



Expand Your Fempire

PODCAST FOR WOMEN ON A MISSION

Expand Your Fempire Podcast #7 **The Power of Cultivating a Community** **Around Your Business**

Welcome to Expand your Fempire with Caterina Rando, the podcast for women in business on a mission. Sharing ideas to support you to grow and thrive. Now here's your host, Caterina Rando.

[00:00:00] **Caterina Rando:** Hey, my friends, Caterina Rando. And I am really happy to be with you this afternoon because I gave a speech this morning on cultivating a community. **I thought I would take a little time now to share about how to cultivate a community to ensure that it thrives.**

[00:00:49] When you consider having a community, you have to make a commitment because when you're a businesswoman, your priority is your business. I want to let you know, though, that community is a value. A value, hopefully, by which you run your community. Your community is going to be a reflection of you. And a reflection of the values by which you run your business.

[00:01:21] **I want to suggest that you run your business and you cultivate community at the same time.** Because when you consciously cultivate your community, that can catapult your business and it can ensure that the women that are attracted to your community stay because of the power of the community that you've cultivated, but also many of them will become your clients.

[00:01:56] Now I want to let you know that there is tremendous value in all of the groups that you've been to, where you didn't feel good or feel welcomed. There is tremendous value in any of the group programs or coaches that you've had that were not right for you.

[00:02:15] And let me tell you something. **In the communities where things were not quite right for you, I want you to pay attention to what didn't feel good. I want you to pay attention to what you didn't like. So that then, you can do the opposite of that in your own business.**

[00:02:39] I remember walking into a room of many businesswomen, where I had invested in a program. Big money. I had invested first time I had invested over 10K for a program, walked in, nobody welcomed me. Coach in the front of the room, I went up to her at the break to say hello. She didn't know my name. She didn't know my business. When I tried to ask a question one-on-one, it seemed like she wanted to get away from me. Okay. Clearly not how I want to be in my community.

[00:03:17] I went to another program. I invested significant amount of money, and then I'm supposed to pay for my own lunch. I thought, "Wow! I just wrote a huge check, bigger check than I've ever, ever paid more than a mortgage on people's house. And guess what?" I said mortgage. I meant more than a down payment on some people's house. And now I'm supposed to buy my own lunch? Not how I would do it. **Pay attention to what you don't like so that you can do that opposite.**

[00:03:56] And let me say this, you have the values by which you want to run your business written on a piece of paper somewhere, but they're not in front of you. If you can't recite them to me right now, then you know what, my friend? I guarantee you, you're not congruent with those values in your business. You live your values, you know, your values, you embody your values, you emulate your values in all that you say and do. **And when you are congruent with your values, the people that are congruent with you, that resonate with you, will show up for you as clients and community members.**

[00:04:44] I'm going to take a moment to tell you the values by which I run my business by which I run my life. By which I run my community. First one, integrity. I'll go through these and then we'll come back. Integrity. Community is a value. Generosity. Of course, positivity. Massive value. Making sure everyone feels included. And guess what? One that I learned from my coach - efficiency. Because systems are important for the success of a business and for the success of a community. These are the main values by which I run my business.

[00:05:32] And let me be very clear. **Integrity is the foundation. Not only for you, but for the people you invite into your community.** That if you get a whiff of something that's not right, you don't let it in the door because it's not just about you. **It's about the people interacting with each other that creates an amazing community.**

[00:06:03] And I'm going to tell you something else. These values are so important. What I want to tell you is **equally important is that your community has a community culture and not a celebrity culture.** Now you, as the leader are the one who's having the most visibility, but you know what? Everyone in your community has a similar experience that you have consciously curated.

[00:06:41] Let me say that when I used to run around the planet and the States with my little wheelie cart, going to give speeches in places I'd never been before, most of which were not very exciting or exotic. And then I would come home and be tired and exhausted and never see those people again. I thought, you know

what? This is not how I want to do it. I value relationship. As a speaker and a coach and a trainer, I value seeing the results that people get from working with me.

[00:07:23] And when none of that was happening because I was a run-a-round speaker, I said, "huh, you know what, I'm gonna do my own trainings. I'm going to invite people to come and, and train with me and be in groups programs with me." And you know, what happened? Ladies would come, they would do a program. They would get great results. Then they wanted what's the next program? Then they said, what's the next thing? And this is when I started to realize, "Oh, they want to keep coming back." And **when they want to keep coming back, bing, bing, bing, that means you are cultivating a community.**

[00:08:00] And when I noticed this happening, I began to consciously pure rate and cultivate my community. And I'm going to give you some steps right now. **The first thing we've discussed of course, is values - clarity on your values.** Now I shared some of mine with you. You want to get clear on what yours are. Another value we have in our community, of course, is philanthropy, giving back.

[00:08:28] Now you get clear on your values, then you start to be loud and proud about the values by which you run your business and your community. **And the other thing is you make a conscious decision to cultivate one.**

[00:08:43] I want to be very clear though. **A group online that is not live and in-person is not the only way you want to cultivate a community. You want to have live gatherings where everyone feels seen and welcomed.** Even if they're big gatherings virtually. Now you can do this virtually. We also do events live and in-person. We also do hybrid events where there's ladies live and in-person, and at the same time, there's ladies zooming in.

[00:09:25] You want to consciously curate your community, virtually and online. **A Facebook group is part of it; it's not the only way you cultivate community.**

[00:09:39] Here's the experience that I want every one of my clients and community members to have. **Now you can't control what people experience, but you can control how you deliver an experience.** When someone is in our community, I want them to feel seen, heard, acknowledged, valued, cared for. I want them to feel loved. I want them to get that they matter. I want them to know that they have massive value to bring.

[00:10:22] This is the experience that I want women to have when they step into our community. That is a decision that I have made. What experience do you want your women to have? Or the people that you serve? **By the way, you also create a criteria for who gets to be in your community.** Because the one bad apple theory - cento per cento, that's Italian for a hundred percent - applies. I only want women with similar values to me, starting with integrity, in my community, because I want them all to have an amazing experience and their interaction with each other is a big part of the experience that they have.

[00:11:21] I want them to feel like they matter in the community, just as much as me as the leader. This is a community culture, not a celebrity culture. That means **I look for opportunities to showcase members of our community.** I listen to what they have to say. When we start a meeting, everyone's voice gets in the room. When we end the meeting, everyone's voice gets in the room. There's breakout times for them to connect. If we're doing it virtual, there's exercises with each other. If we're live and in person, they're acknowledged in all kinds of ways. Why? Because they all matter, just as much as myself as the leader.

[00:12:16] I want you to think about your groups, your business. Are your clients, are your community members feeling seen, heard, acknowledged, valued, cared for, loved? We talk about love. I did yesterday my mid-year, client appreciation event. Every year, twice a year I do what I call an "all community event." Once later in the year, and once at the end of summer.

[00:12:51] And at our last all member, client appreciation event, it was very powerful. I told my clients, I love them, which I do. I told them how proud I am of them and how phenomenal they're doing in these challenging times. **Don't be afraid to love your clients. Don't feel that it's not okay to say. Because you know what? They chose you to serve and support them.**

[00:13:27] And if they chose you, they hope whether or not they know it, whether they're conscious of it or not, they hope that you like them, that you genuinely care for them. And guess what? That's part of love.

[00:13:44] Another important thing that I want to tell you, that I want all my clients to feel, is encouraged. **Don't think because we're not little kids that we don't need encouragement.** I remember, and I have very few, maybe just a handful of childhood, early childhood memories. I remember being about five, six. I'm not sure, really. Maybe it was four. Maybe it was five. I can't remember years of age and my dad teaching me to ride a bike and I remember him pushing me as I was peddling and holding on. And there was that moment that he let go. And at first, he said, "I'm still holding on," but I remember the feeling of this huge smile coming on my face because I knew he wasn't holding on anymore. And he said to me, "Caterina, go, go, go. You can do it!" And that encouragement has stayed with me for years and years and years.

[00:15:01] As I mentioned, learning how to ride a bike. I can tell you since as small as I ever was, I always felt encouraged by my parents. Now I won't tell you about everybody in my life. They weren't all quite so encouraging but let me tell you this. If you come from a place where encouragement was not standard operating procedure, where people did not tell you that you can do anything. I'm going to tell you, and even if you came from an environment where they did now as an adult, it's still awesome to hear.

[00:15:44] One of the things I do for my clients, and I want to make sure you do for your clients, and this is also an important part of community building. **I hold a bigger vision for my clients than they hold for themselves.** And I want you to make

sure that you're doing that. And this often translates to encouragement when we're talking about community building.

[00:16:13] Some of you know Carla Frank, she's in our community. She is an expert on finances. She helps businesses get clear on their finances. She sets up their finance procedures. She helps them get clear on where their challenges are. She helps them improve their cash flow, all that. She's in my one-year mentorship program, this is last year.

[00:16:44] And every time she comes into class, we meet live and in-person one day a month. She, every time she comes to class, she's talking, talking about, "I just ran this half marathon in Tahoe and I'm going to run this marathon in Denver." And, "Oh my gosh, the Niagara Falls marathon was amazing!"

[00:17:08] I'm noticing, as her coach, I'm noticing what lights were up. And I said to her, "My friend, we have to monetize your running." And at first, she didn't quite get it, she couldn't quite see it. But then she started to look at possibilities and now she's starting her second group. And this is, it's not a five day or a five-week group! It's a 24-week group for women who want to be more in action around their health and wellness and vitality and movement, whether they want to run a marathon or not.

[00:17:54] **My friends, your job is to hold a bigger vision for your clients than they hold for themselves, and for the women in your community.** You know, for many years, when somebody comes to me or they call me or they send me a Facebook message and they say, "Caterina, I'd love to work with you. I just can't afford to work with you."

[00:18:19] Do you know what I do? You know what I've always done for 25 plus years, or for as long as I've had workshops? I invite them to a workshop. I invite them to a workshop at no cost because I want to do everything I can to support them. Because **your business, my friends, hopefully is your mission on the planet and your purpose.**

[00:18:46] **If you're doing entrepreneurship right, who you are and what you do are very much aligned.** If I win the lottery tomorrow, I'm going to have fancier shoes. I like my new Blazer, so I will not necessarily get a fancier car, but I will get some more fancy shoes. I will probably take a world cruise, which is something I would like to do someday. And then, you know what? I'm going to keep doing my thing.

[00:19:23] Now, if the lottery test has you doing something different. Then I encourage you to look at doing that now. **Because your passion, and the purpose, and the mission you give your life, I'm hoping is aligned with your business. Because when that happens, community building happens naturally.**

[00:19:51] I want to encourage you to consciously cultivate a community with your clients because when you do, they will keep coming back. They will gain massive value. And they will uplift each other's lives and you get to watch it. **You get the bird's eye view to see how cultivating your community has had a ripple effect and positively impacted the lives of so many women.**

[00:20:28] Thank you, my friends. Love you. Love being with you and happy to talk with you. I'm going to do this more often, cause its super fun. And if you have any questions, any comments, please Facebook me.

[00:20:41] On our podcast page, be sure to follow the link to see all of our upcoming events and know that every month I do one or two free, virtual, Zoom info-packed, uplifting workshops that I invite you to join me for at no cost.

[00:21:03] Because **I want to support you to be louder and prouder about the value you bring, to embody the massive value that you have to bring so that you can uplift more lives, more communities and of course, our world.**

[00:21:20] Thanks my friends. Bye bye.

We hope you enjoyed this episode of Expand your Fempire with Caterina Rando.

THRIVING *Women* IN BUSINESS

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- Be sure to become a part of our community by joining [Caterina's email list](#), with this you will never miss any event info, super tips, or new podcast episodes.
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