

TRANSCRIPT:

Ep. 004 How Everything Is Rigged in Your Favor with Reese Evans

**Intro Clip, Reese Evans:** I'm going to ask yourself, why am I fighting harder for my limitation, rather than fighting for the life that I want? And I can guarantee you, when you start to line up all of the reasons why it could possibly work all the reasons why, you know, people do want to support you all the reasons why they do need this new product or service on the market. When you start to make your belief about that stronger than the opposite. You're going to see how many opportunities have been right in

**Suneera Madhani:** Welcome to CEO school. We're your hosts Suneera Madhani and Shannan Monson, and we believe that you deserve to have it all. Less than 2% of female founders ever break 1 million in revenue, and we're on a mission to change that. Each week, you'll learn from incredible mentors who have made it to the 2% Club, as well as women well on their way sharing how they defied the odds so that you can do it to your real business now, class is officially in session.

Hi, everyone. Welcome to this week's episode. I am so excited to talk to a 2% clubber, Reese Evans year of yes supply. And I'm so pumped to talk to Reese today and share her incredible story about how she launched her company. How she scaled her company and has put hundreds of women through her coaching certification through yes supply. Hi, Reese. How are you?

**Reese Evans:** Hi, Suneera, I'm great. I'm so excited to be here.

**Suneera Madhani:** I'm so pumped to have you. I honestly yesterday on our pre call I love to do these pre call interviews and I was like save this for the podcast save this for the podcast. It was so awesome. And I'm so excited to share this with our audience because I know They're gonna absolutely love it. Recently we were talking about was how we met. And I thought we met in person because I feel like we've been friends forever. But we're actually digital Instagram friends.

**Reese Evans:** Yeah. Instagram friends is the way to go. A lot of my newer friends I met online. And yeah, I think I found you through another podcast you were on and just felt this energetic pull to reach out and connect. I have a little background in the POS service industry as well in technology as well. So we have a lot in common, and I'm excited to chat with you and more and get even better.

**Suneera Madhani:** Yeah, so I'm so pumped. So for our audience. So Reese, if you could tell us a little bit about your company and what you do to our audience, that'd be super helpful to get started.

**Reese Evans:** Absolutely. So I'm the founder of a company called Yes Supply. And we essentially empower people from the inside out to say yes to the life that they want. So one of the big reasons why I started This was I was surrounded by so many smart, intelligent, talented, creative women who would say things like, I really want to be an artist. But I could never do that. I really want to be an entrepreneur. But I could never do that I really want to do this, but I could never do that. And I wanted to shake that and be like, why do you think you can't do that? Because I've always been someone who can see people's potential in them. And so I got sought off this mission to find out why do we tell ourselves but I could never do that. Why are we always the number one person to say no to ourselves? And what would happen if we just changed the script and started saying yes to ourselves. And it started off actually as a blog, I had no idea what I was doing knew nothing about online business kind of 2015 is when I came up with the idea and started like dabbling, but, you know, I still had my own limiting beliefs to overcome. So work through those interviewed online or not online, interviewed entrepot To get them to share how they had found their passion and turn it into a business. And what I found was nobody gets the golden rule book of this is how to be successful. It's just that entrepreneurs who are successful are willing to try, they're willing to fail. And they're constantly saying there's an answer, there's an answer, there's an answer. through doing that, and sharing content online, I started to build this online community of people saying, this is really helping me This is changing my life. And I was working on a nine to five at the time. And I realized if I can help this many people in just a few hours after work, imagine what I could do if I was getting paid to do this, and I could make this my whole life and so I discovered coaching, which was a way to monetize the empowerment. I was putting out, started coaching, started a membership site, and then grew that to the point that everyone was asking me about my coaching techniques and I had been trained a lot of different coaching techniques. So I created the yes apply method, which is our signature program. It's a coaching certification program. That is your one stop shop to get everything that you need to be a successful coach. And also how to market yourself get in front of your ideal clients and make money we've had so many people create six figures and multiple six figure businesses through doing it. So it's like a long, windy journey of just following my intuition, but I'm so grateful for the path that I'm on

**Suneera Madhani:** And saying Yes, right. It's because she said yes, every step of the way that's so incredible. So now you became like you started off coaching and that was obviously really successful and you had learned all these incredible methods. And then you ended up becoming the coaches coach and now you coach coaches, coaches, who then also some of them teach other people how to coach and your entire the impact there you're having is so incredible. Reese, I've been following you online for quite some time and every time I feel like you speak to me, I just love the content that you put out. The positivity the fact it's the limiting belief in the money mindset that we as women don't get into. And I want to tap into, I want to go into the tactical tips that you have for overcoming our limiting beliefs and fears. Because when I look back at my journey, and I was 26 years old, with no money in my bank account, and I honestly don't know what the fuck I was thinking, like trying to even think that I could start this company, but there was a, like, this weird part of me that I was like, I can do this. And I just was like, Yes, I'm going to try and if I hadn't taken that, yes, I would have never gotten this company off the ground. And, you know, I don't even know like going back. I don't know what it was. And

that little trigger point of saying, you know, I was actually just so fed up that I was my last choice. I probably should have said yes. A long time before that. But this notion of us stopping ourselves and kind of putting that blocker into our minds is it's True for, like for every woman that I know,

It's true for every entrepreneur that I know. And so let's talk about so how do we overcome that? I want to like talk through some of the tactics like how do you help your clients today overcome these limiting beliefs?

**Reese Evans:** Yeah, absolutely. I can totally relate because I was in the exact same boat, I realized, like, nobody's gonna give me an opportunity. It's not gonna fall in my lap. I have to go out there and I have to create it if I want to opportunity and like Beyonce says, No one's going to give you the power you have to go take it. So if it's good enough for Beyonce, it's good enough for me. So one of the big things that dictates our life is our internal subconscious programming. And actually, when I started to really dig into our subconscious programming, and neuro linguistic programming and energy, that's what actually really got yes supply going because it wasn't just saying, believe in yourself. You can do it, but it was actually understanding why do we act the way we act? Why do we back out of opportunities or resist opportunities? And why can't we be the people who say yes to ourselves, it all happens on a subconscious level. So as women especially, we're very much programmed by what we might hear our parents say what our teachers say what the media tells us. We're very much programmed to, you know, play small, be humble. If you're the person who knows what they want, you know, you're the B word, right? If you're the woman, like, you know if you'll be like, I never know, I don't know if moms are listening with their kids. But yeah, like, you know what I'm talking about, like the opinionated woman who knows what she wants. She's always the evil villain. Have you ever met? Yeah, exactly. Like Have you ever seen the I was actually I was doing some money mindset work on myself the other day, and I recognized a new belief that came up for me that said, to me, if you have money, you're mean and so I started to dig in. my subconscious Where did I learn? If you have money? You're mean, and I learned that from 101 Dalmatians? What's the Oh Cruella de Vil. Have you realized, like if you think about all these movies we watch, they teach us through stories that the lady who has money and who knows what she wants, she's the main one, and everything like that. And so we don't realize but all of this programming goes into our minds and that forms who we are, our identity, our habits, our behaviors and our patterns. The reason is because from ages zero to seven, you are actually in a state of hypnosis, your brainwave goes between alpha and theta brainwave, which is in the state of hypnosis. After age eight, you start to form your prefrontal cortex, where you can rationalize and that's why when you're about eight years old, when I was about eight years old, I was like, Wait a second, how does Santa Claus get into my apartment? I don't have a chimney right? We start to question things.

**Suneera Madhani:** Much what before the age of eight. We Are hypnotizing our kids with everything that they want. And everything that we say is like being smudged into their tiny brain.

**Reese Evans:** Yeah. And you know, it's a gift and a curse. Because as a kid, we're in a state of super learning. So we could learn four languages with ease. We watch our parents eat with a fork, and we figure out how to eat with a fork. Like it's not all bad. Of course, that's how we learn

to be a human. But if you're, if your parents argued over money in front of you, you've learned Oh, Money makes people angry, or people fight over money. If you saw it's so interesting because our subconscious mind four is created all through metaphors. It's symbolic. If you saw your dad have a successful business and then lose it. You learned, oh, if I have good things, people take it away from me or

**Suneera Madhani:**Honest is like my real life coaching, right? This is like real life

**Reese Evans:** Yeah. Yeah. And so if you want to, you know, get to that new level of earning and making money and Feeling good about it? You need to start unpacking? Oh, not not all people with money as mean just the Ursula or whatever or, you know, the lady from 101 Dalmatians. Not every salesperson is sleazy just that uncle from Matilda. I, the reason I'm bringing up all these movies is because I learned I learned a lot of the things that kept me small from movies. Actually, my

**Suneera Madhani:** I couldn't agree with you more like this is my mind is blowing right now.This is so true.

**Reese Evans:** Yeah. And even I'm in my early 20s I was so afraid to ask for a raise. Have you ever felt like that? Like I thought asking for a raise was the equivalent of I'm gonna get fired because as soon as I asked them, they're gonna be like, Who do you think you are? You're fired. And so I'm grateful. Yeah. And so when I went back and asked, Why do I believe that if I ask for a raise, someone will hate me. And I realized when I was a child, my mom was a single mom. And the first discussions I heard around money, were her arguing with my dad over child support. And so I learned not because she sat me down and taught me this, but just through what I was experiencing, I learned, if you talk about money, people hate you. And I had to as an adult, and this is this is why we we have the choice to empower ourselves. So if you grew up, you know, poor you grew up not having enough money, or whatever it is, as an adult, we have to take our lives into our own hands now. And so yes, from ages zero to seven, all these things happen. But now as an adult, we have the choice. How do I want to think about money? Do I want to believe that there's not enough or do I want to believe that there's an unlimited amount, like, look at how much you've scaled your business as well, like, I'm sure you didn't even realize there's that much money in the world. There's not much opportunity in the world, but there is and there's way more. And so that's why we have to start to think about look at examples that people like Suneera look at, you know, the fact that they print more money, every single Look at the fact that the United States is trillions of dollars in debt. Yet Donald Trump isn't crying himself to sleep. Money is simply an idea. And so every single time we're limiting ourselves saying, I could never do that, or that's too much for me or other people get to have it. But I don't get to have other people get to have a women of color don't get to have it, or moms don't get to have it or whatever. We need to stop ourselves in that moment. And we need to question what we're thinking. And we need to ask yourself, why am I fighting harder for my limitation, rather than fighting for the life that I want? And I can guarantee you, when you start to line up all of the reasons why it could possibly work all the reasons why, you know, people do want to support you other reasons why they do need this new product or service on the market. When you start

to make your belief about that stronger than the opposite. You're going to see how many opportunities have been right in front of you. The whole time, but you just could not see them because you were focused on the wrong thing.

**Suneera Madhani:** Oh my goodness, I have goosebumps. Swear to God, I feel like everything you're saying is just speaking to me. And I'm sure you guys listening are feeling the same way. I mean, I grew up with a crazy entrepreneur, Dad love him to death. But it was hard. And I have like literally all of the things that I've been fighting through, I fought starting my company because I didn't want to be an entrepreneur, because I was like, I don't want to bring home all the stress. I literally, like put entrepreneurship with stress, stress on family money, like I had to move, like we moved 10 different times in 12 years like of my schooling. And we were, you know, we were always success, like he was always he figured out his ways were always successful. And it makes like, there's so many amazing memories that I have around it. But instead of focusing there, I was always focused on like, the fear that I had of it, versus the flexibility that we had as a family versus the fact that my dad could pick me up from School and like we could go hang out at the store or all these great memories I also had of him being an entrepreneur. But when I was ready to launch my company, I had so much fear, because I didn't want to add up what what my limiting belief of entrepreneurship actually was.

**Reese Evans:** Mm hmm. And that's the thing, we always have the choice like you can be an entrepreneur and move 20,000 times or you can be an entrepreneur and be sitting in your pajamas. You know, from anywhere in the world, like I am not pajamas, but in my comfy clothes in my little slippers every single day. Like we That's the beautiful thing, especially now, you know, things were, you know, different a few decades ago, but especially now if you have an internet connection, even sometimes, if you just have a cell phone, you can start a really successful business.

Suneera Madhani: So I want to pick on something that you talked about, I heard you say the notion of the limiting belief of because I'm a mom that all the time know you're about to have your first baby, and you haven't experienced that belief yet. But trust me when the baby arrives and you're going to be torn between taking a sales call or doing something for the company, and the baby needs you, there is this crazy notion of mom guilt. And it really do feel like you're a shitty mother, because you are, we're actually, you were trained to think that way. We are trained to think that we are shitty mothers, if we choose our careers. So let's I'm sure you've done a lot of work with women around this topic. I'd love to hear your thoughts on how we kind of break through that because everything that you shared with us, it makes sense, but it's hard. Like, I wish I could just turn it off, right? Like I don't how do you how do you make people turn this limiting belief off?

**Reese Evans:** Totally. Yeah, I've worked with so many moms on this. They believe they can have one thing or the other. They can be a good mom or a successful business owner. And the beautiful thing is, through working through this, I've done a lot of research and there's so many studies that actually prove that if you're a working mom, your Child is actually going to be more successful, your child doesn't need you like, of course, if it's an infant, don't leave it alone,

please. But your child doesn't need you to be hovering over them, 24 seven, because what your child needs most. And what I think people in the world need most is actually the ability to problem solve on their own the ability to think for themselves. And so if you think that you need to be hovering over your child, they can't play by themselves, they can't learn things on their own, what you're doing is you're actually taking away the opportunity for the child to figure out things for itself. And you know, I grew up in a single parent household, my mom worked really hard, but she wasn't always with me. I was a babysitter with babysitters and everything like that. And I think I turned out pretty good. So, so what we have to do is we have to look at the opposite and recognize like when did we believe that we have to hover and be there all the time. And if we don't work that, you know, we can actually set an example For our children, that you can have it all like, I'm really looking forward to becoming a mom because I want to, you know, do a live stream with my baby feeding and and because I see so many moms who are like, Oh, I can't do a live stream or I can't do a video because the kids are in the background. I've seen moms do it. And I admire and respect them more because they're showing that you can have it all at once. And it's funny too, because even though I haven't had the baby yet, I do still get those things pop up. Like I've had thoughts of like, Oh, I can't, I'm launching a mastermind next month. And I think I can't launch my mastermind cuz I'm gonna have a baby. And I have to reset myself and say, Wait a second. It takes a village to start a business. It takes a village to grow, you know, to make anything grow. And I'm allowed to ask for support. You know, if you're, you know, if you have a partner, your partner should be happy to take the baby for a few hours so that you can do your videos or you can do you know, whatever you have to work on. Even if you're a single parent, do you have a friend who would watch the baby or like, you know, even if they're in the same home, and they just come out and hang in your living room and play with the baby for a few hours, you can get something done, or a parent or something like that, like ask for help. You don't have to do it on their own. Don't like we now in our society, we're so used to living in our little homes and not talking to anyone. But it used to be that you would raise a child in a community and there'd be like, all the moms and all the grandmas and, you know, everyone would kind of work together and grow together and help each other with their own skills. And so we don't have to be afraid and think that we have to do it on our own. It's better for our child to be socialized.

**Suneera Madhani:** I think it's this notion of asking for help and then feeling we have to be the ones to do it or it's not going to get done right. And that's something that I see for, you know, mom guilt aside just for female entrepreneurs in general. Women are just perfectionist and so we feel If it's not absolutely perfect if I did not do this, it's not done right. I literally just got off of a coaching call before this podcast. And we were talking about, you know, hiring someone and they're like, Well, you know, I'm having a tough time delegating my assistant, she's not getting it right. And they're just not doing a good job with it. Like, are they not doing a good job? Are you having a hard time letting it go and actually investing the time to teach somebody how to do it effectively? Because everybody has the capability to learn, right? Like if you're hiring the right team member, and they have competency, right, you've hired them because they're competent, you trust them, right? That's the reason you have to have trust on two levels. You have to have trust on competency and you have to have trust in like human level and that's why they're on your team. So you have they have the capability to do it. You just have a hard time of it not

being you and we have to we have we really struggle with this of ask raising our hand and asking for help and surrounding ourselves with people that can actually do it. Better than us even?

**Reese Evans:** Mm hmm, totally. I totally agree. When I first started, I was my web designer, Social Media Manager, content creator, program creator, IT person, like, I was the one stop shop for everything in my business. And, you know, for a while that was working for me, and I felt good because I was in control until things start falling through the cracks because you just absolutely can't do it all. And I was reading something the other day, I think it was from Tony Robbins. And he was talking about, you know, creating success in a business. And what we want to do when we're growing our businesses is not be activity managers. We want to be results managers, because when you're an activity manager that's going to make you micromanage is gonna make you Oh, you did a double line instead of a single line, you did a period instead of a comma. Like if you're that micromanager about everything. You're not getting anything done as a CEO visionary person who should be looking at the future. growth of your company. And of course, that other person is going to be paralyzed with fear that they're going to do something wrong. So one of the things that I talked to my team about a lot is how it's okay if they make mistakes, and actually give my team thinking processes, so not just the processes of what I did, like, I don't know how I posted a video or whatever. But I also tell them how I think things through so that they said I can depend on them to make decisions because when I first hired them, and they needed me to make every decision, I might as well just, you know, did all the work. So one of the big things is like for customer service, for example, instead of saying really should this person get this refund or should this person get this video or program or whatever? I get them to think what is for the highest good of the customer? What do they actually want? What is for the highest good of Yes, supply Make a decision based on that. And like, are you doing it from a place of love and for the greater good of all? So like, let's let's, let's give an example. During the quarantine during the pandemic, you know, there were certain people who went through a tough time, and we got this email and somebody wanted a refund. And so instead of just saying like, here's the refund, go ahead, you know, we're done with it. I asked her to think, what is for the greatest good of the client? What does she actually want? What is for the greatest good of yes supply. And then from that we realize she doesn't actually want to refund actually in this time of quarantine and people losing their jobs. The best thing ever is to start your own business, right and she wanted to be a coach. She didn't actually want the refund it was that she was a little bit short on money and so we came up with a different outcome or she came with a different outcome of why don't we give her an offer just to pause her payments for a month so she can get back on track. She can continue to work To the content that she needs to. And this person emailed us back a month later, it was in a much better financial place because she was starting to put herself out there. And she was able to continue on. Right? So getting our team to think for ourselves and not think about, you know, the little nitty gritty activities, but actually letting them think about, like, what's the positive result? They're going to come up with creative activities, or creative outcomes and ideas that we as CEOs wouldn't be able to. And now there's so many people on my team who do things better than I could have ever done them my own and I'm so grateful that I have them.

**Suneera Madhani:** No, absolutely. I couldn't agree with all of that more. It's like that notion of even what you just said, like even solve like, problem solving. It's all these limiting factors that you just like, Okay, what is in the best interest of all and sometimes we're just we're so fearful of the outcome like we've already determined that, like, our mind always goes negative first like, that is just natural. Really, for some reason where we go, and we assume that this person is like it's we call it, I call it a story in my head, right? So this is some the story in my head is that this person is really angry, and she needs a refund. And if I don't do this, and she's gonna write this nasty review about me, you know, just, it's easier for me to just hand over the money back, right? Like it's here. And it's actually it's actually it takes it takes skill, and it takes skill to say, hey, let's just think through this and find a solution. It takes a little courage just like get on the phone, right and actually understand their reasoning. And then when you do that, you're actually like, Oh, shit, that was just a story in my head. Because that's what we do is we create stories all day long about everyone. everything that's happening around us the story in our head before we go ask for the raise is that I'm going to get fired. That's the story that we've created in our head. And we continue to like fuel and share that story. And that causes us to not actually create a new story or actually validate or at least ask, right and understand the why. So Reese, I know we talked about team a little bit. I know all the women out here listening on this podcast, one of the reasons I have you on is because you have broken that million dollar threshold for us, literally less than 2% of female founders ever break a million in revenue. Isn't that absolutely nuts?

**Reese Evans:** It's nuts. We should all be breaking this revenue and we all can.

**Suneera Madhani:** Absolutely. And I want to kind of dive a little bit tactically of your processes what you know, so you started this company, it started to scale if you can kind of take me back pre, maybe pre revenue or early revenue days and let's talk about how you scaled yes supply. And if there are any tips and tactical strategies that the audience can take away of how you went from zero to earning consistent revenue to then scaling it to pass a million dollars and then beyond?

**Reese Evans:** Yeah, absolutely. So two really great books that I would recommend anyone who's first starting off reading are The Emyth by Michael Gerber. Scaling Up by Vern Harnish, I believe is the name. Hopefully I'm saying that right Vern if you're listening. Right. So I would take that because, you know, I started Yes Supply is, you know, the first business that has, you know, created this kind of income and outcome for me. And it's so funny because I actually started my first business as a stylist when I was 19. It fizzled off. And that failure is actually something that fueled me to create a platform for mentorship now, but that's a side note. But anyway, I

**Suneera Madhani:** Let's dig a little further. Tell me more.

**Reese Evans:** Sure. Yeah. So when I was about 18, or 19, I knew what I wanted for my life. Like, I know exactly what I want. I want to be a stylist. And so I actually back then created my



own website. It was the most horrendous thing it was with like Dreamweaver and all this code that I had to self teach myself and Google and YouTube and there was not even a fraction The information available that there is now and with Dreamweaver trying to get it all up online, it's like I did I click the same button and did the same thing 50 times and then the 51st time it just worked and I was like, Okay, I don't know what I did or how that works, but something was making it work. And then somebody found me and I started actually getting these styling gigs here and there.

And I would get paid, you know, 500 or \$600 in a day, which at that time, I was like, Oh my god, I'm a millionaire, you can get paid \$600 in a day like I didn't even know that was possible. And while I was doing that, a big part of becoming a stylist is building a portfolio so that people can see what you do. And so again, this I started from scratch, I didn't have photography, background makeup background, my very first photo shoot, I did all the makeup, all the styling, all the photography, bought a used camera and like just made it work. And so I started to build momentum and I found a few mentors and What was happening was I got one paid job and maybe make \$600 or something like that. But then I I didn't know how to say no. So I was doing all this free work all these creatives and I remember there was one element at a time what you have to do is you have to if you can't get clothes from the designers, you have to buy clothes and return them. So ever there was one weekend where I did a couple of free creatives and a pair of \$600 sparkly Mew Mew slippers got quote quote lost I feel like they got stolen. And then I had this \$1,000 Gucci scarf and usually I was so thorough about like making sure everything was perfect during my returns but I had accidentally because I was a little burnt out, lifted pin in it and I wasn't able to the return. So in one weekend I was out 1600 dollars. And you know because of that and other things happening in my life and realizing I don't have a backup plan. I have a single mom that if I screw this up, like, no one can pay my bills for me, like, no one's gonna do it for me. And so I asked my mentors, like, how did you get through the first couple years when you don't have a name yet, and everybody wants you to work for free? And they said things like, Oh, well my dad paid my rent for me, or my mom paid this for me. And it put me in this position where I was like, Oh, well, you can only be successful if you're already rich. And you have parents who can, you know, pay your way for you? And so that made me give up. And, you know, just went to working in retail for a few years and everything like that. But when I started Yes Supply, it's funny. I was working in retail. I had been job hunting and couldn't find anything and I job hunted like it was my part time job. Like I'd come home and I'd send out like six resumes an evening, could not find a job, would go to interviews would not get them and that's when I had that aha moment of like if nobody else is going to Give me an opportunity, I need to create the opportunities for myself. And so I grabbed a journal and I just started writing down like what what I asked for if I knew the answer is going to be Yes, like what do I wish existed and I wanted to create a platform that empower people to go after their dreams, even if it even if they've gone through tough times, and even if they didn't have anything, and that's why I started interviewing entrepreneurs. So and my experience really made me so passionate about doing this with Yes Supply. So I wanted to show people that, you know, you don't have to come from a rich family or have it handed to you to be successful. Even if you're starting with nothing. You can make it work I wanted to kind of fight that dialogue. So so incredible. Yeah. So fast forward into starting that supply. I think a big thing is obviously the customers right? You You

know that every single company in the world has a sales department and you need to be focused on customers and so What I did without even realizing is I started working on building my customer base before I even had a product before I even knew what I was doing because I was creating this online content. And I was attracting my ideal client. I didn't know it was my ideal client. It was just the people who I wanted to help, right. But I was creating content that empowered women that empowered creatives and empowered people who wanted to take the leadership role in their life to say yes to themselves. And like I said before, earlier in the podcast, I was getting all these messages from people saying that what I was putting out was helping them and I realized it's not just like a fun idea for me to make money. I actually believe that it's my duty that I make money from this because if I'm able to help people while just doing this part time in my evenings, imagine how much I could help people if I could focus on this for that extra 40 hours a week. I didn't have to go to another job. And so I you know, through synchronicities and serendipities somebody interviewed me for her blog. And she had a Facebook group and I was like, What is a Facebook group? So I went to this Facebook group, and I saw all these coaches, and I was like, Oh my god, they're doing essentially what I'm doing. But I don't have a product and I'm not, you know, making money from this yet.

**Suneera Madhani:** So that's what I'm getting paid to do. Okay, good.

**Reese Evans:** Yeah, exactly. But I was building a community, which was great. And so I started investing in myself. I took courses on online business and coaching. And everything just kind of started to snowball from them.

**Suneera Madhani:** And that's interesting. you invested in yourself literally, I meet so many entrepreneurs are like I'm still I'm just figuring it out and like, why don't you just join a group or learn from other people that have already figured it out? Why are you trying to do it the hard way is in the right seat like the right mentorship.

**Reese Evans:** Totally. It's like pressing the fast forward button, honestly, because I was trying to, I was trying to figure it out. And you know, YouTube University and everything like that. And there's so much information you don't actually know what about work. But as soon as I found someone who was essentially living the kind of life that I wanted and grew a business like I wanted, I was like, well, they clearly know what they're doing, I can just hit the record button and work with them. And it was not an easy decision. I did not have the money to make this investment. I remember exactly where I was sitting in my kitchen, like leaning against the counter, I was actually purchasing on my phone. I was George, my husband is the most loving accepting person in the world. And when I told him, he didn't judge me or anything, but I was afraid to tell him because it just seems so ludicrous to be spending, you know, \$2500 plus USD at the time that I didn't have for this online program from this random girl. Online, so my finger is literally shaking over the buy button. But I remember I declared to myself, I didn't say, cross my fingers. I hope this works. Or maybe the will work I said I am going to make this work I'm going to spend this money and I am going to make it back non negotiable I'm going to do what it takes and that investment wasn't even necessarily the program like you know it's great to take a program from a great mentor but I think it was me deciding I am going to do whatever it takes

that just up to my energy and knowledge and focused in my my focus and my concentration and not should be like there's no turning back now.

**Suneera Madhani:** So academic thing and so you I'm assuming you now when you look back at that \$2500 investment into what you turned into an empire that yes that you took right is that investment that you made in yourself?

**Reese Evans :** Yeah, I even remember at one point, you know, buying my first domain, and thinking like \$60 for the year Am I ever going to make that back but you just have to, I guess seems scary at the time to spend six dollars, but you just have to take risks, right? Whether it's \$6 20 \$500 \$10,000. And now I've made you know, \$30,000 investment in my growth. But you just have to take the leap and trust that you want it for a reason you want to learn from this person for a reason. You're drawn to their work or whatever it is, for a reason you're drawn taking that next step for a reason. You just have to have more energy and more focus on your faith rather than your fear.

**Suneera Madhani:** And sometimes it's that accountability too, right? So it's, even though you you know, and you have to have the chops to do it. But having that accountability partner on the other side and having deadlines and I know that's what did it for me, it was really, when I had my first hire for Fattmerchant. I feel like the velocity of our growth took off because I was now actually responsible for another human besides just feeding myself and so I could live off of ramen noodles for life. But actually I can't I don't like ramen noodles. I could live off of whatever. Hot Cheetos for life. That's what I can live off for life, but I was responsible for another human being and the velocity of our growth took off because I knew I had deadlines and I wasn't just it wasn't just for me anymore. Okay, so fast forward, me. So now that you've invested, you invested in yourself, you started learning, you started taking courses and you're investing in self growth, so that you can apply it to your business, then what happens? Yeah,

**Reese Evans:** So then I created a program so like, like, what I was saying before, businesses like I was thinking about it, even when it was just little and I realized I can make this business. I started to think about like, how are the highest level businesses operating? Right, and I think it's really important to learn from people who are in a position that you want. So you know, top businesses also have a product department. So I started to create a product, which is my coaching program, and I have Little products, I had a social media calendar and then I had a membership site. But what actually started to help us make the income that we needed was coaching programs because you can charge a lot higher ticket and then of course, that's gonna help you pay your bills and everything like that so much easier. So I created a coaching program worked with a few people one on one, and really dialed it down to help them get amazing results. And now looking back, it was almost like they were my beta testers, right? Because I work with these people, I found out what are the common limiting beliefs of my ideal client? What are their current obstacles? How do I help them get there? What's the best process switching things around? I mean it better and better and better and better. And then I was looking at Okay, now how can I continue to scale? How can I get this to the next level? So one of the things that I'm always thinking about is, I don't know if you know any, have you heard of

Human Design? Yes. Okay, so I'm obsessed with human design. So I'm a manifester. So how my human design works is I'm really good at Starting things, and then it's my nature or house was to work to inform and include other people and invite them to, you know, reach whatever vision we are working towards as a team or whatever their vision is. So one of the things like if I'm doing the same thing too often, first off, I get bored. I can't do the same repetitive.

**Suneera Madhani:** Can you just explain what human design is?

**Reese Evans:** So I'm not really a Human Design teacher. So I would tell everyone to honestly Google it. But human design is essentially I believe, it's a mix of astrology, and a channeled message from somebody named raw. And every person has their own design. There's four I believe, this is the type of like human you kind of are and this is your flow and how you should be showing up based on your design. Yes, exactly. It's like your best way to work in the world, right? So, you know, for somebody who I believe like a projector, if they try to force things to happen, it's not going to happen as well as if they sit back, they're more in ease and they wait for an invitation, whereas I'm a manifester. So I meant to start things, but I actually don't have the same amount of energy as like a generator. So I meant to start things, but if I work like, hardcore, non stop, Hustle, Hustle, Hustle like Gary Vee, I would get burnt out. And that's, that would make me essentially lose my magic. So one of the things I'm always looking at is, is there something that's repetitive in my business, but is working to help me scale? And I'm always looking at Can I automate that? Or can I delegate that? So instantly, off the beginning, I was always looking at tools that could help me automate certain things. So I wasn't working so hard so I could spend my energy thinking about how can I be the visionary for my company? Am I thinking about the future Am I thinking about where we are where we're going? Am I Explaining the message to the people that I'm working with. So either automating it or delegating it. And that like, even before I had quit my job, I actually already had a customer service, virtual assistant, because I realized, you know, answering the same question over email or doing the same repetitive tasks, and that's not where I can, that's not where I can best utilize. You know who I am. It's better for me to figure out what is the process dictate that process to somebody who's really, really good at doing more repetitive tasks and taking action on processes. And then when they feel comfortable that I know that that's getting done, and I can focus on the next thing. So as a CEO, you're building so I'm always looking at how can I delegate everything like that? And the important thing as well, I think you were mentioning earlier how sometimes, you know, someone hire someone and they say, Oh, it's not working, they can't do it, as well as me and I think a really important thing to have is Well, as a leader, his patience, right if you're expecting someone like nobody can read your mind. So that means making sure that you as best as possible are brain dumping. So if I have a something that I do a process in my business that I know would be better suited for someone else on my team. I love this tool called loom. Have you heard of it? No. Oh my god, you need it. It's like a screen recording app. So just say how to go. Yeah, I just have to go and I have to like, I don't know process.

Somebody who can't log in, for example, like what I do is turn on loom so I can record my screen and say, first you click here, then you click here, and then you open this program and you click here. Now I've brained them to my brain onto something that my new hire can watch. I

also have a manual so we have a manual that we keep in Google Docs. And every single every single time I was like, Okay, I'm gonna do this right now. But this is the last time I ever want to do this because I need to be fun. Focusing on the vision, not the little, you know, like technical stuff, I will jot down I will jot down this is my specific processes, also known as a SOP standard operating procedure. Absolutely. And I'm going to put it somewhere so that even if I don't have that hired person yet, when I do have them, it's going to be 20 times easier to train them because I don't have to remember every single little thing that I've done. It's already documented. It's in the Scripts folder under that job description, title. And so they can go through and watch how everything's done. And then I'm there mainly to just answer, you know, questions that they have and support them and also share with them. This is the vision of our company, this is where we're going and I'm always talking to my team about owning their role and actually a new thing that I've really been talking about is owning their department. Right. So I was talking to my customer relationship manager the other day, and she's the only customer Relationship Manager we have right now, right? We're still I don't like to call small businesses. I like to think big, but you know, we have some growing to do, right? So I was telling her, even though you're the only person who's a Customer Relationship Manager, don't think within your role, think within the department and if the Department of customer relationships have, you know, making our relationships better with people needs, help from support from somebody who's outside of that, you can ask them a question. If you need a software that you don't have, let us know. We'll give you the credit card so you can buy it like if you need a course or something so that you can learn something that you don't know, let us know because I know that a team a company that wants to grow, needs a team that's always growing and that means that I can't put anyone on my team inside a little tiny box. I need to tell them grow, grow, grow, grow, grow. If you have an idea, go for it. No one's gonna get mad at you for making them If you ask yourself, if it's in the best interest of the client and the best interest of Yes Supply, like go for it because that's the only way we're going to grow we're not going to grow if everyone needs me to sign off on, you know if the font is red or blue.

**Suneera Madhani:** Really important point for the women here listening to to take back because I see this all the time. It's the growth mindset. I think a lot of entrepreneurs want the growth mindset. They're like, Oh, we're growth mindset, but then we're not willing to give that to our team members. And we have to allow them room to grow as well. We have to be able to trust and delegate right so it's always like do delegate or delete that's kind of my motto as well. We don't have to do everything. When you actually zoom out of your business. You probably got rid of a lot of things that you're like I'm not I don't even want to spend my time here. I don't even need my team to spend time here because it doesn't move the needle. You also talks about a you know the theory of making sure that they can't read your mind. I love the toilet We get it and it's loom I'm going to get that right away for creating a SOP, standard operating procedures. I literally just described it on a coaching call as it's the it's like the like the playbook for dummies like it is literally like you're talking to a five year old and you're documented step by step by step and it takes just, it doesn't even take that long to do, you just have to sit down and when you're going to create this process that you want to delegate off. It's even if you don't even have the team member yet. And I love that you said that because I we've always done that even though we didn't have that team member yet we recorded that process. So that when we were

able to, to bring on that team member, it was so easy for them to go in and get trained without me having to sit here and even do like they had a playbook already to go off of. I couldn't agree with that more. I'm so excited for that for our audience to practice these exact strategies. So now you're growing your team you have you've decided that you're going to you know Going back to one on ones and you're like, I'm going to actually coach the coaches 600 women I think we talked about through Yes, the pie that is just so incredible when you look back and and also you've almost like taking yourself out of the job like this is what I absolutely love about what you know you've done for your business is that you've delegated and you've gotten the team members up to where you can just show up to where your energy for the company is best needed. You can show up to train you can show up to do you know, you know, show up as a visionary for the company and and continue to grow and you've pulled yourself out of the business versus if you're in the day to day you probably couldn't have grown Yes, supply as quickly as you did.

**Reese Evans:** Yeah, absolutely. And I think that's something we all need to know that's our responsibility, like your responsibility as the business owner is to ask yourself, How can I best contribute, I know that I cannot best contribute when I am knee deep. Like accounting or like spreadsheet, like, that's just not my joy. And I'm so grateful for my accountant who loves that stuff. But that's not my joy. I know that I help the most people when I'm able to be in a good energy showing up and doing, you know, Instagram stories or making video content that helps people are making my program better so my students can get even better results and working with the students. And so this is so important for us to ask ourselves, what is our zone of genius? And yes, at times, I've had to do the things I don't want to do. Like we talked about before I had somebody to help people with their last passwords. I was doing the last passwords, but it's always thinking about where is the future going and planning for that. So I'm having that CEO mentality of like, if I could pay somebody to do this, then and it's underneath my paygrade like as a CEO, think of yourself as like you are worth \$500 an hour or you are worthless. thousand dollars an hour. So if you're finding yourself doing something that is worth \$20 an hour, it's time for you to pretty quickly start to think about delegating that and it's scary at first to be like, Oh my god, I have to feed another mouth. What if this happens? What if that happens? But you got it, you know, we know that what we focus on expands. So you have to focus on what are all opportunities I'm creating for myself by actually giving this role to somebody else. So I'm always thinking about that next level and how I can contribute more. And I do it. It's so funny. We were talking about this in our pre interview as well, but I'm doing it from a place of service, right? In the E myth book that I mentioned earlier. He talks about working yourself out of your business and that's appealing to me not because I don't want to do. So it was really appealing to me to work myself out of my business not because I don't want to be here. I love my business. But when I don't have to be in the day to day I can actually think about how can I reach more people? How can I help more people and you're not you're not doing that if you're stuck inside a spreadsheet, you're doing that when you're thinking about your growth.

**Suneera Madhani:** But Reese it's also important to share with our audience. It didn't happen overnight. Yeah,

and so you will have to send those the login reset. Right. So we've all been there and I think that this is definitely the goal right? Like you getting to this point where everything and I think for all the entrepreneurs that are listening, this is their goal, right to have a team and to scale their company where revenue is coming in, they're able to onboard processes are in place. automations are in place. It is a fucking machine, right? Like this is like every founders dream, and I'm so happy for you. You have made it girl, and you're part of that 2% Club. And it's incredible. But it did not happen overnight. You still had to send those emails, you still work, customer support, you still work sales, you still were head of product, you still were head of account management and onboarding and social media. And so it's still a journey. And I want all the listeners to know that it is possible because Reese is here. I'm here so many women that I interview were here, but it did take years and you can learn from these women. It doesn't have to take years for for you. But it's it's starting early. It's identifying processes that you can start automating. It's seeing things that you can start delegating off. It's important to know where your business is moving the needle and where you can actually delete so that you could focus on your zone of change. And growing that company. And so it is still a journey. And I want to make sure that the audience knows that it it didn't happen overnight for you.

**Reese Evans:** Oh for sure. No, it doesn't happen overnight. And you know, today, we've been talking a lot about team and team is essential, because without a team, you don't have your company. I think that's why they call it or in my mind, that's why they call it company because you want to be surrounded by the right company. But one thing we didn't talk about as much that I really want to emphasize to is an amazing product because I see a lot of people get into business and they say, I have this Instagram going and I'm posting every day and I'm still not getting results. And because the way how money works in our world, the only way of exchanges and exchange of value. So how I started was I started with community then figured out the product but now what I actually teach is getting really clear on what is the product or the service or the program that you're so excited about. You could shout from the rooftops because we're selling everyday and we don't realize that Anytime you've watched a movie that you love, and you're like, Oh my god, I watch this movie. Brad Pitt was in it and do that he looks super hot. And their friends are like, Oh my god, and they go to the movie theater. You know, when we're not in quarantine, they go to the movie theater and they spend the 40 bucks on the ticket in the popcorn. They watch it. You just sold something. It just wasn't benefiting you. Or even right now, I've talked about the E myth. I just sold that book, but I'm sure nobody was like, oh my god Reese's being so salesy, right, because when you love something, you talk about it. So I think one of the essential things is creating a program product or service that you're so obsessed with, that when you talk about it, it's just like you're talking about your favorite book, and that's how I am about my coaching method. I know that's how you are about your program. You're like, Oh my god, you need this, like retailers used to take payments with like pen and paper and now they have you know, all these technology and automations and I'm like, you know, people are trying to coach themselves just with questions when really you could just fast forward and use your subconscious mind and it's 1000 Better, you want to shake people because you love it. People feel that energy, when you have that energy inside of you, you can easily transfer it and people are going to run out to buy it. And also your customers are going to become your biggest brand ambassadors. They're going to sell the program for you. And this is one of the first things

that I saw. When I launched the coaching certification. People were coming in their minds were being blown. They were getting amazing results in the we're showing up on their own Instagrams or talking to their family and friends. And they're like, Oh, my sister signing up, my mom signing up this person to my community signing up. And we actually shortly after starting an affiliate program, because I'm like, I want to, you know, give back and I want to appreciate you for talking about this. And our affiliate program is really fueling our business right now as well. But we wouldn't have these influencers and affiliates who love talking about guest supply if I didn't put so much energy into making it an amazing product. So whatever you're doing, make sure it's like if you're creating a retreat, make it the retreat that you would want to go to, if you're creating a software, make it a software that you would want to use every day, if you're creating a coaching program, make it the coaching program that you want to sign up for, like, I'm jealous of my clients because I want to go through this coaching program, and then you're selling, you're not going to feel sleazy, because you're like, I'm actually giving you a gift, the fact that you can buy this for \$3,000 is a steal, because I know it's worth \$20,000. And then your program just or your product or service just starts to sell itself. And that's how your business can grow and think of how many things you've bought because someone told you about them, right? So I think that's just the proof is in the pudding that it's so important to do something you're really proud of.

**Suneera Madhani:** I love that and it could not be more true. And you know, and that's it's just so important to have the right product. It's not just about having the vision for the company. If your product sucks, no one's gonna buy it, right like no one's gonna show up to the party and even when you get them to Pay one time, they're not going to come back and they're not going to tell anybody. breeze. This has been so awesome. I have so many questions. I know that my audience will definitely come follow you at Yes, apply and learn more about your coaching program. But I have a couple of quick questions before we end the episode. Sure. And so really, when you kind of hit that, did you have a monetary goal for your company? Like when you hit that \$1 million? Mark? Did you celebrate in any way or was it like I love asking this on my episodes of what do you do when you like hit the million dollar mark? Or did you even know?

**Reese Evans:** You know, it's so funny so I did celebrate I went out for dinner with my husband you know, I messaged a few of my close friends but every new I feel I did a training on this recently new level new devil. I don't know if you dealt with this, but when I hit my first million, you know, I was always like, Oh my god, I'm gonna make millions gonna be amazing confetti is gonna fall into the sky. When I hit my first million. I actually felt some I don't know what the feeling was, it was like some guilt or some shame of like, Oh my gosh, I got this and other people don't if I talk about it, will they not like me? Or will they feel bad about themselves and I actually had to do a lot of mindset work on myself. When I hit that and reframe it as well. You know, I'm doing this, but I'm supporting my team, right? I'm doing this, but I contribute a lot of money to charities, I'm doing this and I'm also being an example for women for women of color for, you know, people who maybe don't have that cookie cutter look or whatever. And or, you know, we didn't even get into this today. But I grew up in an abusive household. I grew up with a single mom not really having a lot. So I had to really switch my brain to be like, I'm allowed to have this I worked hard to get here and now I'm actually going to use what I've learned to help



as many other people who want it hit the same thing as well. But yeah, so I celebrated but I probably should have celebrated or looking back but You know, onward and upward.

**Suneera Madhani:** No, that's so funny because I, I definitely had a moment of celebration myself, but it was like, so quick because then my goals leveled up so quickly. I was like, Okay, I'm done like the next morning. It's like, when's the next milestone? Yeah. And so I kind of was like, what's next? And I couldn't agree with you more about it's kind of you're afraid to share it. I actually had a male mentor, I swear to God, whom I love, who's been my coach for many years, telling me that I should never post on Instagram that I have an eight figure business like was like, and they don't understand it. Like a lot of my like, I'm in a very male dominated industry. I have coaches and mentors that have been there before that I respect so much, and I need to learn from their learnings, because they built successful software companies, you know, and I don't have that like from a coaching standpoint, and I truly, truly appreciate their advice so much, but sometimes they just don't get the This side of my world of why are you spending the time to mentor women like this is not moving the needle for you. And I'm like, it's not moving the needle directly, maybe for a fat merchant, but this gives me so much intrinsic happiness like I love you old by much more than just, it's not just like the like fat merchants KPIs, right, like I'm fueled by helping other women have I want to see 100,000 to fat merchants owned by 100,000 incredible women who never thought for a second that they could have a life like this or run a company like this. And so it's my duty, like I have to show up, I have to tell them, this is what I'm doing and that I am not the smartest person and I'm not the like, I need to showcase the truths and the hearts and the uglies and the goods so that they can also see that I'm just like them and that they can do it too.

**Reese Evans:** Yeah, absolutely. I think you know, women have been oppressed for such a long time and it's like, how we're going to get out of that is by uplifting each other. And each other, and that's so beautiful, you're doing that because like, this is our one life, like, do you want to look back on your life and say, okay, build a successful business or look back on your life, and I built a successful business, and I helped this woman, you know, feed her kids or, you know, showing people what's possible. And I know for me, I never would have gotten to this level, if I didn't see other women doing it as well, I wouldn't know that it was possible to make 100 k a month if I didn't see somebody else, making 100 k a month, right. So I think being that example, not in an obnoxious or showing off way, in a humble way of exactly what you said, I did it, yes, but you can do it too. I did it personally without a business degree or whatever. And so you know, if I can do it, you can do it too. I think that's a way for us to lift each other up. And like I said, Before your customers, your audience, they're going to be your biggest ambassadors. So I know in the universe, there's a law of cause and effect. So all this good you're putting out Suneera, it's going to come back to you In one way or another, even if you can't instantly check it off the KPIs

**Suneera Madhani:** This is like, I feel like I have to have you on for another episode to do further coaching techniques, because yesterday we were talking about tapping, we're talking about so many things. I feel like our audience will absolutely love having you back on and we can kind of talk more about mindset and things that you coach today I wanted to share your story. And it's a

beautiful story. And it's incredible. And I'm so proud of you, especially as another minority, brown woman over here. It's incredible. Not only are you a unicorn that has achieved a 2% Club, you are helping others achieve it every single day. And I'm just so so proud of you. And thank you so much for coming on the show today.

**Reese Evans:** Thank you so much for having me. It's been so much fun and I cannot wait to come back.

**Suneera Madhani:** Thank you so much for listening. We hope you enjoy the show. Follow us at CEO school on Instagram for show notes, inspiration and exclusive behind the scenes that you won't find anywhere else. We also have an absolutely incredible resource for you. It's the seven lessons we learned building million dollar businesses. These are complete game changers and we want to give it to you absolutely free. All you have to do is leave a review of the podcast, why you love the show, screenshot the review and email it to [Hello@ceoschoolpodcast.com](mailto:Hello@ceoschoolpodcast.com) and we'll send it your way.