivity for work. It's also helpful for just being with your friends and family and getting in that true quality time in that time.

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rejuvenation, right? So we already talked about batching work delegating and automating wherever you can. And again, this can be in your personal life too. So we're very lucky. We have a cleaning crew that comes



every week I hired a personal assistant, like I said, I co parent with my husband, and I'm constantly working with him to make sure we create an equal division of labor. Again, it doesn't mean 50/50 just means that we are truly co parenting and in this together, so my husband is not helping when he watches our son. He is being my son's father. So I think there's like this important mindset distinction to make there, right. Okay, so those are basically my best tips. The last thing I want to say is that I think that the key to all of this is understanding yourself, your personality, your goals, what lights

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You up without knowing that none of this is going to matter. And so there's a few personality assessments that I actually recommend taking because I think they can be really helpful and powerful when it comes to time management, energy management, and doing more with less, I'm sorry, achieving more with less. So the first is the enneagram. You guys probably have heard me mention this several times already. The best book I've read about it is called the road back to you. And there's some free tests you can take online to determine your type. But I recommend just reading this book, it has really powerful and you start working with yourself with your innateness and embracing that innateness. And that is really the most powerful thing I think you can do. Likewise, I'm a huge fan of the Myers Briggs personality test. So actually next week

Unknown Speaker 36:00

Yep, next week, we are sitting down with my friend Jessica Butz, who is a Myers Briggs expert. And we're talking all about how to use this personality test to enhance your business. And you can take a free test, you can take one on her website, we'll talk about that next week. You could there's also a site called 16 personalities calm where you can take a free test, or you can go to mbti.org. I think it is. We'll put it in the show notes. And there's a paid test, but it's like the official Myers Briggs personality assessment. So, this is another one I think, combined with the enneagram and the Myers Briggs, these two can be insanely powerful. A lot of people keep telling me about human design. I need to look more into it, but that's another one that keeps coming up. And also Gretchen Rubin. She's an amazing, amazing woman who has a book called The four tendencies and

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This is really good for figuring out what habits are going to work for you how you manage expectations, both internal and external, and how you can use this knowledge to create habits that are actually going to work for you.

Unknown Speaker 37:16

Speaking of habits I also like the atomic habits book by James clear. We've talked about free to focus by Michael Hyatt and do last by Kate Northrup a ton already. Last week, I just raved about manifestation babe. I think she's amazing. And another book that's been really powerful keep saying the word powerful, I need something better. But another book that has been very influential in my business this year is the book traction by Gino wickman. So I recommend checking all of those out. And with that, I think we're done for today. So thank you guys so much. Once again. I hope it was helpful and I would love to

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get feedback from you, particularly as this podcast is still new. I'll see you next week.

Unknown Speaker 38:11

Thanks for listening to the success with soul Podcast the place to be for holistic online business strategies and achieving more with less. If you like what you heard today and you want to take it to the next level, go check out the episode show notes over at [KateKordsmeier.com](http://KateKordsmeier.com) we've got a killer if I do say so myself. pdf freebie

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