

# FINDING BRAVE

with Kathy Caprino

## Transcript

### Finding Brave Episode #8

#### 5 Things Small Businesses Need to Do Better to Generate More Profit

#### With Trivia Barber

- Kathy Caprino: Hello, everyone. This is Kathy Caprino, and welcome to my podcast *Finding Brave*. I've created this show for everyone who longs to create something bold and brave in their life, to rise up, speak up, and stand up for who they are, and to reach their highest and biggest visions. Each week I'll be speaking with inspiring guests from all walks of business, leadership, entertainment, the creative arts, and the entrepreneurial world. They'll be sharing their intimate stories of finding brave and offer their best strategies for building your most rewarding, joyful, and meaningful life, business, and career.
- I hope you're having an amazing week full of bravery, and confidence, and courage. Speaking of that, I'm so excited to have as our guest, Trivia Barber. Can't wait to tell you all about her. Thank you for being here, Trivia.
- Trivia Barber: Hello, Kathy. It is my pleasure to be here with you today.
- Kathy Caprino: We are going to have fun.
- Trivia Barber: Absolutely.
- Kathy Caprino: We're going to have a blast. I want to tell everybody exactly who you are and then I want to tell them who you *really* are. How about that?
- Trivia Barber: Oh, boy. Here we go.

Kathy Caprino: All right. Trivinia is the founder of Priority VA, a boutique virtual assistant agency that matches elite level entrepreneurs, like Todd Herman, and Ray Edwards with highly skilled assistants who get the online space and come prepared to deliver massive ROI, return on investment, right out of the gate. That's you, isn't it, Trivinia?

Trivinia Barber: Yeah. You know, it's great to be able to connect people like Todd and like you with amazing support.

Kathy Caprino: And you sure do that. I'm going to talking all about it, but I want to tell everybody this story, if you don't mind me embarrassing you, Trivinia.

Trivinia Barber: Go for it.

Kathy Caprino: You know, I'm going to tell you all folks I meet a lot of people, like thousands, right? In a year, just because of the work I do. Every once in a while, someone really stands out. Their spirit stands out. I'm going to cry. Who they really are in the world when no one's looking, when it's not about money, when someone's in need. What I want to tell you folks is that was me in need, big time. I guess it was now two years ago, Trivinia. Before I really worked with you, I had reached out, and I think we had emailed because I featured Amy Porterfield, the wonderful Facebook marketing guru who you were supporting at the time, and you helped me do a Forbes interview with Amy. But after that, I did a Facebook ad campaign for a new course of mine.

If you know me, you know I really believe in integrity in marketing, and not lying. However, not just the campaign, but my entire ad account gets shut down, shut down. I lost sleep. I felt gutted, like "Oh my. How did I get this so wrong?" You know, we don't want to blame and sound like the victim, but my marketing agency did it. I really didn't know how to do Facebook ads, clearly, but I couldn't get an answer from Facebook. It was like, no, irrevocably, you're shut down.

I lost so much sleep over it and felt so sick. I said, "Who can I reach out to who might just know what we did wrong?" So, I reached out to you, Trivinia, asking, "Could Amy take a look?" And of course, she's too busy for that. But here you are a day later, and you did something like a 10-minute video.

Trivinia Barber: Oh, yeah.

Kathy Caprino: ... on what I did wrong, what we should've learned from. You didn't know me. I wasn't a paying client. I will never forget that as long as I live. The generosity, just the beautiful spirit of, "Let me help this poor woman who sounds like she's having a nervous breakdown over there in Connecticut." I'll never forget it, and that's who you are, so thank you for that.

Trivinia Barber: Well, Kathy, thank you. I think that the biggest that I take away from any experience that I have with somebody is how can I leave them feeling better than they felt when they started this conversation. You know, it was a tiny little thing that I was able to do, and it meant...

Kathy Caprino: Tiny.

Trivinia Barber: ... a lot of impact for you, and I am still on a mission, Facebook if you are listening, get this woman's account turned back on at some point.

Kathy Caprino: Thank you, my friend.

Trivinia Barber: Actually, any time I come into contact with anyone that does Facebook things for a living, I'm like, "I've got this friend." I'm always sort of trying, because I'm on a mission.

Kathy Caprino: You are so kind. I have to tell you, I was vindicated in that Facebook itself reached out.

Trivinia Barber: Awesome.

Kathy Caprino: Because I'm now doing ads on my professional page.

Trivinia Barber: Wonderful.

Kathy Caprino: We got around that, and I was like, "I can't believe I'm talking to Facebook itself." Anyway, there we go. Now, I work with your Priority VA. I've hired through you. You've helped me have so many awesome people on my team.

Trivinia Barber: Wonderful.

Kathy Caprino: Monica is just a wizard. You help a lot of businesses, and you see a lot of mistakes businesses make. So, I want to talk about the five things small businesses need to do better, and let's say it, honestly, to generate more profit, because you know, we're in business to make money and to help, but we can't help if we're not generating enough money. So, let's jump right in, Trivinia. Give me the five, and let's start with number one, things we've got to do better in our small businesses.

Trivinia Barber: Yeah, so one of the things I've realized in working with hundreds of entrepreneurs over my career, either as a virtual assistant or now running Priority VA, is that entrepreneurs have this almost ADHD personality, right? We see the next shiny thing, we are visionaries at heart, and so we will very easily pivot to the next big thing that we want to work on. But often, we do it at the detriment of what we said we were going to accomplish at the beginning. Pivoting actually becomes a way that people almost limit their own progress. You know, they'll throw a campaign out, and it won't get the massive response that they want, and so they shut it down and they go a different direction. Instead of fully seeing something through to the completion, right? They'll start a launch maybe of a digital product, or a book, or whatever it is, and they won't get that massive reach that they thought they would get, or whatever, and they automatically think, "I'm doing something wrong. I have to stop and start over."

I think having a feedback loop is really, really important for all of us as business owners to finish a project, set your goal and your intention of what you're going to do, and actually see it through to completion.

I think that often times it confuses teams, it confuses your audience, and I think that it confuses really you as the founder, as the business owner, right?

You start to feel like a failure, like if you didn't complete anything and then it just makes the next pivot easier, right? Instead of us saying, "No, I've got to dig my heels in, and we're going to get this thing done." Whether that's a course or whatever it is, but yeah, that's probably the number one thing that I see happen all the time.

Kathy Caprino: I want to build on that. Can I?

Trivinia Barber: Yeah.

Kathy Caprino: I know you know me well, and know this. I tend to be, I've been called a hummingbird, that I'm just flit, flit, flit. Part of it, I think, is when you're at the strategic level running a business, you do see the potential. You shouldn't be as in the weeds as, say your manager, or your director.

Trivinia Barber: Absolutely.

Kathy Caprino: You see what can happen, and when you've got a ton of energy ... And, I just did an interview on Forbes with Morten Hansen about how we work smarter, and part of it is obsessing that you get it's not just working hard, it's being obsessively attentive to what's going to let you grow. Many of us, I think, are listening to what's out there. "Ooh, we should do a passive income program. We should do this. We should, should, should, should, should," and that makes us flit like a hummingbird. Would you agree with that?

Trivinia Barber: I absolutely agree. I think that there are times where you just know in your heart that you've got to pivot, right? Like where you just know that this is not working and I need to go a different direction, and that's different. That's not what I'm talking about. I'm talking about that shiny object syndrome, or that lack of confidence, or maybe fear, or imposter syndrome, or whatever it is that prevents us from literally putting what we were created to do out into the world, and that idea that we always got to be reinventing ourselves, or our product, or our brand. That's what I'm meaning. I think that what helps people overcome that is not hiring a much of yes-ma'am, yes-sir people and having people that have differentiating opinions than you around you. It's almost like they're your blind spots. They're looking out for those blind spots. They might say, "Trivinia, no. We said we were going to launch a course this year, and we're this close. Let's not give up. Let's keep pushing through and get that done." That's what need.

Kathy Caprino: Oh, gosh, do we need that. I have that in Monica who you helped me find. She'll be so respectful, but she'll say, "Can I just push back on that?" Or she doesn't even use that word. You know, "Could I offer a thought?"

Trivinia Barber: Oh, love that.

Kathy Caprino: And it'll be like wham, like wow, thank goodness you said that.

Trivinia Barber: Yeah.

Kathy Caprino: Let me ask one more thing, because I think this is a problem that 98% of small businesses I meet have. Don't you think that part of it is we get a little bored?

Trivinia Barber: Oh, yeah. I think we do get bored. Then, you know, that's where it really, I think, comes along. I tell my husband all the time in my business, "I'm the visionary. I just want to spit the idea out there, and then you guys make it happen." Because if I sit too long with something, I do get bored. I'm kind of over it, and I'll tell you guys a horrible story, and please don't think less of me, but I volunteered with a nonprofit back when I lived in Colorado. They just needed a lot of help. They had horrible web presence. They didn't have any sort of systems or anything, and it made for an awful experience as a parent, honestly. It was a kids' theater. So I said, "Let me help you. I will redo your website. We'll get you branding. We'll get you on Active Campaign. We'll do all this stuff, and I'll pay for it. I'll get it all set up."

Kathy Caprino: Wow.

Trivinia Barber: "But you need some help, but here's what I'm going to require of you." And so I said, "You know, I need ... " My list of 52 things that I needed from them. And months, like nearly a year went by. We paid for their website. We did all this stuff.

Kathy Caprino: Wow.

Trivinia Barber: And they're like, "We're not ready to turn it on," right? And now, almost a year went by and they reached out to me and they said, "Okay, we're ready now." I was like, "Oh, yeah. I'm over that." That was like, "Here. Here's the login for your website and all that stuff," but ... That's what I think a problem for us as entrepreneurs is that we do get excited about something, but we need to have somebody to hand off the baton to so we can be excited about the next thing, too.

Kathy Caprino: Oh, I love it. I love it. I hope everyone's listening and thinking about how they're pivoting too quickly, or are they bored. Are they the expert? You know, my world, for instance, is career growth, and you've even helped me understand it's more than that. It's personal growth, but you also can't ... It's not a good idea to throw away everything you've built and not leverage that, so it's tricky. It's tricky. All right, number two. What's number two small businesses have to generate more profit?

Trivinia Barber: This is the hardest thing to get people to understand, and I want to shake people sometimes, but they don't document their processes along the way before they delegate, before they outsource. They're just bored, or they think the task or the thing is beneath them, that their time is better used doing something different, and so they don't document anything, but they don't want to do the thing anymore, right?

Then, they want to bring someone in, and the hired help, the virtual assistant, the administrative person, or whomever it is, they have to reinvent the wheel because nothing has been documented. I always have to say, I have to call people on their crap and tell them, because they're like, "I don't have time to document."

I would challenge you to download a free Chrome extension. It's called Loom, L-O-O-M, Loom, and you can make videos of yourself doing whatever the task is that you hate doing. Record, it records your screen. It records your audio. Then, you can send that video to your assistant, or if you don't have one right now, just put those links in a Google folder right now, you know, in a Google Sheet, and then you can have those transcribed if you want to later, or your VA can watch them and create a process and system, but get the stuff out of your head right now.

Kathy Caprino: Oh, gosh. That is amazing.

Trivinia Barber: Yeah, once it's documented, then someone else can do it, right? Then, we can test it and it can become a foolproof system later. But as long as it's in your head, then you are the executive assistant. Cameron Herold is an amazing gentleman. He has a company called the COO Alliance. I watched him give a speech to many COOs. He said, and I told him that day, "I'm stealing this," he said, "If you do not have an executive assistant, you are one. Right? And so if you fail to document your systems and processes, then you're the one responsible for their completion." So yes, document your stuff, folks.

Kathy Caprino: Oh, I love it. Can I tell you that Monica, who works for me, uses Loom often when I'll say, "I don't want to do this regularly, but I'd love to go into Infusionsoft and see how you ran this report."

Trivinia Barber: Yes.

Kathy Caprino: Instead of typing it out, she does that video. Now, if I need someone else to do it, there's the video on Loom.

Trivinia Barber: Absolutely. Yeah, it's beautiful.

Kathy Caprino: Can I also add this? Anybody who's thinking of running a business should read the book by Michael Gerber, *The E-Myth Revisited*.

Trivinia Barber: Absolutely.

Kathy Caprino: When I first started, I kind of threw the book across the room because it's dry. You know, it's hard stuff to want to accept. But what he says is there's a fatal flaw, a fatal assumption with small business owners that just because you're good at doing a skill doesn't mean you're going to be successful running a business that offers that skill. What you're talking about is not being the manager, but it's being the business leader.

Trivinia Barber: Exactly.

Kathy Caprino: Being a CEO, right?

Trivinia Barber: I think there is transition that has to happen that you go from being an operator in your business to being the CEO of your business, and those are two different skill sets. If somebody knows how to be a photographer, and they're really, really great at being a photographer, but they have no idea how to run a business, and there's this sort of growing pains that has to happen as we evolve into a CEO or into a founder of a company. You have to be willing to kind of... Just like if you're working out, your muscles hurt the first few times you do it. You don't want to do it. But if you keep going, then that allows you to build strength, and the same thing is true with running your business as well.

Kathy Caprino: I'm just thinking of this question out loud. Would you say that if there's a person who, let's say loves to coach, but does not want to do the work of running the business ... I'm putting you on the spot. I have a thought, but I'd love to hear. What they're going to say is, "I'll hire that out." That's my question to you. If they really don't want to do the work of developing a business, should they not go into it, Trivinia?

Trivinia Barber: That's so interesting that you ask that, because I think it really depends on someone's temperament. If you can be led by someone else, then sure, hire that out, right? I mean, fine, I think you can do that. I don't think that's the best use of people's resources initially. I think that you just kind of baby-step it, and you suck it up, and you do it for a little bit, right? Until you grow into a space where you can afford to hire a CEO. But if you were a coach, I think it's different if you're running a manufacturing plant as opposed to if you're doing one-on-one coaching with someone, right? I think it makes a lot of sense to bring in someone from the outside to run the business aspects.

Just like if you think of a church, like often churches, the pastor is ... They're not running the books, right? There's an executive pastor that handles those types of things and they run the business of the church. I think you got to think of it that way, too, having somebody come in and maybe operate as the COO. I think that can be good, too, or having ... In the virtual space, there's a term called an online business manager that's often thrown out there. That typically is what people will do when they don't want to run the business side and they just want to do their craft. They'll hire an online business manager to help them oversee those things. There are ways around it, but I think the bigger question that you have to ask yourself is what are your skills and talents best used for and how can you outsource the rest, or how can you bring a team around you that will fill in the gaps for you.

But, there's this period of time where, especially if you're not generating revenue, you can't, and it's actually poor stewardship of the gifts that you've been given if you're going into debt and you're doing those types of things to outsource the things that you don't want to do. Sometimes you just have to suck it up and do it for a while.

Kathy Caprino: I couldn't agree more. I would even go so far as to say if you really aren't willing to, it's probably not the right direction for you, because it's doing all of that that makes you understand what's required to stand out, and stand out among the competition, and really make your impact.

Ooh, this is the hard talk. This is the hard talk. All right, number three, the third thing businesses need to do better.

Trivinia Barber: I'm the pot calling kettle black here, but I think that we need to figure out who we're really serving, because you cannot be everything to everybody. You've got to pick a lane, and you've got to stay the course for that lane. I can say that I did that myself when I started Priority VA. We would literally, I would take doctors, and lawyers, and online marketing people, and I would serve anyone and anything as long as they had a credit card. Then, what I realized is that that actually was a disservice to my virtual assistants, to myself, and I think ultimately to the clients as well, because I was creating a lot of brand confusion in saying, "Yes, I'll take anyone. They have a heartbeat. Yes, I want to serve them." I think that it didn't allow us to sort of go deeper in our knowledge base of things.

So now, if a client comes to me and they say, "I have ONTRAPORT, and I'm really looking for Facebook advertising. I want someone to do a bunch of video editing for me." Five-years-ago Trivinia would've said yes. I would've scrambled and been stressed out to find someone to fill the needs of all those different roles. Now, I can say, "No, Priority VA does not do any Facebook advertising. We do not work with ONTRAPORT. We work with Infusionsoft." You know what I mean?

Kathy Caprino: Yeah.

Trivinia Barber: We're not going to be the same person that is making your hair appointment, is not going to writing copy for you. I can say that with confidence now, whereas before, I just like, "Money, yes. I will find someone." It makes my hiring easier. It makes the conversations that I'm having with my email newsletters and things like that so much more palatable for people.

Kathy Caprino: Yeah, I want to share a story about that. When I was really becoming a brand years ago, I worked with a branding guy, Robert Friedman. I didn't want to call myself a women's coach. He finally said, "Can I just ask you this? Didn't you just spend a year researching women?" "Yup." "Didn't you just write a book, *Breakdown, Breakthrough* for women?" "Yup." "Didn't you say that in fact there's a shortcut that you have with women that makes the work go even fast?" "Yup." "So, why don't you want to say it?" I think this is the reason, I'm afraid to cut off the half of the population that isn't my niche. For many people, it's 98% of the population. Your niche is really, really narrow. But, we find out, Trivinia, it doesn't work like that, does it?

Trivinia Barber: Yeah.

Kathy Caprino: The deeper and narrower the niche, the more the perfect person will come to you, and also other people that you'll love to serve. You don't cut off your legs at knees just because you niche, right?

Trivinia Barber: Yeah. You know, I think that you've heard people say like there's riches in the niches and, you know, things like that. It wasn't even so much more about that for me. It was about the stress that trying to serve everybody was causing me is that I was not able. People would be talking to me about ONTRAPORT, for example, and I'm like, "I don't know. I've never even looked in ONTRAPORT. I have no idea."

I didn't know who to vet talent for ONTRAPORT, right? The same thing is true if you're a coach and you only want to work with women who are making six figures who have been divorced. Let's just say that's who you best serve, and you're talking to a millennial who is maybe making \$30,000 a year. There's incongruity there with how you're able to talk to them and communicate, and it causes you stress because you want to help that millennial, too, but you can't.

Kathy Caprino: That's true. That's so true.

Trivinia Barber: Yeah.

Kathy Caprino: What did I want to ask you? Let me get your business advice, and let's use me as a case example. When we had the chat a while ago you said, "I think you're more than a career coach."

Trivinia Barber: Yeah, because you are.

Kathy Caprino: Thank you. But, when is it good to say, "All right, I have this niche so well defined. Everybody knows Kathy is a women's career coach." When is it the right thing to spread it, do you think?

Trivinia Barber: Yeah, yeah. I mean, I think that the thing that differentiates you, Kathy, is you've put the time in. You're not 11 years into this... You know what I mean? Now you want to spread your wings and serve the world, but you're a different breed than a lot of people, I think, because, yeah, you've done the work. You've done the hard work that has brought you here. I think the trust that your tribe has built in you. So, that's different.

I think for the average Joe, I would say that when it's time is when you feel that you have maxed out your possible growth and potential with the current existing people that you're serving, right? When you have done all that you can do to help them and to serve them, then I think it's easier to take that into a different segment of the population.

Then, you know, it's just the same thing I would tell people when they're wondering how I've grown my virtual assistant business, right? We spend segmented areas of time directed at specific populations. Maybe I'm going for health and wellness coaches for the next 90 days, and that's really all I'm talking to on social media. That's where I'm spending my time in Facebook groups or whatever. Then, we switch that to attorney, right? For the next 90 days. You can do those types of things, but my core offerings don't change. They stay the same, it's just who I'm targeting.

Kathy Caprino: Interesting. Thanks for sharing the nuance, because we'll hear some of these tips, but they're at the most superficial level. If you miss the nuance, you miss the information.

Trivinia Barber: Absolutely.

Kathy Caprino: So good, so good. Number four. What's the fourth thing small businesses have to do better?

Trivinia Barber: Yeah, stop focusing on vanity metrics.

Kathy Caprino: Vanity metrics.

Trivinia Barber: Yes. Instead, build an engaged email list that actually wants to hear what you have to say and buy what you are selling. I think that having 10,000 followers on Instagram is amazing. I have like 1,300. I don't care, because I know that those 1,300 when I do an Instagram story, they're engaging, and they're replying back to me. You know, that's what you want, is an engaged audience. You don't want 150,000 people on your email list, but get no open rates. You know, there are people I know that have millions of followers on Facebook, but nobody is buying from them because they're all robots in India or something. Don't worry so much about the vanity, and instead worry about creating content that is going to engage and inspire your list.

Kathy Caprino: Ooh, I love it. I want to offer a flip picture of that. Can I?

Trivinia Barber: Yeah.

Kathy Caprino: Somehow, on LinkedIn, I've got a huge following. It's 690,000 now, growing a thousand a day.

Trivinia Barber: Holy cow.

Kathy Caprino: Truly, I don't know how it happened. But I will say this, I see other, if you want to call them thought leaders or influencers who have that following and you never hear their voice. All they do is post their post from Forbes or wherever. I have chosen, and it's up to you all, but if someone's going to take the time to comment a heartfelt share on my LinkedIn post, I'm going to respond. And yeah, it's hours a week, but I live for it.

Trivinia Barber: Yeah. But that again, that speaks actually exactly to what I'm talking about, right? Is that yeah, your numbers are high, but you have an engaged audience, and you participate back with them, so it is a give and take relationship. It is not, "I'm just going to put up this free content, and then you give me your credit card when it's time for you to do so," right? It's building a relationship. In the long haul, when you go and you make that ask of them to support you, or to buy something, or buy the book that you're creating or whatever it is, the likelihood of them buying that book versus a book of someone who maybe they have 10 million followers, but they have never acknowledged a comment or anything, it's a little bit of a different relationship there.

Kathy Caprino: I so agree. I would even say if the person is only touting their own stuff, you got to look out. I mean, you, Trivinia, I learned so much from your newsletters. You know, good people know good people. People in our fields curate great content. I might just as likely be asking that someone buy Shawn Achor's new book than my book, you know?

Trivinia Barber: You know, I think the thing is that when you see someone that is doing something exceptionally well, it's wrong to not share that with our list, with our audience, right? I think that sometimes it depends. You get some people that are so affiliate happy that they're promoting anything and everything. I choose not to do that with my audience, with my business, but if you say something that's amazing, if you write an article or something like that, I think it's selfish of me to not share that and to hoard that information that's going to change my life or someone else's life and hoard that for myself. I think that's selfish. I think if we can be more giving of ourselves, I think it's going to tell our audience who we really are.

Kathy Caprino: That's so beautiful, and that's who you are.

Trivinia Barber: Thank you.

Kathy Caprino: The fifth one, what's the fifth one? Last, but not least, what do we have to do better in our businesses?

Trivinia Barber: Well, obviously, you know, I am the virtual staffing girl, and so I have to say that people do it alone for way too long. I think that they kind of feel like they need to be a martyr in their business, and no one's going to write it as good as I do, no one's going to answer that email as good as I do, or edit that podcast as good as I do. I think that can really hinder us from growing. Often times, I see this happen, and I swear I need to trademark this, but people will be a helicopter CEO. If you think of like a helicopter mom or dad, right? The kid's trying to learn how to ride the bike, and they're just holding this on. Imagine, this, people, as you listen to this podcast, they're holding on to the back of the bike. You know, the little girl or boy is like they're on the cusp of, I've got it figured out, but mom or dad will not let go because they're too afraid that the kid might fall and crash and burn. I think CEOs and founders do the exact same thing. They're so afraid that if they trust someone else to do it for them, it won't be done the right way or their way. I tell people all the time, there will be spilt milk, and there are going to be mistakes.

I emailed Amy Porterfield. Thank god, she actually taught me a ton about being a leader in this moment, but I accidentally emailed her list when it was, I don't know, 150,000 peopleish from her private personal email. It was a mass email.

Kathy Caprino: Oh, no.

Trivinia Barber: Her response as a leader in that moment was so brilliant. It taught me so much about how I needed to respond when things hit the fan. She said, "Well, that's okay. You're never going to do that again." I was hysterical. I mean, I was crying. I was like, "I'm so sorry, Amy."

Kathy Caprino: Because now everybody has her personal email?

Trivinia Barber: Yeah, everyone had her private email then.

Kathy Caprino: Did they abuse it?

Trivinia Barber: I mean, some people did. I mean, yeah, for sure. But by and large, people didn't, because it was just another email, you know? But her response was so brilliant in that it taught me that to have grace, all right? And that there is spilled milk, and yeah, stuff happens. People make mistakes. She knew that I wasn't being vindictive or spiteful in any way.

Kathy Caprino: Oh, gosh no.

Trivinia Barber: Don't do it alone, that's the ending parting advice, get help. You know, there's that African proverb that says, "Those who want to go far ... " What is it? Go far, go alone, or something, but those who want to go for a long time go together. I'm totally butchering this quote, y'all. I'm so sorry.

Kathy Caprino: We'll find it.

Trivinia Barber: Yes, you've got to find it because it's really beautiful. But, it talks about, basically, about doing things together, and that if you want to really make something impactful, you've got to have a team around you to help you, so don't do it alone.

Kathy Caprino: I love it. Let me just wrap up with two builds on that. What I think you're talking about is what I see in so many women's lives, perfectionistic and overfunctioning.

Trivinia Barber: Oh, that's a great term. Yes.

Kathy Caprino: Isn't that a good term? Learned it. It's hybrid of what I learned in therapy, but the overfunctioning is doing more than is necessary, more than is appropriate, and more than is healthy, and the perfectionism is trying to get an A plus in all of it. We do that because we're driven from fear, and it comes from childhood. We didn't pop out of the chute like this. It comes from what we learned. If you see that in yourself, god, I'm exhausted to the bone, but I can't let go, it's fear, and it's being driven, and you're going to want some help with that, coaching or therapy. The second thing I want to say, Trivinia, tell me what you think. The biggest reason I see women business founders not hiring is they look at the money coming in, and they say, "I don't have enough now. I certainly am not going to have enough hiring podcast help."

Trivinia Barber: Yeah, I see two things it happen all the time. As women, and I do this myself, but we're frugal individuals, most of us, right? We want to use a coupon. We want to get something on a sale. That's why all advertising is toward us, right?

Kathy Caprino: Right.

Trivinia Barber: That makes it hard for us. It makes it hard for us to spend top dollar on the things that we really, really need. It's interesting, because we'll do it on something we really, really want, right? You will really, really want that nice Louis Vuitton bag, and so you will spend the money on that bag, but you won't do it for something you really, really need, which is a partner that you can trust to help you build your business and get you where you want to go. It's a mindset shift of yes, you are worth it, yes, your business is worth it, and the goals that you've set, and it's a reality check, right? The goals that you've set, can you truly get there alone? If the answer is yeah, then more power to you. Can I sign up for whatever you're doing, right?

But for most of us, we can't get there alone. So, you've got to invest in yourself and invest in the people around you that want to truly help you. I would say most people are good people at heart, and they want to help you get where you want to go, because it's fulfilling for them, right? Especially in the VA space, assistant is like our middle name. We want to help, right?

Kathy Caprino: That's it.

Trivinia Barber: Yeah, I think you just have to value yourself and know that if you make an investment in yourself, you may crash and burn every once in a while, you might have to go through some terrible folks until you find someone who really is going to care, but it will be worth it, even if you have a hard time, because you're going to learn a ton of valuable lessons along the way.

Kathy Caprino: Oh, I love it. And here's a tip, everybody, if you're doing something, like I did the other day, and you just want to cry ... What was I doing? Oh my gosh. I was trying to upload a photo for my Forbes post and it wasn't the right size. I literally started whimpering.

Trivinia Barber: Yeah.

Kathy Caprino: "I don't want to do this." I think what you have to think is, number one, if you're whimpering about it, it's not your god-given talent to be doing this, and you're wasting it. You're wasting your precious, precious time. You know, when you plump down that \$200 a month for whatever help, what you're going to find is you are going to fly because you're able to do the things that are really your precious gifts.

Trivinia Barber: Oh, that's so good. Yeah. I used to have a post-it note on my computer monitor that said, "Do you have to do this?" It was interesting for me because it was just a shift enough for me to kind of look at that and be like ... Because, you know, when you're frustrated, you tend to kind of look away from your computer, right? I would look away at that stupid post-it note...

Kathy Caprino: Wow.

Trivinia Barber: "No, I do not have to do this. Why am I doing this?"

Kathy Caprino: That's a fantastic tip.

Trivinia Barber: Yeah. I don't want to make this all about virtual support, but it will help you. If you will start to do that, you'll start to make a list of the stuff that you're not good at or you don't care to do. Really, a kind of an avatar tends to kind of take shape, and you'll start to realize the type of person that you need on your team, whether that's a creative person or super techy person, right? Then, that's when you can go out and you find the ideal teammate for yourself.

Kathy Caprino: Oh, these are beautiful tips, Trivinia.

Trivinia Barber: Oh, good.

Kathy Caprino: I wish we could talk for another hour. Where can people learn more? How can they get a virtual assistant from you? What do they do?

Trivinia Barber: Yeah, so they can go to [priorityva.com](http://priorityva.com). They can click a few buttons around there, check us out to hear about us, and register to have a call with me. We can talk about how we might be able to support you. You can find me @Trivinia everywhere online.

Kathy Caprino: Oh my gosh. Do it, folks. Race to do this. I can tell you, it is life-changing and game-changing. Thank you, my friend.

Trivinia Barber: Absolutely.

Kathy Caprino: Thank you for being who you are.

Trivinia Barber: Absolutely. Take care.

Kathy Caprino: Everyone, I hope this helps you find brave. What is your post-it note? Do I need to do this? There we go.

Kathy Caprino: That's what I'm going to leave you with. Find brave and stop doing the things you no longer need or should be doing. Thanks, everybody, and I'll see you next time. Thanks, Trivinia.

Trivinia Barber: Bye.

Kathy Caprino: Thanks so much for joining us today. Please don't forget to check out [findingbrave.org](http://findingbrave.org) for more programs, resources, and tips. Tune in next time for your weekly dose of Finding Brave.