

Trudy Rankin ([00:06](#)):

Welcome to the Online Business Launchpad podcast. We're gonna be helping guide you step by step through the process of growing your business online, and we're gonna be giving you tips and technics that are going to help you break through the barriers that can stop you making progress in your business.

Trudy Rankin ([00:26](#)):

Hello, everyone, and welcome to the Online Business Launchpad podcast. I'm delighted to have Jo Evans with me today. And Jo's a public speaking and presentation skills coach, and she also helps people create and refine their TEDx speeches. Jo's had some amazingly varied life experiences, which she's been able to build on to help people.

Trudy Rankin ([00:47](#)):

Now, I actually met Jo via LinkedIn. Now, I know some people still think of LinkedIn and maybe you're one of them, uh, you think of LinkedIn as sort of an online CV or resume, but if that's how you're using it, I'd like to challenge you to think again. I use LinkedIn a lot to connect with people who are doing what I think are amazing things, or they have powerful messages or stories to share, or if I think that what they're doing is intriguing or fascinating. And for me, it's a really great way to discover people that could be potential allies or partners, or just somebody that I can share experiences with, um, where you support each other. And I know for others that use LinkedIn, it's a great place to discover people that they can help.

Trudy Rankin ([01:29](#)):

So, when Jo reached out and asked to connect, I was really happy to do that. And after speaking with her, I knew I wanted to get her on to the podcast. Because even in the short time that I spoke with Jo, I knew she had skills and knowledge that are really gonna help our listeners, especially around being able to effectively get message across in live online calls. Now, we've all kind of been through this whole COVID situation where we used to do things face-to-face, and now everybody's having to do stuff online. So, it's always good to be able to learn how to up our game in these areas.

Trudy Rankin ([02:00](#)):

But before we sort of dive in to that, um, I just wanna say, welcome, Jo, and thanks for joining us.

Jo Evans ([02:06](#)):

Thank you. Thank you very much, Trudy.

Trudy Rankin ([02:08](#)):

No worries. So, and- and also I wanted to ask you a question, Jo, and that's, um, i- it's sort of off the wall, but what were you most interested in when you were a child growing up?

Jo Evans ([02:18](#)):

Oh, I was interested in teaching my teddy bears maths.

Trudy Rankin ([02:22](#)):

Maths?

Jo Evans ([02:23](#)):

Mm. I think I knew I wanted to be a teacher. Probably, when I was so tiny, I can remember lining up my teddy bears and teaching maths, and then I moved on to my mom's friends.

Trudy Rankin ([02:34](#)):

(laughs). That sounds pretty cool.

Jo Evans ([02:36](#)):

(laughs).

Trudy Rankin ([02:37](#)):

Yeah. No, well, I- I think that, that's really, really neat. So... and you've obviously taken that- that- that- that childhood skill that you developed and you started to translate it into what you do now. So, maybe just talk to me a little bit about who you serve and- and who you work with and why you do what you do.

Jo Evans ([02:56](#)):

Yes, of course. Well, I guess my whole life has been around training and helping people to grow in some sort of way, whether it was in my many years as a teacher. But now, in my role working as a public speaking and presentation skills coach, what I love is working with people, and I guess just increasingly working with people who are very scared of speaking and who are not able to get their message out. And that's where I came up with the idea (laughs) of calling my company Jo Evans Share Your Message, because I think there are so many people who just hold themselves back from being able to express themselves, whether it's kind of on the stage, the big TEDx speaker type of presentation, or whether it's just at work, standing up in a meeting or standing up for themselves.

Jo Evans ([03:46](#)):

So, that would be the sort of big general picture of what I do, as in coaching people. Well, I don't know if we'll chat more about this, but I guess I've devote my working so much into the not-for-profit and kind of in non-governmental organization world, which has been an interesting move in recent months.

Trudy Rankin ([04:06](#)):

Yeah, it would- it would... definitely, not only... I mean, they're just as affected as- as everybody else, why... what's happening with COVID-19 and stuff like that. But I'm just a little bit intrigued by what you said, one of the things that you just said, which was is that it's e... it's- it's... you're even... you even wanna help people who are just wanting to be heard in meetings, at work, or maybe even in situations outside of that. So, it's about... it's also... it's not just about public presentation skills, it's about being able to get your voice out there in a way that people are going to listen to what you have to say.

Jo Evans ([04:40](#)):

One of the most moving moments I've had in this whole world of coaching people around speaking was a group of young people I was working with in a school. And at the end of the course that I ran over, I think it was about six weeks, we had a big kind of event, and people talked about the thing that was most important to them. And this wonderful girl stood up and talked about her brother who was on the autistic spectrum, and in fact, was in the audience and yelled out, "Yay. Go, sister," in the middle of the

talk. And she came up to me afterwards and said, "I can't thank you enough, Jo, because I have felt so put down my whole life, very anxious about bringing people home because of my brother, I've been really badly bullied at school. And doing this course just helped me to stand up for myself, be proud... be proud of my brother, and talk about him with pride. And I feel like I'll never be bullied again in life now." And I thought, oh, wow.

Jo Evans ([05:40](#)):

So, helping people to find that voice to be confident is really happens at all levels, and it's so important.

Trudy Rankin ([05:47](#)):

Wow, that's a pretty powerful story. Yes. Just, you know, knowing that you- you're- you're in a place where you- you won't be bullied, that's... that is powerful. Because I- I don't know. I know as a young person, you know, maybe people may think that, you know, they're young, they're bullied, and et cetera, and that this is only just happening to them, but the fact is, is that people get bullied all the time, at work, at home, at school, i- in situations where you wouldn't expect it to be happening, and- and it does happen. It's a real- it's a real thing. So that's- that's really, really- really, really powerful. So, tell us a little bit about how you got started on your business journey.

Jo Evans ([06:24](#)):

Well, I was in Toastmasters. I'm in fact still am in Toastmasters, an organization that people meet in small groups and work together to develop their communication and leadership skills. And I kind of joined out of curiosity, one of my friends was doing it. And I had already been doing lots of presentations, and as a teacher, of course, one is speaking very often. But the first time I went to a Toastmaster meeting, I had to stand and do a talk and kind of hold the floor and talk about myself, with no props, nothing else, and I just thought, wow, this is an amazing world. And as I got more and more into Toastmasters, I became a mentor to so many of the people in my clubs. And I realized, I love speaking, for sure, but I love even more helping people to speak. I want to see them growing.

Jo Evans ([07:16](#)):

And I just began to realize, and I did some work at the charity I was working for that time, getting the people who had cystic fibrosis to talk about their experience. And I suddenly realized, this is what I want to do. This is what I want to do. I want help... I want to help people to get out there, talk about their business, talk about the organization they do, talk about themselves. And people started to ask me if I would do that for them and pay me for it. Now I went, "Yes, that would be great." (laughs). So, it was kind of very slowly evolved, from a passion and the interest and the skill.

Trudy Rankin ([07:56](#)):

So- so, there, it's interesting to me, like, it's... that there's still that- that thread from what you were saying earlier, which is about your helping people find a voice, find their voice, not a voice, but their voice.

Jo Evans ([08:08](#)):

Their voice, yeah.

Trudy Rankin ([08:10](#)):

Yeah.

Jo Evans (08:12):

I think in the background of my life, I was a teacher of the deaf for many, many years. And I kind of think there's a subtle thing going there as well, helping deaf people to express themselves and be heard and to find their voice, whether it is speaking or through sign language, or whatever. It is such a thread that has gone through my life.

Trudy Rankin (08:35):

I think that- that's really fascinating to me. I think I mentioned to you once before that, um, when I was at university, I was always fascinated with- with sign language and as, you know, always, when I was a child, thought that it was a great way to be able to communicate with my friends without the teacher knowing what we were saying. So when I was at university, I finally took a course in sign language and very rapidly realized that it- it's far more than memorizing how to do the alphabet and- and a few words, and involved your whole body and your whole... just- just how you move and your facial expressions in order to get meaning across. It's body language, you know, like 1,000 times, um, a- and- and ways of getting th- that across.

Trudy Rankin (09:13):

Um, and one of the things I didn't mention, um, when I was talking to you was just that, um, my grandson, um, is- is- is a little bit hearing imp- hearing- hearing impaired-

Jo Evans (09:25):

Yeah.

Trudy Rankin (09:25):

... and he's just getting to these really... he's young, you know, he's really young still, but he's just getting to the stage where he's learning how to sign a little bit and to get his- his needs and wants across, and it's just so exciting seeing him do that and doing that effectively. And so for you, when you're coming back and- and realizing that what you can do is helping people who might be marginalized or might really struggle to get their- their messages across, being able to- to help them do that, it must be incredibly satisfying and fulfilling.

Trudy Rankin (09:57):

So, how did you then take that- that awareness that you really enjoy helping people find their voice a- and- and improve their abil... ability to communicate effectively, whether it's on stage or in whatever situation, what was the space between doing that and then turning it into a business where you said people were starting to say, you know, we'll pay you for it, where did you take it from there?

Jo Evans (10:22):

Yeah, good question. I, um, I realized I wanted to do it and just start off with it with just a very few people (laughs) offering to pay me, and because I wasn't in that whole mode of running a business. And I think the turning point was, for me, was I realized, I wasn't confident enough to put myself out to ask for money. And I sat down and thought, how could I become more confident? Because kind of deep down, I knew that I was good at facilitating and running groups, I had skills, and I thought to myself, well, the

impostor syndrome's there, so how can I get over it? I know I will offer to run some free courses, and in that, I will feel more comfortable in trying out my ideas. And of course, I was wanting to do a brilliant job, but I hadn't asked them to pay so there wasn't that pressure on me to be amazing.

Jo Evans ([11:16](#)):

So, I approached three of my friends. My... a lot of my friends work in the kind of not-for-profit NGO world, which is my passion, and I approached them and said (laughs), "Hey, this is me. You know, I'm at Toastmasters. I win speaking competitions, et cetera. I would love to run some training for three sessions for six of your staff." And interestingly, some people (laughs) weren't so interested. I thought everybody would go, "Yay, totally fantastic." But I did get going, and I worked with three amazing organizations, and I ran my three-work course, sort of couple of hours a week, with them. And in that, honed my skills, got their feedback, developed my confidence, had the ability and recommendations on LinkedIn. So there you go, Trudy, linking, back to LinkedIn.

Jo Evans ([12:08](#)):

And just then, could say, "Yes, I've run courses." I didn't have to say initially that they were courses that I'd run for free. I don't think that matters. What I'd done was I had got the evidence to myself that I was good at this, that I could do this, and I had the encouragement from the people I trained. And then, I also started to get recommendations from people passing my name around, which was such a good starting point. So, I think, don't necessarily straight away try and earn money. Of course, you're wanting to earn money, but if you have to run some free sessions or hone your skills in a free environment, then go for it. It's so worth it.

Jo Evans ([12:51](#)):

it's so much better than sitting at home waiting for the phone to ring, or the emails to come in. Get out there, get started, and in doing that, you will develop the skills. And then you'll be able to say, "Yeah, this is me. This is what I do." That's my... that's what I did.

Trudy Rankin ([13:05](#)):

I- I think that's a really good, uh, uh, it's a really good way of- of getting going. I like it. I- I know, I like what you said, it's better than sitting at home waiting for the phone to ring (laughs).

Jo Evans ([13:12](#)):

Yes (laughs).

Trudy Rankin ([13:13](#)):

Because the more you sit at home and wait for the phone to ring, the less people know that you exist.

Jo Evans ([13:17](#)):

Absolutely.

Trudy Rankin ([13:17](#)):

And that's really important. I mean, obviously, it's a fine line because you- you do want to make sure that you're doing something that people are willing to pay for.

Jo Evans ([13:25](#)):

Mm.

Trudy Rankin ([13:25](#)):

But I think- I think one of the things we forget is just that the other factor is time, and so if people are willing to put their time into something that you want to help them with, that's a pretty good proxy for money at the very beginning.

Jo Evans ([13:41](#)):

Mm-hmm (affirmative).

Trudy Rankin ([13:42](#)):

Because time is- is in... is... there's... you can't place a value on time. You can't get it back if you wasted it or lost it. So, that's- that's an interesting way of- of being able to assess whether some... what you're doing is useful to people and of course, useful enough that they will pay for it. And fantastic way of getting, you know, testimonials and recommendations and things like that, because that's what people look for. When they are willing to pay for something, they're looking for that. So I think that's really, really cool. Just out of curiosity, um, h- h... do you... i- if you- if you're willing to share, you know, what kind of, um, process do you use to reach out to people on LinkedIn?

Jo Evans ([14:22](#)):

That's good question. Um, probably, mainly, quite passively at present, um, in terms of I made sure that my LinkedIn profile was what I felt was good and informative about people. I have lots of recommendations on it, which people have so sweetly given, many not asked for. And I will contact people that I think are working in the areas that I want to communicate in. Um, but I haven't... yes, I haven't posted loads, I haven't put up loads. I mean, some of the courses I've run, I've commented on and they've been up there and people have linked. Perhaps I could be using it more. Initially, I used it as a bit of a C- a CV. I think anybody can put up a website and just talk about themselves, you know, and have a fab, glossy website.

Jo Evans ([15:12](#)):

I actually think LinkedIn is very good because I notice a lot of people go to it. A lot of people check it out. And then a lot of people will come back and go, "Wow, we wanted to use you because we saw the recommendations that you had. People obviously love working with you,"-

Trudy Rankin ([15:25](#)):

Yeah.

Jo Evans ([15:26](#)):

... which you don't get on a website. It's a different kind of dynamic.

Trudy Rankin ([15:29](#)):

Yeah, it really is. And it's... LinkedIn is a really, really powerful tool that I think too many people who are- who are used to the old school, it's a CV, it's an online CV mentality, I think- I think really, really miss out on the dynamic, uh, capabilities o- of what's there. And like I said, I, you know, I know a lot of people use

it to try and sell stuff. I don't- I don't like that. I don't... that's not how I use it. I use it to try and just build relationships, find interesting people and build relationships. And if we can help each other, that's fantastic.

Jo Evans ([15:56](#)):

I- I'm the same way. That's why perhaps I'm sometimes hesitant about putting myself out on- out on it too much because I feel a lot of people gone have go, "Look at me," but perhaps I need to do more of that. It's always a balance, isn't it, between promoting yourself and letting people know what you're doing and also using it as a lovely networking.

Trudy Rankin ([16:15](#)):

Yeah.

Jo Evans ([16:16](#)):

Yeah.

Trudy Rankin ([16:17](#)):

You know, I agree. I agree and, you know, just, basically, as a- a- as a way of making sure that people that you could help know that you exist.

Jo Evans ([16:24](#)):

Yeah.

Trudy Rankin ([16:24](#)):

I think that- that's pretty important. So- so, I know that, you know, it... if anybody who's sort of listening will be going, you know, speaking presentation, you know, speaking skills, presentation skills, et cetera, et cetera, hang on, wait a minute, there's not a lot of live events going on, um...

Jo Evans ([16:41](#)):

(laughs).

Trudy Rankin ([16:41](#)):

What are you, you know, COVID-19's come in and really messed up a whole lot of people's business models. So, could you just share with us a little bit about what you've been doing to keep your business alive in these times of COVID-19?

Jo Evans ([16:52](#)):

Yes, and also, I would not wish COVID to have hit the world at all, it has had one incredible, um, impact on me, which is that I did all my coaching face-to-face, absolutely. You know, I was with people. Occasionally, people would send me their scripts or I might talk over the phone or Zoom with them about what they were gonna say, but everything was face-to-face. It was all about the moving around on the stage, and speaking, and body language, et cetera. So then, COVID comes, and we are suddenly in this online Zoom whatever environment.

Jo Evans ([17:25](#)):

And I just suddenly had a huge insight. I was working with this woman in Cambodia who runs a wonderful NGO, and is so scared of speaking. So I was working with her and I suddenly thought, goodness, I think she would so benefit from being in a group. So I started doing Zoom groups, and I have about six people in. And let me tell you, so the group I started last Monday, how international is this? There were two young people from Tanzania who work in an NGO, there is a beautiful New Zealand woman who works in Cambodia for an NGO, there's an Iranian guy in the group, and two people from Australia. And as the... all appeared in the Zoom room, it's just amazing to think, here we are, all around the world, communicating together,

Jo Evans ([18:15](#)):

So, talk about networking, as well as the joy of communicating. So now, my... I've totally shifted, of course, to doing talking online. But still, it's still, (laughs) so many things are the same. Being engaging, being focused on what you're saying, what is your message, using the power of the pause that I am mad keen on, to add kind of, um, you know, dramatic and pausing and time for your audience to think, starting in incredible ways, finishing in incredible ways, using props, using visuals, all the things we did in the face-to-face world, we can still do here. It's- it's incredible. And I'm now coaching people from around the world. So except for the occasional technical difficulties, it's just gorgeous.

Trudy Rankin ([19:07](#)):

That's really exciting, you know. Just be... and just being able... j... because of the incident, it, you know, we have been able to pivot, make changes, and connect with more people than we could've otherwise. And so- so you're using- you're using sort of groups, community group type an approach to help people get comfortable, and you're teaching them at the same time i- in these groups? Um, yeah. Tell us a little bit about- about [[crosstalk 00:19:32](#)]...

Jo Evans ([19:31](#)):

Yeah, I have a model that kind of (laughs) evolved from my initial groups that I said I started with when I went to the- the three not-for-profits and coached them. So my kind of model, in brief, is I run three weekly sessions, which would probably be two hours, so maybe Monday night, two hours, for three weeks running. And in each session, I would, well, let me start. The first session, I would talk about mindset. I would just get out there (laughs), all the fears and concerns that people have and be very honest about that. I'd talk about sort of body language, breathing, et cetera.

Jo Evans ([20:10](#)):

And then, each week, I do a little bit of input around some areas, for example, great ways to start a talk that's really engaging, and then at each session, um, all of those six people will do a little, mini presentation, two, three minutes, with the proviso that at the end, the others feedback to them about what they just did well. There is not judgment going on, there is only, "I loved what you did." For example, Trudy- Trudy, let me make an example. You- you maybe have done a presentation and I might say, "Oh, wow. I loved the way you engaged us at the beginning. That personal story you told us just kind of hooked us in. I loved the way you used that prop to support what you were saying. I loved your eye contact, it was really good. Yeah, I loved the powerful message at the end." That sort of thing.

Jo Evans ([21:03](#)):

That is what other members of the group are feeding back. Then, I will also ask the speaker to say what they did well. That is a real stretch for people when I say to them, "What did you do well?" Because

they'd go, "Well, I didn't do," or blah-blah-blah. And I'll go, "No, what did you do?" It's like I'm stretching that muscle that is so weak for all of us. It's so easy for us to be hard on ourselves and say negative thoughts. So I'm asking people to stretch that muscle to go, "Wow, actually, I just did pretty good. I was interesting. I was humorous," or whatever, just to count a balance, that voice in our heads that knocks us down and encourage us not to speak.

Jo Evans ([21:45](#)):

And then, the final bit is I will come in with suggestions. Beautiful, positive suggestions about what they could do to make their talk even better, but suggestions that are so generic that all the group can learn from. For example, asking a powerful question at the beginning and thinking about how you phrase it, thinking about the structure, thinking about how you pause, thinking about how you finish with a plum, just that sort of thing. And the group just grows so supportive and learns from each other, as well as from me.

Trudy Rankin ([22:21](#)):

I think that's a very powerful process. Uh, one of the things that- that we found in our- in our, um, programs that we run, uh, for people who are wanting to start an online businesses is that the power of community to just help, support, provide feedback, that... and the feedback side of thing is so important, and- and how it's done is so important as well. I think that's- that's very, very powerful. So, um, can you maybe share with our listeners some... let... or let me just start again. Let's just say that, um, let's... we'll take, uh, one of our listeners as an example. Um, they've- they've been working... they've got a job, they're working and COVID-19 came along and everybody... now everybody has to work from home and they're working from home.

Trudy Rankin ([23:13](#)):

And they have to do live meetings or live presentations and they've got the dog running around, the cat's on the back of the sofa, the kids are trying to do their homework and they're squabbling over, you know, who gets the whatever. Um, and you've got this- this sort of home scene where you're supposed to work-

Jo Evans ([23:29](#)):

(laughs).

Trudy Rankin ([23:29](#)):

... and you're supposed to come across well, and you've got to try and- and communicate your message as well, what kind of tips can you give somebody who's in a situation like this? Um, for them to be able to use some simple tips to make their online presentations or meetings just come alive.

Jo Evans ([23:46](#)):

Hmm, good question. Good question. Well, the... various things come to mind. I mean, if you're doing an actual presentation, never just ad lib it (laughs). I've been stunned a number of people who've just said, "Oh, I just went in and did it," or, "I wrote it before and then delivered it." And I'm kinda thinking, wow, they put time in to preparing it, but no time into practicing it and just thinking about how they will perform it. Because in a way, it- it is a performance. So, it would be amongst all (laughs) bedlam that you just described of the family running around, it would be to absolutely take some time, if it is a presentation, to prepare it. And then taking some time to practice it, so you hear yourself saying it out

loud. Because sometimes, when you speak what you've written, it's not... it doesn't work. You have to change how you speak.

Jo Evans ([24:43](#)):

Just a simple example. People write it is. We don't say it is, we say it's. We sound colloquial. We need to sound relaxed. So, taking as much time, doesn't matter if the dog and the kids are running around, standing, standing in front of a- of a mirror, standing in the bathroom, talking to the dogs, talking to the kids (laughs), delivering that presentation, so it just feels natural and normal and usual. So when you- when you speak it out loud in front of the people that matter, this is something I've heard before. It feels normal. So, that would be my first one about definitely taking time to- to perform and to practice.

Jo Evans ([25:25](#)):

And then, the other one would be even if there is bedlam all around you is thinking, I am in this little safe space here. Feet on the ground, breathing, calming down and thinking (laughs), that's happening behind me, but I'm here in my box here, this is where I'm focusing, on the other people and on myself and doing the best I can. And knowing that everybody is gonna be non-judgmental about noises going on behind, because we're all in this together.

Trudy Rankin ([25:57](#)):

Yes, absolutely.

Jo Evans ([26:00](#)):

(laughs).

Trudy Rankin ([26:00](#)):

Absolutely, yeah. No, I think that- that's really, really, really helpful. Um, I'm just- I'm just reflecting on a meeting that I was in yesterday where- where a similar chaotic scene was happening for the person who was doing the presenting and a little two-year-old came in crying and needed a cuddle, and so how would you handle an interruption like that?

Jo Evans ([26:22](#)):

I think just to acknowledge it. I have done lots of work with people and yeah, their children have come in and it's, just for a moment, embracing that moment. So I think if someone is facilitating or running a meeting, it would be, again, Trudy, can I imagine it to you? Oh, how lovely, that's your daughter there. You know, gosh, you know. Seeing you giving her cuddle, acknowledging that you and her at that moment are together, and then just asking you to continue or to accept that, but to make you feel okay about that, because so many people are home schooling and their children are running around.

Jo Evans ([27:01](#)):

Um, I think also great, if you're ever doing a presentation and it could suddenly involve (laughs) the person there, for some reason, the young person, you know. Just, yeah, I think it's embracing the situation we're in, not trying to pretend you're 100% professional person without a family life. No, you're not. The family is part of who you are.

Trudy Rankin ([27:24](#)):

Yeah. No, I think- I think that's- th- that's- that's really, really useful. Just...

Jo Evans (27:29):

Plus, it goes back, sorry, Trudy, to interrupt you-

Trudy Rankin (27:30):

Go ahead.

Jo Evans (27:30):

... to my saying about the mindset not being hard on yourself. That's how it is, and that's okay.

Trudy Rankin (27:38):

Yes, just accepting the situation for what it is.

Jo Evans (27:40):

Mm.

Trudy Rankin (27:40):

And then- and then just running with it, uh, just running with it. Uh, because a- a- as I sit, you know, I... it was like, like I said, yesterday, nobody else cared about the fact that the child needed to be picked up and cuddled, that's just part of family life. But, you know, for the presenter, that was a really hard and awkward moment, uh, but handled well, you know.

Jo Evans (28:00):

Yes.

Trudy Rankin (28:00):

She did definitely handle it well, but, you know, she was- she was just explaining later that, you know, how uncomfortable she felt, feeling like it did interfere. And it doesn't interfere. It's just part of life.

Jo Evans (28:11):

No, it doesn't interfere. No. Yeah.

Trudy Rankin (28:11):

So I think that- that's really, really great. So, um, as you, you know, I really appreciate you- you sharing some of your- your knowledge and wisdom in this space. And it always- always surprises me how quickly the time goes, and we're coming towards the end of, you know, our- our time together. But if you were to share one piece of advice for people who are starting out on their business journey, um, like, or- or to yourself when you were just starting out on your business journey, what would it be? So, somebody who's just getting started, based on what you've experienced and what you've learned over the years, what would you tell them?

Jo Evans (28:48):

Oh, so much. What would be my- my... I love that word, reflecting it back on to me. It would be to say that a journey of 1,000 miles begins with a single step. I love that quote. I love that quote. And I think it really applies to business. It is about taking one step at a time. I have at times felt overwhelmed about whether it was a- approaching people, I don't feel that now, or about my website, I don't feel that now. But it's about taking a step at a time. I have a diary, which I have here, which is where I record every day what I have done towards my business. So, those of you are seeing this visually, I'm holding it up. When the people send me beautiful emails, things, I quote... I put them in, beautiful pictures of my clients.

Jo Evans ([29:39](#)):

That is my reminder every day of the progress I'm making towards my business, and it's each individual step that makes the business. I think sometimes, we can set big goals, which then can feel overwhelming. I think sometimes, it's taking small steps regularly, I did it everyday, towards your business. And sometimes, you'll take a few steps and then you realize, hey, I need to slightly change direction. But it's keep going with the movement. Don't get disheartened. Celebrate success, and that's how I do it with my diary. And that will keep you going.

Trudy Rankin ([30:15](#)):

Oh, definitely, definitely, diaries are so... journaling is so important when you are starting out, or even as you're going along the business journey. I'd like to circle back, just before we finish, um, circle back to something that you mentioned at the be... sort of beginning, and I was gonna ask you and then we ended up moving on to- to another question. But you mentioned that you were uncomfortable trying to sell, and then you talked about how you- you did things for free, you built your confidence, um, how did you then make the shift from- from that lack of confidence in asking for money for sales, uh, to being quite confident in asking for- for money?

Jo Evans ([30:55](#)):

Yes. I have to say that it was, for me, the external voice of the feedback of others telling me that what I did was really, really valuable. And I wouldn't have got that unless I had done it (laughs). It's such a circle, isn't it? So for me, I needed to sort of do it for free with the groups to really get it going. And then at the end, when I asked them how the sessions have gone... I- I could see it was going along. I got that external support and kinda reinforcement that what I was doing was great. So, I already thought, yeah, I know what I'm doing. I know how to train and support people to learn to speak, but I needed to hear it externally. And then, it was like my internal and external world matched, and then I could say to people this is what I charge, this is what I do.

Jo Evans ([31:54](#)):

But I think there's another dynamic to that. So, Trudy, it's not only just getting that sort of matching of confidence, internal and external, I needed to let go of when they said, "Oh, that's too expensive," or, "Oh, I'm not interested," because that is the other thing I think that holds people back. It's the fear, and they feel it's like rejection of themselves. And I don't think it's rejection of themselves. It's rejection of your services at that moment are not appropriate or not what they want, but it's no rejection of me.

Trudy Rankin ([32:26](#)):

That's really powerful, 'cause I know so many people struggle with that, and we've had a number of conversations in- in our podcast interviews, um, and I've had lots of conversations myself, both with myself and with others, about that exact thing about being able to let go of that. It's not all about you

and whether people like you or- or whether they- they, you know, think worse of you by you asking for money. It's actually about whether it's the right time for them-

Jo Evans ([32:52](#)):

Yeah.

Trudy Rankin ([32:52](#)):

... um, to have that value given to them.

Jo Evans ([32:54](#)):

Yeah.

Trudy Rankin ([32:55](#)):

Yeah, yeah. Look, Jo, thank you so much for- for joining us today and f- and for being able to share with our listeners. So if people were interested in- in just getting a little bit of help with be- being able to more confidently express what they need to say or to find their voice, where can people find you?

Jo Evans ([33:13](#)):

Well, you can find me (laughs) on LinkedIn, Jo Evans on LinkedIn. I'm in this very cool red jacket, 'cause I know there are a few Jo Evans'. And I do also have my website, [www.joevans.com](http://www.joevans.com), J-O Evans, dot com dot au. So either of those ways. Yeah, I'd love people to get in touch. It would be great to work with, uh, with more people.

Trudy Rankin ([33:37](#)):

Fantastic. No, thank you for that. And we'll put- we'll put those links in the show notes-

Jo Evans ([33:41](#)):

Thank you so much.

Trudy Rankin ([33:41](#)):

... so that people can just go from there to- to wherever they want to find you. All right, fantastic. Thank you so much.

Jo Evans ([33:48](#)):

Thank you, Trudy.

Trudy Rankin ([33:50](#)):

Hey, thanks for listening to the Online Business Launchpad podcast. If you'd like to keep on getting tips and techniques and more things from me, uh, that you can use to help grow your business, please sign up to my email list at [westislanddigital.com](http://westislanddigital.com). That's [westislanddigital.com](http://westislanddigital.com), all one word, and subscribe to the podcast. Catch you later.