

SWHW NOVEMBER MASTERMIND

*Somer Phoebus +
Michelle Myers*

All quotes are from Michelle Myers or Somer Phoebus unless otherwise noted.

SOMER + MICHELLE: Tips/ on building a business part-time while you're working full-time?
Tools/systems needed?

- Set business hours if you want to be intentional about growing a side business. – MM
- Set boundaries. You do not want to not have a life. You need to be with your family and have fun. – MM
- You need to still enjoy your work. – MM
- You need margin in your regular life. – MM
- Life off of your full-time job and invest your part-time income back into your business. – MM
- Separate everything for your part-time job. – SP
- If you want depth, grow slow and steady. – SP

MICHELLE: what are the best newsletter platforms, preferably free, to use to help spread awareness for your business? And any tips for newsletter creations?

- As soon as your email list grows past 100 people, you will have to start paying. – MM
- Newsletters typically means there is a lot of information, people get a lot of information already. – MM
- Rather than starting with a newsletter, wait and in the beginning, send smaller bites of information so you can continuously provide value while they are getting to know you. – MM

SOMER: How do you encourage your team during this season of uncertainty in the country, when you yourself are feeling a little overwhelmed.

- Joy, fun, and more fun. – SP
- We have the joy of the Lord, share it. – SP
- Pivot to make sure you are meeting your team where they are. – SP
- Be more relational than you have ever been. – SP
- Let them experience joy through your joy. – SP

MICHELLE: keeping engagement on social media and in groups when people are taking breaks from SM with the current state of people leaving FB and IG for newer platforms and since hashtags are on lockdown. // Tips for connecting on social media with your target audience rather than people who are also in the same business? I feel like I'm engaging with a lot of like-minded people who are doing what I'm doing, which is nice and all, but I'm struggling to figure out where and how to find potential customers.

- Engagement on social media is what it is. – MM
- Do your best to show up there, to talk to who is listening, but know that it's not the only place to engage with your customers and clients. – MM

All quotes are from Michelle Myers or Somer Phoebus unless otherwise noted.

- The most important engagement for your business is probably not on social media. – MM
- Put priority where you are having engaging conversations. – MM
- Go to your target audience, stop waiting for them to find you. – MM
- If it's not working, try something new. – MM
- Focus on what's happening offline to make your time online easier. – MM

SOMER: Tips to remain accountable in my job (Peds nurse in a hospital) when I don't have any leadership roles or ability to speak about my faith. Feeling like it is hard lately to work the swHw "way" in my job.

- Galatians 5:13
- You shall LOVE your neighbor as yourself.
- More people will tune in if you serve and love them well. – SP
- Do your job and also do the work of the Lord. – SP
- As you do your tasks, serve others and love them well. – SP
- Exhaust yourself with love. – SP
- The Lord will replace your love. – SP
- Run towards conflict. – SP
- Love out of overflow from the Holy Spirit's work in your life. – SP

MICHELLE: How to approach the Proverbs 31 test in the business tracker when discipline feels like an all day thing and your kids haven't worked out how to accept correction yet.

- "A parent's job is to provide boundaries and a child's job is to push against them." - Dr. James Andrews
- Just like the Lord's love for us sometimes looks like discipline, your love for your kids will sometimes look like discipline too. – MM
- The praise that you will get from your kids might take a while. – MM
- My job isn't to only do what my kid's want so they will like me. My job in the moment is to teach them to the best I can how God loves them. – MM
- The praise may not be audible. But at the end of the day, did you love them the way God loves you? – MM

SOMER: How to honor where your husband is at in their faith while not vomiting all the things God is doing in you? And then not going the other extreme of not sharing at all? Many men in our church have shared how it intimidates and discourages them how much "further" or more intimate and closer their wives seem to the Lord when they're supposed to lead. Such a technique of the enemy for both the husband and wife!

- Women are relational and nurturing. It is our natural reaction to love and nurture a relationship. – SP
- Typically, for women, our relationship with God can get more intimate faster. – SP
- Your husband may never worship the Lord the way you do. It does not mean he is not as close to the Lord. – SP

All quotes are from Michelle Myers or Somer Phoebus unless otherwise noted.

- Look for opportunities to affirm your husband, not just in their faith, but in every other area. – SP
- Respect them for who they are and what they do. – SP
- Understand that your husband's walk with the Lord is precious even if it doesn't look like yours. – SP

MICHELLE/SOMER: Can we talk about what "excellent" really means when we say we should work with excellence? I struggle a lot with the idea of "excellence" because I'm someone who can look at anything and always find ways that it could be better. It feels like an unattainable standard, that is basically equivalent to "perfection." // how do you work towards excellence when in that place of grieving, poor in Spirit, and exhausted?

- 1 Corinthians 13 was not written about marriage.
- 1 Corinthians 12:31
- You will limit what God can do through it if you put the emphasis on your skill.
- God gets the glory in your work and it's excellent when it's done in a loving way that mimics God's love for us. – MM
- Skill must always be secondary. – MM
- No amount of talent or skill can display God-like love. – MM
- Love first, make skill secondary. – MM
- If you truly understand your purpose, and fulfilled in the calling God has placed on your life, excellence will be a symptom. – SP

MICHELLE: At Narrow, Michelle mentioned intentionally making efforts to be at the back of the line. I had a revelation several months ago that just because you CAN lead it or do it really well, etc doesn't mean you ought to. Humility leads us to hold ourselves back even when we could do more/better. SO, how do we practice that? How do we know when we ought to work to excel and lead and when we should step back and let others go for it? Simply Godly discernment and the Holy Spirit? Or should we choose our "areas" we just let ourselves go all out in what we're doing and other areas we are intentional to be helpers and hold ourselves back?

- Fight against your flesh, but don't make it harder than it needs to be. – MM
- God has put people in your life, find ways to support them. – MM
- You have a call that God has given you. But he has put other people in your life relationally near you who have a calling on their life too. What are you doing to support them? – MM
- Find the back of the line. – MM
- Who else has God put in my life that has a Kingdom mission? How can I use what God has given me to support them in their mission? – MM

SOMER: My husband and I have been asked to serve in the student ministry at our church -- the same student ministry our two teenagers are in. We want to say "yes," but we also don't want to overstep our kids' safe place. Tips since you've done this?

- Ask your kids. Be okay with whatever they say. – SP
- Be open and honest with your kids. – SP