

On Your Terms Episode 51: Goal Setting, Productivity & Evergreen Content with Louise Henry

Sam Vander Wielen: [00:00:10] Hey there. It's Sam Vander Wielen. Welcome back to On Your Terms. I am so excited to bring you this guest interview today with my friend and somebody who I have actually purchased a course from before I was friends with her, Louise Henry. Today, we're talking all about productivity, setting goals, finding the kind of content platform that works for you.

Sam Vander Wielen: [00:00:31] I know that it can feel really overwhelming when you're running an online business whether you're searching for the right platform, like should you have Asana, should you have ClickUp, should you have a million journals, how do you set goals, how do you know what's reasonable, how do you where to let your content live, should you be a YouTube queen or an Instagram queen. This stuff gets really overwhelming and I knew that if I brought on Louise, she would just break it all down for you and really help you to learn how to become a better and more productive entrepreneur by working less because you have such organized systems and such clarity around what you're supposed to do everyday.

Sam Vander Wielen: [00:01:12] If you're the kind of person like I was a couple of years ago, where I would get to the end of the day and I'd feel exhausted and feel burned out and feel like I had worked a full hard day, but if you had asked me, "Well, what exactly did you do today?" I would have been like, "That's a good question. I don't know. I feel like I didn't actually get anything accomplished." Then, I think you're going to get a lot out of Louise and our interview and her content even beyond this interview.

Sam Vander Wielen: [00:01:40] Because she really was the pivotal person for me. And her course was the pivotal course for me with Uplevel With Asana, that really catapulted my business to be a more professional organized business, but also just for me to be more organized and sane entrepreneur. I have become so much more productive. I was able to hire a team. I was just able to do so much. So, I'm just so happy to bring you this interview today.

Sam Vander Wielen: [00:02:05] On a more formal note, Louise Henry, who I have for you today, is an online entrepreneur and educator over at louisehenry.com, and she's

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On Your Terms Episode 51:
Goal Setting, Productivity & Evergreen Content with Louise Henry

on a mission to empower entrepreneurs to confidently own their online presence. Louise does this by sharing free tutorials on her YouTube channel and through her online courses, like Website That Wows, Uplevel With Asana, and Scale with Kartra. She loves seeing entrepreneurs bring their big ideas to life and believes that they shouldn't be held back by the tech stuff. She is so awesome. I am so excited to bring you our interview today. Here it is.

Sam Vander Wielen: [00:02:42] Hey, Louise. Welcome to On Your Terms.

Louise Henry: [00:02:44] I'm so happy to be here.

Sam Vander Wielen: [00:02:46] I'm so happy you're here. As I told you before we started recording, if it wasn't you, I probably wouldn't have done this today. But because we're friends, I'm like, "Let's do this. This is so fun." So, I'm so glad you're here.

Louise Henry: [00:02:57] Yeah. I'm honored. I love this podcast. I tell everyone that they should listen. And, yeah, I'm just really happy to be a guest and to be able to hangout with you. I cannot believe that you are just showing up already, you're amazing and you're crashing it.

Sam Vander Wielen: [00:03:12] Oh, thank you. Well, it's surreal. But I'm just trying, that's all I keep saying. It's like, "I'm trying." I think it would be really helpful for you to tell everybody first off what you do and how you serve people online.

Louise Henry: [00:03:25] Absolutely. So, I help people with their tech and systems. So, really how their business is running so that they can get to the next level in the most simple and efficient way possible. So, if you would like to nerd out on the backend of your systems, then definitely come and hangout with me. I have tons of videos. I have a YouTube channel. I have, like, over 250 now where you can get help with all the different tech aspects of running your business.

On Your Terms Episode 51: Goal Setting, Productivity & Evergreen Content with Louise Henry

Louise Henry: [00:03:59] But, yeah, I have online courses. I have three topics that I love particularly. So, one is productivity, and I teach the project management system, Asana. But I teach it with an angle for online business owners of, like, how can you use this to totally systematize your business and take your big revenue goals. So, I do that. Then, I teach newer entrepreneurs how to DIY their entire website using the tool, Squarespace, in my course Website That Wows. And then, I teach all the moving pieces of online marketing, so launches and sales funnels and email marketing, all through this one platform, which is called Kartra. And it does all of those things and so I help people setup all their backend marketing systems with that platform.

Sam Vander Wielen: [00:04:50] That's amazing. Yes. And you have them bundled too, right? Because I know you love people that buy them all because so many people need everything. I'm just obsessed with all of your stuff. And Louise casually mentioned that she has all these YouTube videos, you have to go watch this because they're so helpful. And I remember it's like those YouTube videos you watch over and over to make sure you're getting it exactly right, because you can actually walk away with tangible tips from Louise's videos, so definitely check them out.

Sam Vander Wielen: [00:05:18] I'm also in Uplevel With Asana, and I absolutely love it and I tell everybody about it. And I know my customers who are all listening are like, "Yeah. We've heard you talk about this, like, nine million times." And I talk about it on the podcast all the time. Ryan makes fun of me all the time because I'm somebody who, when I get something that I really love, I want everybody to buy it. From a genuine place, I just get very excited. But that's how I feel about Uplevel With Asana because I'm like, "No. You guys, it is more than just teaching how to use Asana."

Sam Vander Wielen: [00:05:47] Literally, Louise and Uplevel With Asana was the thing that kicked me off into running a much bigger business because she really taught me how to create a system on the backend because it just wasn't working. I was, like, killing myself to keep up with everything. And then, that allowed me to start hiring. And then, once I started hiring, things really took off. And when I hired and people were coming in

On Your Terms Episode 51:
Goal Setting, Productivity & Evergreen Content with Louise Henry

and implementing the system that you taught me in Uplevel With Asana. So, it is awesome. I love it.

Louise Henry: [00:06:14] It is so amazing. It really has, like, a snowball effect. It's because you've set things up this way, because you now have this central place where every moving piece of your business lives, then it's what is that going to allow you to do when you told me all the effects that you saw from it. I was like, "Oh, my gosh."

Sam Vander Wielen: [00:06:32] Yeah. I love it. And I'm going to make you talk to them in a little bit about one of your most controversial statements in Uplevel With Asana, which is, "Throw out all your notebooks. Throw out all these journals. Get rid of all these pieces of paper." And I was like, "No. Not my notebooks. Don't take the notebooks. They're so cute."

Louise Henry: [00:06:48] They're so many.

Sam Vander Wielen: [00:06:49] "They're so cute." And there's so many random ones with so many random notes all over it. But, yeah, you really whipped me into shape. So, we'll talk about that.

Sam Vander Wielen: [00:06:58] Before we do, one of the things I love about you the most is your why and the why behind your business. So, I'd love for you to share with everybody a little bit about your bigger why and what you're doing this all for, and maybe what you're not doing it for because I think it's very refreshing.

Louise Henry: [00:07:15] Yeah. For sure. So, I have had this vision for a long time. And, honestly, I don't talk about it too much, and I want to. Honestly, I'm going to start talking about it more publicly.

Sam Vander Wielen: [00:07:27] You've made the public statement now.

On Your Terms Episode 51: Goal Setting, Productivity & Evergreen Content with Louise Henry

Louise Henry: [00:07:31] Yeah. No, I definitely want to because I love seeing projects like this come to life. But I do talk about in Uplevel With Asana because Uplevel With Asana, it's like, "Okay. We start with setting our big goals." And I'm like, "Where? Why? Why does that matter to you? Where is this next revenue target? What is that getting you to?"

Louise Henry: [00:07:51] So, for me, I've known I want to do this for a long time. But, basically, I have a brother with autism, who is wonderful. He's just the funniest guy and he's so fun to be around. But, basically, as you get older with autism, your options of how to spend your day and how to feel meaning and purpose each day become limited, and it's very difficult for families. So, basically, what I've decided to do, well, first of all, I moved from Canada to Panama. Me and my brother, we love tropical and firemen, and we love the ocean, and we're very much beach bums.

Louise Henry: [00:08:37] And so, my first step was to move down here and then I am moving my brother down here with me. I don't even know if I told the update of the plan where I'm building a tiny house on this property.

Sam Vander Wielen: [00:08:37] On your property, right? That's amazing. So, Louise just bought a house in Panama, by the way. And it's beautiful, you have to go watch her Instagram to see it.

Louise Henry: [00:08:56] Yes. Definitely my dream house which was so cool and all from building this online business. So, I'm going to build a tiny house on the property. Move him down with me. And then, I'm building a nonprofit for people with disabilities down here. So, we're going to build a big day center pitcher, like a big farm but with lots of cool buildings with all sorts of different activities and things that they can do each day. So, that's the intention. And, yeah, I actually am going to document the process to bring it to life.

Sam Vander Wielen: [00:09:34] That's amazing. Yeah. I love that. And I just love that about you. And I was sharing with Louise before, like, this is what I find so interesting

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On Your Terms Episode 51: Goal Setting, Productivity & Evergreen Content with Louise Henry

about business - this is what I want you guys to take away from it - was I consumed a lot of Louise's content. I watched so many of her YouTube videos. Then, I knew I wanted Uplevel With Asana because I wanted to pick a tool, like a productivity tool, and I really want to implement it and go all in and kind of run my business. Literally, my whole business now is housed in Asana. And, yes, we back it up daily, by the way, we pay for that.

Sam Vander Wielen: [00:10:05] Because that was my next question, "Wait. If my whole business lives here, what's happening?" So, we do. We have daily backups. But once I implemented this program, that was great. I needed that. I needed the program. But then, what really made me [inaudible] fan of Louise's was finding this stuff out and being, "Oh, she's a really cool person with really cool goals who I can relate to even if I don't have the same exact life experience."

Sam Vander Wielen: [00:10:34] And so, this is why I'm always telling you guys that you have to share this other parts of yourself. And you may not think it's related, by the way, but it's so funny, Louise, as you're saying that, I'm thinking how similar this is to being an entrepreneur. Like, you solve a problem and then you are creating a solution to that problem that's unique. You're filling a whole. And you're doing it with a lot of passion and that's the same in your business as it is with your nonprofit.

Louise Henry: [00:11:02] Yeah. Exactly. So, that's why I do want to document it because I'm like, "Okay. It's a similar process. The vision is there, how am I going to work backwards and bring this to life?" And one of the best things you can do is tell people about it. You don't have to tell everyone, but definitely telling people about it. You will laugh when I tell you just the people I've met by being open about it here, I already have the people who I want to run it. I already have an incredible woman who has all these animals, and we're going to have all these horses. And so, I'm like, "I've already got all these hookups simply because I will talk about it to anyone."

Sam Vander Wielen: [00:11:43] That's so cool. That's so cool. I can't wait to hold a fundraiser for it one day. I'm going to do a webinar and donate everything. That's what I

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On Your Terms Episode 51:
Goal Setting, Productivity & Evergreen Content with Louise Henry

like to do a couple times here, so I'm excited for it to kickoff, and I will do that. And I will come visit, if you let me, and hang with the horses.

Louise Henry: [00:11:58] Thank you so much. Thank you. That's huge and that's exactly how I plan on funding this. So, yeah, that's how it's connected specifically to the online business is like, "Okay. So, now I have this platform and I have digital products that I can sell, and I can choose exactly where the proceeds go. And so, I'm just directing it there."

Sam Vander Wielen: [00:12:19] Which is another really cool part about running our own businesses this way is you really can do whatever you want. And I remember telling you this last year, but the business was doing really well in 2021. And it was midyear, I already quadrupled past what I expected. And so, in June, I was like, "I want to take the whole month and just raise money for the leukemia society." Like, everything I do is just going to go towards that. And we just did the whole month. I didn't talk about my products. I didn't do anything else. Just to have that kind of freedom - you know, we focus a lot on time freedom and everything, which is super important too - I also felt that relief of just being able to focus on that. And I can already picture you having the many moments with your brother there too.

Louise Henry: [00:12:49] Yeah. It's huge. And, honestly, whenever I talk about this, I know so many people listening are the same. So many people are like, "I want to do this so that I can have my dad quit his job that he hates. I am doing this so I can support my child with disabilities." Just the more that I talk to people, the stories that are out there are just incredible, and that's what's motivating so many people. It is not always a nice person in those articles.

Sam Vander Wielen: [00:13:37] Yeah. Exactly. And that's such a big part of why I want you to be heard today because I want all of you guys to hear other stories. Like, there are other options out there other than, as Louise and I say, the handbag and Lambo people. There are a lot of other people that are doing really good stuff.

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On Your Terms Episode 51:
Goal Setting, Productivity & Evergreen Content with Louise Henry

Sam Vander Wielen: [00:13:53] So, I would love for you to share something that's been, like, what are the most unexpected but best parts of building your own online business with us.

Louise Henry: [00:14:04] Yeah. You know, that's a really good question with the unexpected. I was like, "I don't know." I built it because I was like, "Time freedom sounds amazing, location freedom." And it has given me those things. I have been able to travel the world and just work from my laptop, for example. But that was really a big part of what was inspiring me at the beginning, I would say, unexpected is the fact that I've been able to connect with people from all over the world.

Louise Henry: [00:14:35] Like, the network is just so wild. And I just met incredible people. And then, I get to have friends like you, who, legitimate, we have so much in common. I don't know, it just opens up your world in so many ways. So, I think I wasn't expecting that. It's like, "Oh." Not only do you have customers, like, hundreds of customers all over the world. But then, it's like, yeah, you get to know some of them really well. You get to build friendships with other entrepreneurs. And, admittedly, we are a unique kind, for sure.

Sam Vander Wielen: [00:15:10] Rare breed. Yeah.

Louise Henry: [00:15:10] Exactly. So, you're going to get to meet them and create so many things beyond just running a standard business, I think.

Sam Vander Wielen: [00:15:20] Yeah. The community element is huge. And I feel like, oftentimes, people will share that they meet people, maybe they felt like people never really fully understood them and they couldn't connect with people. Like, I couldn't connect with people in my old job. I couldn't relate to other lawyers. So then, I felt like this was the first little workplace that I've ever been in that I'm like, "Oh. I love my torque. Everyone is so cool and creative." I love that. It's really unexpected.

On Your Terms Episode 51:
Goal Setting, Productivity & Evergreen Content with Louise Henry

Sam Vander Wielen: [00:15:48] And at the same time what do you feel have been some of the biggest challenges you've faced as an entrepreneur?

Louise Henry: [00:15:55] Well, first of all, there's been so many.

Sam Vander Wielen: [00:15:550] There's so much time.

Louise Henry: [00:16:020] First of all, it's been very difficult. It's equally difficult as it is fulfilling. I love the fact that we set our own rules and we're able to do what we want, but there's a lot of pressure that comes with doing this sort of thing. I think, for me, having to be the face of the brand and being the constant content creator has, actually, been really hard for me. And energetically to show up like that and feel like I always have ideas and things to share and show up week after week, especially a few years, that started to become difficult. And even just with that, plus how the business runs, like, getting quite close to burnout a few times, I would say, that's been pretty difficult. So, yeah, the outward energy that is required in this sort of job.

Sam Vander Wielen: [00:16:59] Yeah, for sure. Have you found anything, any systems, or any habits that help you in managing that energy and continuing to be the face of your business?

Louise Henry: [00:17:11] Yeah. Absolutely. I would say, it's still a work in progress. You know, I'll tend to do the parts of my business that is more comfortable for me, like the behind the scene stuff. And then, I'm like, "Oh, no. I have to refocus over here." So, I would say it's a work in progress. But, yes, there are definitely months where I'm so on top of it and I'm batching all of my content. And I'm really outsourcing absolutely everything I can and getting help from my team, for sure. But, admittedly, it's not perfect even though I know what I should be doing, I know all the systems.

Sam Vander Wielen: [00:17:45] Yeah. I think it's just helpful for people to hear that somebody who is as successful as you and has such a great business is still navigating

On Your Terms Episode 51: Goal Setting, Productivity & Evergreen Content with Louise Henry

this. Because one of the things I'm always trying to drive home is that pretty much everything that I teach and that you teach is fluid. This stuff is changing. It's evolving.

Sam Vander Wielen: [00:18:03] Even our Asana system that we set up, we didn't just set it up and then forget about it for the rest of time. We've adopted over time to say we need this extra section, we need to make this better. I'm always talking about that with contracts and stuff, this stuff is supposed to evolve. So, I think it's helpful for them to hear that there's never this mountain top that you're reaching and then you're like, "Ha. I can sit back now and it's over."

Louise Henry: [00:18:26] Yeah. Like, "Oh, it's all easy now." No. If you're doing content, it's a never ending task that you're going to have to do in your business, for sure.

Sam Vander Wielen: [00:18:38] Yeah. And I bet a lot of people think it's easy for you to put out. I mean, you put out beautiful content, and your content all looks great, it's produced well, and your YouTube videos are incredible and very professional. So, I think there is some times that assumption of, "Louise must love doing that" or "It must be really easy for her". So, I think to know that you also show up on those times when maybe you're just not feeling it and you're kind of just pushing through, too, is helpful for people to know.

Louise Henry: [00:18:38] Yeah. I consider myself super introverted and that I'm way better at the figuring of the things out and the behind the scenes on my computer. That, I'm way better at.

Sam Vander Wielen: [00:19:18] I think you're pretty good at it. But I hear you. I understand. Okay. I was hoping you could share three tips or lessons with people who might be in the earlier stages of building their businesses and they love how you're doing what you're doing. What three tips would you give to someone who's just starting out and feels like this is so overwhelming, it's a lot, they don't know where to start?

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On Your Terms Episode 51: Goal Setting, Productivity & Evergreen Content with Louise Henry

Louise Henry: [00:19:45] Yeah. Okay. So, three things. I would say, first, creating some form of evergreen content. I know you are a fan of this.

Sam Vander Wielen: [00:19:56] Yeah. Speak in my heart.

Louise Henry: [00:19:56] It really does start with the content piece, so that in itself is difficult to just start. So, put yourself out there with content. And when we say evergreen content, we mean content that is going to live on, content that can be picked up by search engines to bring traffic to you for years to come. So, I would say, choose a platform and do that.

Louise Henry: [00:20:23] Whether it's a blog or YouTube, I would say, I would lean to YouTube. I think it's fantastic. I think it's going to build your business and build your brand in so many ways. And then, also, once you grow it a little, you're going to get paid for those efforts as well. So, it's passive income having a YouTube channel as well. So, I think that's awesome. So, that's the first thing, choose a platform that you're going to commit to.

Louise Henry: [00:20:49] The second, like, specifically this is how I've done it, is, pick a really specific thing to be an expert at and document that. So, that's pretty much what I've done with all of these courses. It's teaching a very specific transformation. And I've had a lot of luck doing that. But it's not like I knew exactly what those things were going to be. So, honestly, you can choose something. Like, "I'm pretty interested in this," let's say, you've just discovered a platform, then go all in on it, become an expert in that area, and then you can turn around and you can absolutely teach that.

Louise Henry: [00:21:30] So, the next part would be create digital products. For sure, I've always wanted to do things that were more scalable that could have hundreds or thousands of people inside of them versus containers that require more of your energy, like one-on-one coaching or group coaching. So, the next thing would be create digital products around that thing. And I would say, launch it. Like, do the launch sort of method. I wouldn't even be worrying so much about things like sales funnels and things

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On Your Terms Episode 51:
Goal Setting, Productivity & Evergreen Content with Louise Henry

you can totally set up later. But at the beginning, I would just be like, "Okay. I have my content. I have my expertise and a program around that. And then, I'm going to launch it." That's what I would do.

Sam Vander Wielen: [00:22:10] Yeah, for sure. Those are all really good tips. Somebody wrote to me the other day and they said like, "Sam, how much longer am I just supposed to post content before I start talking about my offer?" And I was like, "Oh, my God. Wait. Who told you not to talk about your offer? Start talking about it now, like yesterday." And they were like, "But don't I have to set up a funnel first?" I was like, "Oh, my goodness." For the first year or two I had the Ultimate Bundle, my offer was the Ultimate Bundle. That was it. It would be like, "Here are five things you should have in a contract. Now, buy the Ultimate Bundle." And that's how I got the first few hundred people in it.

Sam Vander Wielen: [00:22:40] And it was a slow turn, for sure, in the beginning. But I do think some of these people think that you have to have this fancy system set up. Sure, the fancy system helped once I got it. But it was pretty straightforward and it gives you that opportunity to work the kinks, I think, too.

Louise Henry: [00:22:57] Exactly. It can be simple. That was, honestly, three pretty simple steps. But if you do that and you can follow through, you're going to be so far ahead. That's the core. Yes, now that we're further along, we have other systems. As you develop, then you can, for sure, focus on automating things and setting up more passive stuff. But at the beginning, when you're just trying to bring in revenue, that's the fastest way to do it, I would say.

Sam Vander Wielen: [00:23:26] Yeah, for sure. Okay. And I'm glad you brought up YouTube as well, because I know that you've built so much of your platform on YouTube. And I have done a bit of the same and even a bit of a mixture of what you talked about where I've done YouTube videos, but then written SEO blog posts for those videos, and then embedded the videos in my site with the post. And both are

On Your Terms Episode 51:
Goal Setting, Productivity & Evergreen Content with Louise Henry

driving traffic, both through YouTube and through the blog. So, I've worked really hard on that as well and I agree that that is just so helpful.

Sam Vander Wielen: [00:23:51] But I also know that people will feel very overwhelmed when they hear, "Oh, you just started a YouTube channel." So, I know you know a lot about that. And what would you say are some of the starting points for somebody who wants to get started with a YouTube channel for their business?

Louise Henry: [00:24:08] Yeah. I mean, it's one of those things like it is so worth it. But, yeah, it's definitely intimidating and you think that you have to have all the most perfect equipment. Don't be spending so much time on the equipment. Like, you need good equipment. But I guess back to your point on how things are going to evolve, as are you as a content creator, as a business owner, it is going to change. So, I would say not being worried about it, being perfect at the beginning, and just getting in the habit of posting videos.

Louise Henry: [00:24:43] So many people really do, they talk about it for years of wanting to start something. And it's like, "Just do it." And you'll work out the kinks. And, eventually, you'll probably look back at those first videos and not think they're great. But that's just part of it and that's fine. You have to get comfortable speaking on video and doing that. I think that's what I would say. Simplicity and just going out of your comfort zone, I guess, to actually post something. That's a huge accomplishment.

Sam Vander Wielen: [00:25:16] Yes. Seriously. I know. And I always say like, "If nobody is watching, then that's good for you, because then you can mess up." So, do that now while no one is watching. Because, trust me, I'm like, "Should I say this? Should I do it this way?" So, I wish sometimes nobody is watching. I could attest to that.

Louise Henry: [00:25:16] Great point. Great point.

Sam Vander Wielen: [00:25:35] Yeah. Just mess up now.

On Your Terms Episode 51: Goal Setting, Productivity & Evergreen Content with Louise Henry

Louise Henry: [00:25:38] And, honestly, a lot of my videos weren't perfect but they still brought in results. So, it doesn't matter. Like, that's how I was building my platform. That's the benefit of doing search-based content is you are getting discovered even if you're just getting started, so it helps so much. And they weren't perfect and sometimes it was just me talking over a screen and I didn't put my face on camera, but it doesn't matter and it really did give me [inaudible] beginning.

Sam Vander Wielen: [00:26:06] But that's because your videos were helpful. That's the other thing, just focusing on that being a helpful tip. It might not be the most beautifully produced at that time, but it probably got somebody that quick when, which then was like, "I want to watch more of her videos."

Louise Henry: [00:26:24] Yeah. Absolutely. Like, have that ideal client in mind, who that person is, what face of business or what face of the journey that you helped them with there at, and just create genuine helpful content for them.

Sam Vander Wielen: [00:26:39] How long did you feel like you were posting on YouTube before you felt like you got some traction?

Louise Henry: [00:26:39] Definitely, early on. I wasn't getting a lot of subscribers or anything. But it still helped me grow my business. It still helped me get clients, for example. And it still helped me on that side of things. And it took me a long time. I have a YouTube video where I share the journey to 100,000 subscribers. And I'm like, "Here's a way that you can do it a lot faster and easier than I did." Like, it definitely took a long time but that's the thing, it's just been driving leads to my business. And it's really helped me on that.

Louise Henry: [00:27:20] So, I think that's important too. When you're looking at channels, you're not necessarily going to operate the same way as a lifestyle YouTuber would be. And that actually caused a lot of confusion for me because I was like, "All my views for that video are low or something. That must mean this content isn't great. This isn't valuable." It's not the case. So, I would say, look at other YouTubers who are more

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On Your Terms Episode 51: Goal Setting, Productivity & Evergreen Content with Louise Henry

so using it for lead generation than they're just building a brand and they're getting paid via sponsorships.

Sam Vander Wielen: [00:27:53] Yeah. That's a really good tip because I do think the same with social media, sometimes people approach it like they're seeing a different group of people using it in a different way and then they're applying those things to themselves and it's just not the same.

Sam Vander Wielen: [00:28:11] Have you ever felt lost about where to begin with the legal side of protecting your online business? Some people say you can just wing it at the beginning and get officially set up later. Not a good idea, by the way. Whether you're afraid to even start working with clients because you don't want to do something wrong legally and then get in trouble or your business is growing and you sort of forgot to take care of the legal pieces, I've got you.

Sam Vander Wielen: [00:28:33] I don't want you to live in fear of the internet police coming after you and your business. But you do have to do certain things and get certain things in place in order to legally and safely run your business online. As much as it just feels like an unregulated, wild, wild west online, that is very much not the case.

Sam Vander Wielen: [00:28:50] As an attorney turned entrepreneur and former corporate litigator, I can assure you that there are rules. There are real steps that everybody who runs or starts an online business needs to take. And you're not behind at all. We can get you set up and following the rules right away. In fact, we can even do it today.

Sam Vander Wielen: [00:29:06] I want to teach you the five very simple steps to take to legally protect and grow your online business. You don't need an MBA to be a successful entrepreneur and stay out of legal hot water. But you do need to dot your legal i's and cross your t's in a few key areas that can't be skipped. That's exactly what I'll teach you in my free one hour legal workshop called Five Steps to Legally Protect and Grow Your Online Business. Just head to mylegalworkshop.com, drop in your email

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On Your Terms Episode 51: Goal Setting, Productivity & Evergreen Content with Louise Henry

address, pick the time, and I'll send you a link to watch the workshop video whenever you have time.

Sam Vander Wielen: [00:29:35] This is the best place to begin if you're just getting started legally legitimizing your business, so head on over to mylegalworkshop.com and sign up to watch Five Steps to Legally Protect and Grow Your Online Business now.

Sam Vander Wielen: [00:29:52] Speaking of social media, I thought it would be helpful if you shared with everybody how are you feeling about social media these days, how is it playing into your business, especially being somebody who does so well on YouTube.

Louise Henry: [00:30:06] So, YouTube, for me, is definitely more important. I'm more so seeing the results in my business from YouTube videos and from building my email list. And I know you're also a huge email list fan. Social definitely helps. The only place I really spend time on is Instagram, and it definitely helps. It helps get you closer to your audience. It helps you nurture those people. And I definitely get sales from it. But I would just say the primary source would more so be the YouTube and email side.

Sam Vander Wielen: [00:30:41] Yeah. Which is so much healthier from a business perspective, because that way you don't have to worry yourself with so many algorithm changes. And people get really nervous about this stuff. And I'm like, "You know, it wouldn't be that stressful if you were just focusing on an email list instead."

Louise Henry: [00:30:58] Yeah. Like, you can put it as an add-on. And I do think it's stressful because a lot of people are teaching only Instagram. And so, I think you have to decide how that feels for you. That might feel really lay and easy like, "Oh. I only need to post on one platform and I can do fun Reels and Stories." That might feel good for you or that might feel super stressful to just have the one. So, yeah, if you can pat it out with some more evergreen. Regardless, I would build an email list.

Sam Vander Wielen: [00:31:26] Yeah. That's true. I was at a super fancy restaurant in New York not too long ago, and they brought over tableside this dish that they were

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On Your Terms Episode 51: Goal Setting, Productivity & Evergreen Content with Louise Henry

going to prepare for you right in front of us. And they had the main dish and then they had all the accoutrements. And as he's putting all this accoutrements on top of the dish, I'm like, "None of these things are necessary." It makes it look really pretty at the end, you're like, "Wow." And it looked so cool. But I was like, "That's kind of social media." The thing in the middle is what I call the Big Three of YouTube, blog, and podcast or email list. And so, it's just funny to me that we spent all this time worried about the accoutrements. But, really, it's just the stuff that's in the middle.

Louise Henry: [00:32:10] And it's so true because it's so distracting. I don't know, I think because it's so visual and it feels so trendy as well. Often, I find myself focusing on Instagram when I shouldn't be. I'm just like, "Oh. I have to be on there." There's definitely a pressure around being on Instagram and being visible all the time.

Sam Vander Wielen: [00:32:10] Yeah. I know. I was thinking the other day that I wanted to tell my customers that if I was their parent of online business, I would be like, "Focus on the evergreen stuff. That's your homework. And you can't go out to play until you're done with your homework." So, if you're not building your email list or normal blog or YouTube channel or a podcast, and then you're not combining those in some way where you're emailing your list about your YouTube videos or whatever, then you have no business being out on the playground, which, to me, is Instagram. So, if you're out there playing all the time, you're not taking care of your homework. You got to do it. That's how I feel.

Louise Henry: [00:32:59] I love that. That's so funny. I feel a similar way as to scrolling versus producing.

Sam Vander Wielen: [00:33:14] Yeah. That's a good one too.

Louise Henry: [00:33:17] So, challenge yourself if you are going to scroll. Obviously, it's super fun and mindless activity. But if you are going to do that, challenge yourself like, "Have I created content that is spot on first?"

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On Your Terms Episode 51:
Goal Setting, Productivity & Evergreen Content with Louise Henry

Sam Vander Wielen: [00:33:30] Yeah. Produce more than you consume, that's for sure. All right. Well, I know that you are such a productivity expert, so I feel like they're going to get kicked out of this. So, if you would tell them a little bit of the why behind why having organized systems or some sort of productivity system in place is so important as an online business owner.

Louise Henry: [00:33:53] It is going to help you in so many ways. It's going to help you manage your time in the best way possible. It's going to help you actually work less and be able to spend more of your time on revenue generating activity, so, therefore, you make so much more money. And then, there's the other side, too, of your business is operating in the most efficient way possible, which just automatically makes it more profitable if you focus there. So, so many reasons, but I think it really turns it into a proper business and it allows you to be really focused and intentional with where you're putting your time.

Sam Vander Wielen: [00:33:53] Yeah, for sure. Especially, I remember you saying this one time, but when you would get to the end of the day and you feel like you worked so hard but you weren't really sure. Like, if someone asked you what exactly did you do, you'd be like, "I'm not sure but I'm exhausted." If you ever feel like that, I feel like that's how you know it's such a good sign.

Sam Vander Wielen: [00:34:54] And, often, I know for me, everyday was a little bit chaotic before taking your course because I wasn't sure what I was necessarily doing that day. I was kind of like putting out fires but I was jumping all around. And I didn't really know what was on my plate. I had lots on my little list and my papers everywhere. And that made me feel nice and everything but I really would feel so overwhelmed at the end of days and not really be certain what I had to show for it.

Sam Vander Wielen: [00:35:20] So, I thought one of the coolest things you taught us inside of Uplevel With Asana was really living off of the My Tasks tab. And I'm sure ClickUp has something similar, I don't know, I've never used it. But I kind of live and die by my My Tasks tab, which is where it pulls all the tasks from all your different Asana

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On Your Terms Episode 51: Goal Setting, Productivity & Evergreen Content with Louise Henry

boards. And it tells me what the tasks are. And so, that is the first thing that I check everyday now. And that is what sets my day, it's what's in there.

Sam Vander Wielen: [00:35:48] And it's also the way the people who work for me can help manage me as well, because sometimes they go in and they're like, "You're working and stuff" or "This stuff has to be moved around or can be assigned to other people." So, it's super helpful. And then, the people on my team can manage the other people on our team the same way. They can look at their tasks. So, it really does give you that, "This is what I'm actually trying to do today" thing. So, anyone who has experienced that, I feel like you would get a lot out of it.

Louise Henry: [00:36:15] Yeah. Exactly. It gives you this whole bird's-eye view of your business. It allows you to actually plan in advance and store all of this information and all of your processes in one place. So, you're no longer feeling like a frazzled mess. And you're not just waking up each day and being, "What should I do?" You've actually already thought of it ahead of time. And, yeah, as you start to grow, all of your processes, it's already in there, and so it's so much easier to bring on a team and get help and start to get those tasks off of your plate.

Sam Vander Wielen: [00:36:51] Yeah, for sure. I think that's what you said about actually working less because you're not going to be spinning your wheels so much. And for all of you who are like, "I know I want to hire but I'm not sure exactly who I want to hire or exactly what task I would give them," that was the first thing that I did. I went through Louise's courses, created all the Asana stuff. And then, when I started looking at the tasks, I was much more clearly able to see there's this whole set of these tasks that I don't need to do. I'm not the person that has to do this. If it's legal and I have to work on a product, obviously, if I have to film a video, it has to be me. But all these other stuff, literally, I was able to reassign it. So, I already had it all in there. So, it was awesome. I really liked it.

Sam Vander Wielen: [00:37:34] And so, I know that people get really overwhelmed about picking a productivity system. Some people spend so much time debating Asana

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On Your Terms Episode 51: Goal Setting, Productivity & Evergreen Content with Louise Henry

and ClickUp. Some people use Trello. I know some people use Notion. There are all these different tools and a lot of my people, especially, can spend time really trying to comparison shop. So, what would you tell them that they should be looking for in a productivity system that's best for them?

Louise Henry: [00:38:02] I think it's so difficult to because you're not even really going to know until you're using them if you'll like it and it fits for you. So, I think Sam's totally right, don't just spend all your time trying to pick one. They all, ultimately, are trying to serve a similar purpose, which is having you not rely on those cute notebooks that we talked about. I mean, not rely on something like that. And instead having a digital system that you can literally search through and you can store everything, and no important idea or to-do is ever lost again.

Louise Henry: [00:38:44] But I would say, choose one that you actually like the feel of. One that you could imagine yourself using each day. It's not necessarily the most complicated one is going to be the best for your efficiency, for your productivity. So, for me, Trello is too limited in features. ClickUp and Notion require so much setup and customization and, honestly, can feel really cluttered and complicated. It's not that they're not great tools but that's just how they feel. And then, Asana is in the middle and it is really powerful. It has a lot of features but it's also simple and I enjoy being in there. It's nice and clean. So, that's how, ultimately, I made the decision.

Louise Henry: [00:39:31] But I think just go with one. Like, if you have a gut feeling, for whatever reason that one really speaks to me, go with it. They're all serving a similar purpose. And the fact that it's digital, then I'm happy. I think that is going to be a game changer. But I know a lot of business owners, they do a lot of the My Tasks, that Sam was talking about. They do love Asana for being able to easily manage a team. The way Asana is set up is very much like catered to businesses, I would say, and that sort of productivity. So, it's done in mind with outsourcing to team members and having multiple projects and needing to see that in a few different ways. So, I would say a lot of business owners love that. So, just don't spend too much time trying to make the decision. Just pick one.

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On Your Terms Episode 51: Goal Setting, Productivity & Evergreen Content with Louise Henry

Sam Vander Wielen: [00:40:25] Yeah. Pick it. And you recommend the free version of Asana, right? You don't think most people need to pay for it.

Louise Henry: [00:40:31] No. Absolutely to get started. I think once you're comfortable with it and you're more advanced, then you'll be like, "Okay. Great. This premium feature looks awesome, I want that." But the free plan is so good. It's one of the best free plans of any software I've ever seen. So, it is really strong. Just get started there. Build the habit of checking into it. And just know, actually, maybe you're on the other side and you've gone and you've tried all four of those that we mentioned or you don't like it and hate them. Just know that it's actually takes a bit of time to become mega fans like we are.

Louise Henry: [00:41:08] At the beginning, I was like, "I don't get this. It's so much easier for me to just grab my notebook and write something down." So, there is a bit of a transition period. But once it's all in and setup properly and you have your beautiful color coded to-do list and calendar, you'll be like, "Okay. I get it."

Sam Vander Wielen: [00:41:22] Which Louise teaches you, by the way. I really adopted your strategy. I trusted you and I was like, "She's brilliant and she knows what she's talking about, I'm going to go for it." And you really suggested that we are all in. And I wasn't joking about the daily backups because I literally have a project in Asana called Ideas, and then I have one general, the thoughts of a crazy person and just rumbling. And then, they're broken down to reels and podcast ideas, email ideas, product ideas, future collaboration ideas. I have all these different ones as well.

Sam Vander Wielen: [00:41:59] But, literally, when I'm out and about, I will see something and I'll say to Ryan, "Hold on. I got to open up Asana really quick because I have to write this down." And I take notes about it in there. I outline my podcast episode. I mean, we plan out the entire podcast in there, so every episode is its own task. And then, I plan them all. I outline them there. And then, our team actually communicates about all those tasks as well. It's cut down on a lot of communication, email, that kind of

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On Your Terms Episode 51: Goal Setting, Productivity & Evergreen Content with Louise Henry

stuff because I also like that I can see my team members talking to each other about something. So, I can be that nosy CEO. I can be like, "Okay. I see where things are at with this and so I don't have to check in." So, that's been really helpful.

Sam Vander Wielen: [00:42:38] I mean, I did not. I had Asana by myself before I had anybody working for me. And then, I used the free plan, by the way, until I probably scaled the business up to seven figures. Once I got past that, I was like, "I'll add on this feature," or whatever. There might be some people right now who are being like, "Oh. I don't need this until -" it sounds like it's helpful only if you have a team. But can you talk to the people who are just still working as a solo entrepreneur?

Louise Henry: [00:43:06] Oh, my gosh. The earlier you can set it up, the better. It is going to be a game changer because it's going to help you grow faster. When you can see your business in this way and when you can tie things to what's really important, what's actually bringing me results, what am I getting done, even that awareness of how your business is running is going to be massive.

Louise Henry: [00:43:26] But, no, I was using it earlier on as well, and it was so helpful. Because as a solopreneur, you have to balance all of the things, so there's all these different categories. And I just think relying on our notebooks or just storing these things in our mind, I think, that's adding so much unnecessary stress to what it means to be a solo business owner.

Louise Henry: [00:43:47] So, get in there, use the free plan. But, still, divide your business into all the different sections that there are, like, "Okay. So, here's what I'm doing for marketing and sales. Here's what I'm doing with my products and program. Here's my client management." If you're working with clients, it's so helpful to have a board specific for each individual client. So, yeah, it's just going to help you level up in so many ways. And I do think it will help you grow faster because of all the awareness and systems you'll develop as well.

On Your Terms Episode 51: Goal Setting, Productivity & Evergreen Content with Louise Henry

Sam Vander Wielen: [00:44:18] Yeah. I think so too. And by the way, Louise gives you templates for all of the boards in Asana. And as somebody who would already setup a funnel by the time I purchase your course, I thought it was so funny because when I saw your template for launching a product or creating a new product or marketing something, I was like, "She's literally giving everybody a playbook of how to launch a product." You didn't even realize it in this template or whatever you did. But it was like you're literally giving them the to-do list of how to launch a new product or how to run a challenge. Like, you have one in there about a challenge and stuff. And so, I'm like, "I don't think people understand just how much value is in here." Because you were literally giving. I was like, "I just so happen to already have all those. They just weren't organized in a place." That's what you helped me do. But I think that's so valuable for people.

Louise Henry: [00:45:08] I do think that that sort of thing is fun. And I feel like I'm really good at just seeing everything that needs to get done for something to be accomplished. Like, all these different weak spots in my business, but I'm really good at being like, "Okay. Here's where I am. Here's where I want to be. What do I have to do to get there?" So, it was really a no-brainer for me to be like, "I'll just take any system that I've developed for myself and put it in the program, and I think this will be really helpful."

Sam Vander Wielen: [00:45:38] It's brilliant. And I want to talk to you a little bit about goal setting. Because one of the things I was surprised about in the program was that you had set goals, because like you said they're related to what are you doing all this stuff for, what is this to-do list getting you to do. And so, how do you recommend that we go about setting our goals as online business owners? I know that's a broad question.

Louise Henry: [00:46:02] Okay. Well, I recommend that you do start broad and you start with that big pitcher vision of what is this all for, and just really tapping into what will keep you motivated each day as you are tackling that to-do list. So, thinking about the lifestyle that you want to create, and how you want to give back, and all those things, where you want to be working from, all those things. So, start there.

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Louise Henry: [00:46:34] And then, I get really strategic about it and break it down into what do you think we can tackle this year. So then, I break it down where it's like, the vision is clear, amazing. And, of course, all of this can adjust and can adopt as you go. But, yeah, start with the big vision, and then what are we going to make happen for this year, so your annual goals.

Louise Henry: [00:46:59] And then, I do like to have people break it down even further and take that annual goal. Break it down, what does that mean for you quarterly, what does mean for you every single month, what does that mean even every single week. So, you can start to look at your business in a really structured way and break down the math of achieving your goals, honestly, which is something that really helped me actually. And, Sam, I'm curious if this helped you, understanding that business was just a numbers game and that, "Okay. You're going to learn what your conversion rate is. And then, do more of that. Like, do more what is bringing new results. And here's how you can predict what your numbers will be." I don't know, it's very reassuring.

Sam Vander Wielen: [00:46:59] Yes. It's not like a frustration thing. I mean, there is something to this, like what Louise is saying, in Asana, for example, when I was starting out with setting these tools, it would be like, "Okay. I want to make \$20,000 on this product in this month or this quarter, whatever." And then, it's like, "So, to make \$20,000 on this product, how many sales then?" So, let's say, it was ten. "Okay. To make ten sales, if I have a conversion rate of five percent -" so five percent of the people who watch my webinar end up purchasing it - it's like a word problem - "how many people do I need to get in to watch my webinar? How many people do I need to sign up for it in order to convert five percent to hit my \$20,000?"

Sam Vander Wielen: [00:48:23] That's what she's saying, we kind of make this more complicated than it is to back it out. And then, your main focus then becomes - I mean, so many roads in business lead to lead generation - it's like, how many leads do we get in if you have the rest of what I'm talking about working? So, it was really helpful for me to start seeing clearly, like, I think I was shooting for much bigger than what I actually needed, so it did feel like a little bit of a relief in that sense.

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Louise Henry: [00:48:51] Cool. And I think as well, like, breaking it down like that, it will make my massive annual goal feel so much more doable. I'm like, "Okay. Great. I'm just going to focus on my next quarter. I'm just going to focus monthly." And because it's a smaller piece, it feels a lot more like I can accomplish it.

Sam Vander Wielen: [00:49:10] And so, what interval do you recommend to them? Do you recommend them doing kind of working backwards, like, the year, quarterly, monthly?

Louise Henry: [00:49:18] Yeah. I would start it that way. And then, I think it's something that you're going to check in regularly. So, at the start of each quarter, I kind of do a reset. Like, "Okay. How did I do this past quarter? Do I need to adjust these numbers? Am I on track? What's going well? What's not going so well? Let's figure this out." So, I would say, yeah, I'm very clear on the vision, the annual goal. And then, I breakout the numbers so I can see what that will mean for me in smaller increments. But definitely check back in and set goals again on a quarterly basis. And then, at the start of every month as well. Like, "Okay. What are we going to make happen this month?"

Sam Vander Wielen: [00:49:57] And how do you reflect on the previous month or quarter as well? Like, what do you do with that information?

Louise Henry: [00:50:03] Well, luckily, it's all in Asana. So, again, it's another reason to love Asana as you can track these things. So, I actually have a tracking board in Asana and I'm documenting throughout the entire quarter on a weekly basis what is going well and what hasn't. So, it's really easy to go in there and see what are things that we need to fix, where we could put more of our energy, or where we might be falling short towards that goal. So, just that awareness.

Louise Henry: [00:50:33] Because when I was earlier on in my business, I would set a big goal at the beginning of the year and then not check in with it at all. And then, get to the end of the year and cross my fingers that I hit that goal.

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On Your Terms Episode 51: Goal Setting, Productivity & Evergreen Content with Louise Henry

Sam Vander Wielen: [00:50:44] I could understand that. Do you have, like, a KPI system setup in Asana as well? Do you track all metrics throughout your business?

Louise Henry: [00:50:53] Not all metrics. But I have one, and this is all in the recent update that I did. So, I updated Asana for 2022, so now I have a tracking board and I track what are the important numbers for me in my business, which is revenue, email list, YouTube subscribers, and I'm tracking Instagram as well, because it's interesting and it does help. But I would say the top most important ones for me are YouTube and my email list. So, I'm tracking that all in a weekly basis. And then, I also have a little tracker and I document if I've done the content pieces that I was supposed to do that week.

Sam Vander Wielen: [00:51:33] That's a good idea. I like that. Because then, it's not like, "Is this thing just growing without me doing." It's like expecting there be more money in your bank account without putting anything in. Like, "Did someone else deposited money in here for me?" That's really cool.

Louise Henry: [00:51:48] Exactly. So, it's all in there.

Sam Vander Wielen: [00:51:52] That can be really helpful. It's funny, I don't think people understand, that's why I like how much you're into the techie and number side of things, because I do feel like it's poopooed upon in our industry sometimes of people just being like, "You don't have to worry about all these numbers." I'm like, "Actually, it's really important."

Louise Henry: [00:52:12] There's a lot of different approaches and I think what most people should do is end up listening to a few different voices and kind of form their own logistic combination. Definitely don't think it's one. I love the mindset side of what we're doing, so it's what we're bringing to the table here with the more structured strategic approach, add the mindset piece to it as well. But, yeah, I definitely don't think you can just kind of put stuff out there. It does require a certain amount of things, as in a certain

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On Your Terms Episode 51: Goal Setting, Productivity & Evergreen Content with Louise Henry

amount of leads if you're going to reach that number of sales. And it's not talked about often where it's just kind of show up and you'll achieve your sales target. So, I don't think that's the case.

Sam Vander Wielen: [00:52:59] Definitely not. At least it hasn't been for me. So, thank you for sharing that. I think this is so helpful. The last thing I want to ask you about before we begin this fun questions is that, I know that in the past several years, but recently, I've seen you share you've hosted online challenges as part of generating leads or promoting something in your business. And I was just wondering - I know you did one recently - if you had any takeaways. And I feel like challenges were really popular when I first started, and then now I see them again, so I was just wondering if you would have any tips for people who think maybe a challenge would be a good lead generation or list builder for them.

Louise Henry: [00:53:39] I love them and I think they're super effective for a few reasons. I think it's really fun for people to have something that's actionable where they're really going to get something out of that week and take action towards something. And they also work if it's someone that's brand new to you - it depends how long your challenge is - they have three to five days with you versus a one off workshop or maybe they just have an hour. And so, I don't know, a lot of my customers, for example, need a bit longer with me. So, if you find that you're struggling, like you're trying to do a one hour workshop or something and you're not seeing the results that you want, I don't know, maybe try and elongate that process and give people more time with you. I've always had more luck with challenges.

Louise Henry: [00:54:32] So, I've done so, so many and I will keep doing them just because I do know that. And even if someone is a brand new cold lead to me, at least by the end I feel like they really know me and what I'm about. And they've gotten some value. I don't even really care if they buy. Of course, I'd like them to buy, but I don't really care because, either way, it's a really great brand builder.

On Your Terms Episode 51:
Goal Setting, Productivity & Evergreen Content with Louise Henry

Sam Vander Wielen: [00:54:56] Okay. That makes a lot of sense. I like that you shared that it's really focusing on making sure they actually take something away from it. So, designing a challenge somebody feels like they get something out of. But I could just see that being so helpful for people who are listening. Whether you're in the health and wellness space, do you like career [inaudible] dating, there's so many different little projects you can walk people through, essentially. So, I love the idea of that. I just love the idea of trying something different. You don't do it the way everybody else does it.

Louise Henry: [00:55:23] Exactly. And they are really fun. And I think you can also really get to know the people there. So, what we'll do is, I'll do a live training each day. And then, after I hop off, we'll do a post inside the Facebook Group with a particular action step for that day, and get people to start conversations and share how they're going with that particular action step, or how that applies to their business. So, yeah, I think you can also really get to know your customers as well.

Sam Vander Wielen: [00:55:54] And then, there's that accountability aspect of getting people to actually implement. I think, implementation is not talked enough about. And I think a lot about customer nurturing and engagement, yes, even the ones you've got in the sale, you've made money, it's like how do you get them to actually implement what they've now purchased. Because people who implement what they purchased, like it. And people who like what they purchased, tell other people about it. So, there's this great snowball effect as well.

Louise Henry: [00:56:22] Exactly.

Sam Vander Wielen: [00:56:24] That's awesome. Well, thank you for sharing that. Okay. I have a couple of fun - well, I will designate it as fun questions for you. And then, I want you to tell everybody how they can find you. So, first, have you read anything interesting lately that you want to share with people?

Louise Henry: [00:56:41] Recently, I read Amanda Frances's book, if you read that.

On Your Terms Episode 51:
Goal Setting, Productivity & Evergreen Content with Louise Henry

Sam Vander Wielen: [00:56:41] No, I haven't. Was it good?

Louise Henry: [00:56:47] I love it. Yes. Speaking of mindset - can I swear on this podcast?

Sam Vander Wielen: [00:56:50] Yes, you can.

Louise Henry: [00:56:50] Okay. It's called Rich as Fuck: More Money Than You Know What To Do With. So, I do think the mindset piece is so important as well. And I think so many, especially like if you are - I don't know what we would call it - let's say, more heart-centered of an entrepreneur, it can be really difficult to go up against your money mindset locks and get paid well for what you do. I think there is a lot. And I definitely struggled earlier on in my business with that. So, I think it's super valuable to be looking into money mindset if you haven't. So, yeah, that was a really good read.

Sam Vander Wielen: [00:57:28] That's good to know. Have you watched anything that you've really liked lately on T.V.?

Louise Henry: [00:57:30] Yes. Yes, I have. But now I'm just drawing a blank. What did I watch lately and I was obsessed with? Okay. I can't think, but one that I think is phenomenal and everyone should watch is Ted Lasso. Have you watched that?

Sam Vander Wielen: [00:57:45] I love Ted Lasso. I love Ted Lasso. And my recent watch and love, if you haven't seen it yet, is, I Love That For You. It is really funny. It's on Showtime. I think it's hilarious. But, yeah, it's a girl who always dreamed of being like a [inaudible] host. Like, she just wanted to sell things on T.V. Which, I can really relate to because I was obsessed with infomercials as a kid, and I think it's where I learned everything about marketing. But that's her dream in life and she finally gets her dream job. It's very, very funny. So, I highly recommend. Where's your favorite place you've ever been in the world?

Louise Henry: [00:58:22] My favorite place I've ever been is probably Bali.

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On Your Terms Episode 51:
Goal Setting, Productivity & Evergreen Content with Louise Henry

Sam Vander Wielen: [00:58:27] I haven't been but it looks amazing.

Louise Henry: [00:58:29] So, I lived there for three-and-a-half years and it's just such a beautiful place. So, Bali was incredible. I lived there for three-and-a-half years. And we just really would explore the island all the time, and so it's just so beautiful. It has rice patties everywhere, we would drive our scooter through. It's beautiful.

Sam Vander Wielen: [00:58:52] That's awesome. That's so cool. Okay. So, I just have a couple of quick Would you rather questions. Would you rather read fiction or nonfiction?

Louise Henry: [00:59:02] Nonfiction.

Sam Vander Wielen: [00:59:02] Would you rather - I think I know the answer. Would you rather live at the beach, mountains, or desert?

Louise Henry: [00:59:09] Beach.

Sam Vander Wielen: [00:59:10] Would you rather order coffee or tea?

Louise Henry: [00:59:10] Coffee always everyday.

Sam Vander Wielen: [00:59:10] And what's your go-to coffee order?

Louise Henry: [00:59:17] It is an Oatmeal Latte.

Sam Vander Wielen: [00:59:17] Oh, yes. And while you're cooking, do you clean up as you go or clean up at the end?

Louise Henry: [00:59:17] I rarely cook. And I clean up the end if I did.

On Your Terms Episode 51:
Goal Setting, Productivity & Evergreen Content with Louise Henry

Sam Vander Wielen: [00:59:17] It's a very controversial question here on the podcast. Okay. Last one, would you rather hit up a fancy restaurant or the best food trucks?

Louise Henry: [00:59:3] The best food trucks.

Sam Vander Wielen: [00:59:39] Same. Yeah. Okay. Thank you, Louise. This was so much fun. Will you tell everybody where it's best to find you and if you have anything that they can go and [inaudible] from you?

Louise Henry: [00:59:51] Absolutely. Just go to louisehenry.com. Find me there. You will find all the links that you need. Or you can go to youtube.com/louisehenry to find all of those YouTube videos. And then, I know Sam has a special link where you can get a discount on Uplevel With Asana, so come and join me there if you want to get organized and hit those big goals.

Sam Vander Wielen: [01:00:13] I will drop all the links to all Louise's things below, so you can join Uplevel With Asana, go watch her on YouTube and Instagram, and all of the things. Thank you so much, Louise, for doing this. This is so fun.

Louise Henry: [01:00:24] Thank you so much for having me.

Sam Vander Wielen: [01:00:29] Thanks so much for listening to the On Your Terms podcast. Make sure to follow on Apple Podcasts, Spotify, or wherever you like to listen to podcasts. You can also check out all of our podcast episodes, show notes, links, and more at samvanderwielen.com/podcast.

Sam Vander Wielen: [01:00:44] You can learn more about legally protecting your business and take my free legal workshop, Five Steps to Legally Protect and Grow Your Online Business, at samvanderwielen.com. And to stay connected and follow along, follow me on Instagram @samvanderwielen, and send me a DM to say hi.

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