



# Episode No. 112 Creating Content Series- Building Community ...

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## SPEAKERS

Siobhan Sudberry, Jessica Lauren



Jessica Lauren 00:00

Hello and welcome to the Sunday jumpstart podcast, a weekly podcast helping goal getters, ditch the excuses, do the work and make ish happen. My name is Jessica Lauren and you are listening to Episode 112 Hey y'all! Hey, and welcome back to this week's episode of The SJ s podcast. Today is the fourth installment of our creating content series. Today, we have a special guest in the building Her name is Siobhan Sudbury, and she is the ultimate community cultivator today she was sharing with us how the heck to attract your audience. And once you finally attracted them with your content, and your messaging, how do you begin to do the work to build a sense of community, you know, I think, with the pandemic, and everything that's been going on, while a lot of us have been isolated away from friends and family that we love that live out of state, a lot of us are seeking a sense of community. And outside of that, as a content creators, sometimes when you're doing the work, it can be kind of a one sided relationship, right? I sit down, I do the work, I have my systems and workflows in place. I hit Publish. And that's pretty much it the connection and the the conversation kind of stops there. And yes, there are DNS and reviews and comments sections and all that jazz. But the spotlight kind of stays on the Creator. And it just kind of gets a little lonely, right? So is I've been thinking lately, like, gosh, I really want a sense of community, right? I'm not the star goal getter or the ultimate go getter, right? There are a ton of us out there that have goals and visions and are doing the work every day to make it happen. And wouldn't it be cool if we had our

own little club and could connect to you know each other and find our next, you know, accountability partner or business bestie or forever friend? So that's what we're talking about today is like, how do you make that happen as the facilitator or as someone that has the vision as a business owner, or as a content creator, Siobhan is the founder of the bee free project, her whole passion in life is helping women live a more fulfilled life. And with that, you know, she started off blogging and doing in real life events, she launched her own membership program called the bee free inner circle. So today, she's gonna drop just a few gems on how to make all that stuff happen for yourself and your audience. Right. So I'm super excited about today's show. And if cheban rings a bell is because this is her second time on the show, because she's just that good. She did a whole episode about healing mother wounds, so go check it out a little bit later. But first, before we hop into today's episode, I just want to say thank you to two special people. It is Pam Evans and quali right I'm sorry if I'm butchering your name, I pray I pronounced it right please blame my head and not my heart. But thank you so much for buying me a cup of coffee over on coffee.com I really appreciate it. That's where you can leave a donation. You know, I love creating content, but baby sometimes it sucks all my energy dry. And I just needed a little bit of fuel. And if you go to today's shows on the Sunday jumpstart that Pam you could click on Donate. It says a copy of girls way. So thank you so much Pam and Kelly. I really appreciate it baby. I got me a venti mocha with with chocolate drizzle on top. So I really, really appreciate it now without further ado, let's just listen in on my conversation with Shivani about the importance of building community. Hey, Misha, Hey, girl, welcome back to the show. This is your second time coming on the show the first time you did a really good episode about healing mother wounds. Y'all. If you struggle with any relationship with your mom, be sure to check out that episode. But today, you're a part of our creating content series. You are an incredible connector of women, you got your community going on. And so I really wanted to have you come on and just talk about how to find your people how to create a sense of community amongst them. So before we get into all of that, can you introduce reintroduce yourself who you are and what it is? Yes. So I am Siobhan



Siobhan Sudberry 05:00

I am the founder of the free project and I'm a community cultivator. And so everything that I do centers around community and really supporting women on finding their forever friends. And so I believe that every single woman deserves to be free and fulfilled in her life. And so that is what my work is all about. And so I have my podcast to be free project podcast, I have my community space, which is called the beef free inner circle, which is a space for women to find their forever friends and be around like minded women to get accountability with doing the personal growth work. And then in addition to that, speaking, so everything that I do is all about community building. And then also finding

your friends you know, and doing the work. Yeah, yeah. So take me back. You was in corporate America, doing that, man, the fab hustle for like 15 some odd years. How did you? How did you become a community cultivator? And what the heck does that mean? That's a great question, because I get a lot of time. So first off, first off, actually, I got laid off from my job back in October of 2013. And the day that I got laid off, I was actually registering my son for kindergarten. And I remember feeling all the emotions, like I can't believe my baby boy is about to go to school. And as I'm parked in my car, processing my emotions, a director from the department caused me he said, you know, effective, October of this year, we're closing a site and everybody will be permanently laid off. And I remember Jessica, as I was sitting in my car, like my eyes started to feel with tears, because I'm like, What the heck am I going to do next? I made a significant salary. We depended on my income, right? Okay. And I in that moment of disbelief and shock, I heard God say, specifically, in my right ear, that this is your opportunity to take a chance on yourself. And I say right here, and specifically, because when God speaks to me, I feel it in the right side of my body. And I don't no one else has had that type of experience. But I've noticed it in therapy, like going through different things. I noticed when I'm journaling, like there's specific moments when I can feel God and that particular day. That is what I heard, like, this is your opportunity to take a chance on yourself. And in that moment, I had no idea what that meant, like I What the heck do you do with that? But for some reason, there was something in me that said, My intuition, trust what you hear. And so when we got laid off from our jobs, I decided to Okay, I reached out to some friends, like what do you think I'm good at? And my one friend was like, well, you should be a life coach. And I'm like, Well, what is that? And when I googled it, I'm like, Oh, I do this for free. doing it for years, and nobody ever paid me anything. And so I said, I'm just going to take a leap. And so February of 2014, is when I launched the free project. And at that time, it was all about helping women get unstuck because I was trying to get unstuck myself. And then I would take women along the journey with me. And so to your question, what is a community cultivator I don't like the phrase life coach, and I feel like, depending on who you've worked with, in the past, you may have a preconceived thought of what that even means. Or you may get it mixed with a therapist. And so I was having dinner with some friends, and I was trying to come up with something that really spoke to the work that I was doing. And initially, it was a clarity cultivator, right. And then I'm like, now that I've shifted into community, because that's really what the foundation of my work is, you know, it's the same as life coaching, but it's a community aspect. So everything that I do is group work, whether it's events, whether it's an inner circle is all about community building, and helping women to cultivate the life that they desire to live. Girl, first of all, that was a lot. Okay, I don't know if I could have the gondolas to get laid off in here a small whisper, and then follow that through, you know, what, how did you know to trust that voice? I noticed because completely off topic from creating content. But you know, sometimes there's a part of us that's like, Oh, yeah, girl, take the leap of faith, take the

leap of faith.



Jessica Lauren 09:02

And sometimes you should listen to that. But then there's another one, you know, like, how did you know like, this is the voice?



09:09

That is such a great question, honestly. Okay, so this is what I know to be true. And we talked about this a little bit on the other episode that I was on, I had already started going to therapy and doing the inner work to heal from my mother woman. And so during that same time period, after I was done with the therapy that I was in, I had cut all my hair off. And I was starting to read a lot of personal growth related books, listening to a lot of Oprah. So in my spirit, I just knew like it was time for something different. Because this was my thought process. I said, Okay, you're getting laid off from a job, you have a bachelor's degree, you have a master's degree, you can always go back and find another job if you want to. But I'm like, if I do that, I will get stuck in the same routine again and again. And I'm like, Why don't in this moment, I trust what I heard, and see what happens and if it fails, if it doesn't work, I can always Go back to someone's job. Thank God for the last seven years, I've never had to work for anybody else but myself. And so that's how I know that what I heard that day was like, it was true for me. Yeah. Because every single time when I thought about quitting, be free project because there hasn't been many days, there's some type of revelation there's, somebody will reach out to me like, thank you so much. I have some random person, right? Thank you so much for what you do, or money will just come out of nowhere. It is always this confirmation to keep going. So to ask your question, I guess how did I know to trust it? I just knew it was just something internally that I felt like, Okay, I'm gonna take a chance. And if it doesn't work, it doesn't work. And I've never regretted that decision.



Jessica Lauren 10:45

That is crazy in the best, or Hey, I



10:49

love it.



Jessica Lauren 10:50

I love it. I love it. So after you know, you got laid off. Did you start blogging? Like, how did you get your work out there? What did it look like seven years ago?



11:00

Yeah, that's so crazy, right? Okay, so what did it look like I took a six week boot camp class. It was a happy black woman at the time. I don't know if you remember her. And it was a six week, six week boot camp on how to launch your business. And so I did that boot camp. And at the end of it, you had to send an email and post on social media that you were officially in business. And I'm like, I remember that day. I was so nervous. Like, what? What am I going to tell people? Because prior to that, I would I don't even think I was on Instagram like that, or Facebook, nothing like that. So anywho I did it. And I published it. I put it out there. I sent an email to friends let them know that I was doing at the time. My website looks nothing like it looks. Yeah, I



11:45

think I was using woo girl. I was using Tumblr, I was using Tumblr.



11:51

Tyler Yeah,



11:53

I have my husband design a logo for me, because I always knew it was be free project. And that can be something for another day to that story. But anywho and then once I put it out there within like maybe six to eight weeks, it wasn't a long period of time, where two people have reached out and booked my coaching programs. And at the time, it was \$649. So it was one lady from Ohio. And then it was another lady from New Jersey. How they knew what I don't know. But this is what I know to be true. God had to put someone there right away. And it probably wasn't even six weeks. It probably was sooner than that. To let me know that I could make money doing this. Yeah. And when they booked it, I was like, Oh, well, I guess we in business like that made it official because they both and I think they were on payment plans or something like that. Yeah.



Jessica Lauren 12:38

Okay, that that's incredible. I nothing better than putting that for sale sign out, and somebody actually grabs it,



12:47

or whatever.



Jessica Lauren 12:48

Right? Okay, so now you're kind of putting yourself out there, you're making a little bit of money. Um, what happens next, you're doing one on one coaching? How did things kind of shift gears for you where you're like, you know what this needs to be more community focused?



Siobhan Sudberry 13:04

That's a great question. So in the beginning, I was doing one on one coaching, because I thought at that time, I was calling myself a life coach. And I'm like, Oh, that's what I have to do. But then a few months. And so maybe I started in February, May of that year of 2014, I started looking for women who were talking about purpose, talking about dreams, entrepreneurs having conversations of substance, not just what was happening on reality TV. And when I did a Google search in my area, I could not find anything. And what we see on social media today, it did not look like there's all these empowerment things. It wasn't like that before. And then I live in Cleveland. So it's very different here. And so because I couldn't find it, I'm like, but I needed it. Like I was longing for it. I said, Okay, we're just going to create it. Jessica, I had no idea. I had never had an event before only events I had was my baby shower, and my bridal shower. graduation party. This was not my thing. But I'm like I desired it so much. And you know how we hear the saying, if you, you know, create what you wish. Yeah, yes. And so I have my first event in May, I had 13 women come and few of them were my friends. And when I realized that there was a need for it, I said, oh, we're gonna keep doing this. And so from that point, I was having live events like every so many months, in addition to the one on one coaching and then I was blogging at the time. And it got to a point I was like, Okay, I'm remember my first semester I was charging \$10 Oh,



14:33

humble beginning.



14:37

And they will be like three hour Oh, yeah, you



14:41

gotta raise the prices



14:42

what you did, which I did, and I was so scared the first time to go from 10 to 20. And now for in person event is \$50 for a meetup and \$100 for a live class. But it took quite a while to kind of even get to that pricing point. And so for me in the very beginning, it has always been about coming. But I had to figure out my way, throw glue at the wall or whatever you throw at the wall and see what sticks. Until I can get to this point where I'm like, Oh, this is where you were always trying to get. But you had to do all this other stuff to get here. And I remember my lightbulb moment I was speaking at an event. And as I'm speaking, I noticed that I had every single woman's attention in the room. Hmm. And as I'm looking around, I'm like, I started to feel so alive. And like, my soul felt fed in a way that I had never been felt before. And I'm like, Oh, I want more of this. And immediately, I said, I'm not doing any more one on one coaching. I'm not doing that. And so I stopped doing the one on one coaching at the time. And I believe I had a Facebook group, and let me know if I'm going No, no,



Jessica Lauren 15:47

no, this is exactly where we want to go. Yep.



15:50

Perfect. So at the time, I had also created a Facebook group that had about 2000 members, because I have been growing over time. And I was engaged in there. So I stopped doing a one on one coaching. But as I was noticing all the work that I was putting into the Facebook group, I'm like, this is not converting to anything. Right, right. And so I said, I'm closing this group, I gave him enough time. And that's when I decided to open up the beef free inner circle, which is my membership site. So then that way I would, I would be able to do what I love, but I can do it in a community that was willing to invest in themselves and not just another Facebook group.



Jessica Lauren 16:24

You know, what is so interesting that you said that you kind of had to go through the blog phase, the \$10 phase little bit to get here. I remember working with one of my one on one clients, and she kind of wanted to build a membership site due to the guy all like within her first six months. And I was like, Girl, you know, I've been in the game six years, you've been in the game seven? It takes a minute, right? How do you survive? I have this vision and goal in mind. Like, listen, I want to be a community cultivator. You can see it, but you're still in the seed season. How do you stay motivated to keep that vision alive?



17:05

Girl? Oh, my God? That is a great question. You know, I will say that I have an amazing circle of friends that keep me motivated. And then I also think that I am a self motivated person. But even before I get there, I'm very clear on what I heard that day, right when I was in my car. And then over time, I've had this vision of having my own talk show and speaking on stages. And all these visions, like they just keep coming to me. And I'm like, you get these ideas for a reason, like, and I remember I just listened to your podcast episode where you talked about Big Magic, right? And when you get the inspiration, like you have to do something with it. And so there is this thing, and I don't know, if you're not in purpose, you may not understand what I'm about to say. But you can just feel it in your body where you know, you're doing exactly what you're supposed to do. So on the days when I'm not motivated, when I'm crying when I'm upset when I'm frustrated. I let myself feel those feelings. But then the next day, I'm just right back into I'm like, this is it I and I remember Jessica I was at one of my events maybe four or five years ago, and I stood in this room full of all these women. I said I do not have a plan B Yes, it be free Friday is my plan ABCD or E. There's no other option for me. So I have to figure out how to make this work. And so I think now, I can honestly say and I feel like this in this very moment that I am crystal clear. But it's taken a lot to get here. So if anybody offers me anything that's not on the vision that I have, I'm not taking it and I don't even care how much money you offer me. If it's not in alignment with you know, growing my membership site membership site or speaking or my podcast. I don't want any of it. Yeah, people have done that. I'm like, no, that's not for me, but thank you for the offer. So I think for me, I got crystal clear on what it is that I want. I did not I do not define my success by what Instagram or anybody else's success should be. I have very open honest conversations with friends and I have a really great support system. Yeah, and all of that. I feel like that is how I'm able to stay motivated to keep going you know,



Jessica Lauren 19:15



oh my gosh girl it's just it gets tough because you sometimes we just see the whole vision before we're even ready. So that brings me to my point let's say one of our listeners is a brand new content creator and they feel purpose to like you know what, I want to reach the masses I want to win. How do you first like attract your ideal people? I love that you went on Google like Hey, is there a Cleveland groups of women, but like now it can get really discouraging because of Instagram and the likes and where do you start when you're just in the game or even if you are kind of old? You know, like you could be in the game but maybe community wasn't really your focus. Where do you start?



19:55

I say start with being your most authentic self. I honestly feel Like when you show up and be you, people are going to naturally attract you, right. And that thing also with me, like, I used to be on Instagram, Twitter, Facebook, sharing on Pinterest doing other things. And last year, I was like, I do not want to be on Facebook, there's no reason for me there. And I just decided to get off. So now I only spend my energy on Instagram, and my podcast, and that is what helps me get attracted people that I want. So I think getting crystal clear. And I know we hear this all the time, but it's very true. You know, who is your ideal person? Where does she hang out? And then where do you want to hang out, right? Like, if Instagram is your jam, put your energy into Instagram, if you want to do Twitter and Facebook, then put your energy there, but you don't have to be everywhere. So I think that that is key. I think also, and I can only speak for myself, I love to talk. So I'm thankful to be on here, I will talk your head off. And I'm like, Okay, if you love talking and you love sharing, how can you do that? Oh, we're going to create videos on Instagram. So I do two to three videos per week. And sometimes they do really great. Sometimes they don't, it doesn't matter. I personally enjoy doing them. And now I started going live at noon on Instagram every Friday. So the things that I enjoy doing that makes me feel alive. That is what I'm doing. And because I'm doing it from a place of integrity, I'm doing it from a place of love the people that want to hear me they're going to show up for it. You know, it's just being your authentic natural self and let people show up for you. Don't compare it Oh, this is good. This isn't this just sit there your business to other people, even if they're positive, great people. Sometimes I've had to unfollow some people for a little bit like, you know what, let me unfollow because I know my thoughts are all over the place. But stop comparing yourself and just show up and do what you feel you've been called to do. And I hope that's helpful.



Jessica Lauren 21:56

That absolutely is helpful. You know, I, I have a friend who kind of does coaching for

influencers. And he's like, give it all away for free. Just get like pour it all out for free. And you can be of service to your audience that way, right? How well when did you know that it was? How did you strike that balance between free content and when to start charging for your community? Right? Because your Facebook group was free? What made you say like, okay, now it's time to take it offline and to charge money? And how did you maybe overcome any imposter syndrome? If there was any, like, how did you say like, how do you put a price tag on something like that? And where did you start?



22:43

That's a great question. So you come up with a great question. Listen, I'll try it. You are amazing. You're amazing. Let me tell you, I know. And I mean this with not ego or anything like that, or arrogance, but the words that come out of my mouth are very valuable. The words that come out of my mouth has the impact to change lives. I've seen it happen to hundreds and hundreds of women. So because I know that I am very valuable. You can't just have me for free, and everybody doesn't get access to me, right. And so when I think about what I share on social media, right, like, okay, I can give you a quote and a little caption, I can go live, I can do the videos. But if you want access to me, you have to pay period. And even though my price is my price is increasing this Sunday, where am I because I'm like, I sat at my computer one day, and I'm looking and I'm like, Okay, I'm managing all these women in inner circle. And I'm like, they are celebrating wins. And then somebody somebody passed away and all this stuff, and I'm just giving them all and then I show up several times a week in a live video just like this. I said, Whoa, like, you are doing a lot. You need to increase your price. And I felt it in my spirit in my body. I sat with the pricing point for a little bit. I discussed it with a friend and I said, Okay, this is what it is. And so even the other day, she's like, Well, how do you know your price is going up on Sunday? How do you feel? I said, I feel great. I can't wait for Sunday. Oh, yeah.



Jessica Lauren 24:10

Oh,



24:11

beautiful thing is so many people have been joining because they know the price is going up. But they'll lock it in right now. You know, right. But I know, Jessica that I am very valuable. I know when I get testimonies all the time about how women's lives are changed because of me And to your point. I don't really know how you put a price on this. Because it's invaluable when you change somebody's life like mine. I'll give you an example. I'll give

you an example. Miss Denise. She is 63 years old. I met her several years ago. And we were at a self care retreat and we're sitting by the pool just talking having a really good conversation. And she says, you know you changed my life. And I'm in tears. I'm like, What? What do you mean, Mr. Nice, she said before I met you I didn't have any goals. She's 66 Wow.



24:58

I've



24:59

met you



Siobhan Sudberry 25:00

I didn't have any goals. And she said, from the moment I said, she lives here in Cleveland, from the moment I started going to your events, all this stuff, I've applied everything that you learned. And now my life is so much better. She models. She says paparazzi jewelry, she travels the world, she line dances, she's been married for 40 something years to her husband, whom she adores. And when she said that, I'm like, wow. And I remember several years ago, she said, Where were you 20 years ago, and I'm like, Girl, I was.



Jessica Lauren 25:28

I was in high school.



Siobhan Sudberry 25:30

But I get that. And now when the women come into the inner circle, they can feel the warm embrace, they can feel the love. And I'm watching them shift their mindset, and I'm watching them do things that they were scared to do a few months ago, I'm watching them literally take the words that I say take notes and then apply it, you can't put a price on that. Wow, that is incredible. Shivani I'm so glad that you tapped into that aspect of yourself and realize like I hot stuff, and we could do free all day. But if you really want to get the bang for your buck come to this membership. So here's a question. Um, let's say you've been pumping out content for a while connecting with your people on Instagram, and you're starting to get that England like, gosh, I really, I'm kind of there myself. Like, I love the podcast. I love blogging, I love Instagram. But there's a part of me that's like, and

I do one on one coaching. But I think I'm at that point where it's like, I want other women, I don't want to be the only star of the show. Right? I want you to make friends. We're hiring y'all to help each other out. Um, so if you're starting to get that inkling, and you're past the whole Facebook group part, how do you start building up a program for your membership site? You know me like, for me, I'm I know how to hop on a podcast is easy peasy. But then it's just like, gosh, how do I start building up my systems to make this community worthwhile? Do I hop on video, like you said, Do I make a booklets like, how do you like, do the work inside of a membership? Oh, that's a facilitator. And that might be Yeah, but no, I can give you a little bit. So Oh, so I will say like, so about my community is a little over two years old. And so when I first started it, I was putting out a lot of like, articles and sharing podcasts and sharing all of this content, but it didn't feel good. And it became a task like work after work. And it didn't feel good as I was having a conversation with a friend. And I said what I really want to do is I just want to talk I want to do. And so she was like, we should just do that. I'm like, Can I do that? You know? And she's like, yeah, and so what I did was I was like, Okay, well, what if I could show up in the beauty free inner circle? First of all, what do women need? And so I went through this process of Okay, if I was in the starting point, what would I want? And because my community is all about finding your forever friends, and you know, being around like minded women who are doing the work, what did I need to offer? So every Sunday, we have something called show up for you where the women come and they share their goals for the month. They share how what they got done the previous month, how do they want to feel? And how are they going to stretch themselves. And so all of my live events are done via zoom. And because it's something that feels my cup, like I promise you every single time I get on, and when I get off, I am on 100 I am so energized, they get the best of me. And that's exactly what I love doing. So we have four to six events per month, I offer group coaching. Tomorrow night, we have a wind down and girls chat. I offer events so that the members, the new members can connect with the old members. We have workshops where I have, yeah, you ran well. I had guest speakers come in. So I cute, I've done a really great job of giving them everything that they can eat. And then there's just a little bit of content. So we have daily themes and stuff like that. And it feels good to me. And it doesn't take me as long to like schedule things out, because most of it is video. And we we go live on some that's really good to know, because I'm a part of a few communities. And now they are very workbook, worksheet oriented. So it's good to know, it doesn't necessarily have to take on that format where you can literally just be like, you know what, I was already doing igtv videos. I'm just doing it inside of my own house with my own people. I was already talking on the podcast. Let me start here. Yeah, I love that. And one of my friends she actually met she texts me a little bit ago and she sent me a voicemail and she said, you know, Siobhan, I just really want to commend you for the work that you're doing and to be free in a circle. She said your community I kid you not it's like no other. She said I've been in other membership groups into your and the reason I'm bringing this up based on what you just

said. She said, you don't really have access to the person that's facilitating and no so there's a lot of curated content or there's a lot of workbooks and ebooks but she said you are very hands on. And in many communities. It's not like that like really and I'm a part of one. But it seems to me I like it because you do have access to the facilitators, but you do have it in a group way. And so what she said, I'm like, wow, and I feel really good. And I am very involved in all of their lives like, and I don't know how I do it. I know, I know, because I've been born for this. And so I just remember stuff. I'm on it, I know what happened, when and I can always encourage them and remind them of things. And so hearing you say that you get to create it exactly the way you want to create it. And I don't want to go into a community where it's a bunch of resources or replays of live cause no, when I'm assuming person. Yeah. So we talked a little bit about how it's been filling up your tank, right? Have the women inside of the membership, have they become friends? Are they becoming God mamas to each other kids? Like, let's talk about the relationships that's formed here.

Jessica, this is my favorite question, because I love that because it is literally now that now that I got so clear on what I was offering, and how I switched the messaging about finding friends and being around like minded women, they are naturally doing that, right. And so there are women that have become pen pals. There are women, several women that have created accountability groups, or there's a lot of women who have become accountability partners, they are traveling from one state to the next. So if they see that there's a member, like, there's one member who's from Jersey, and she went to Florida for a family trip, and she knew that a member was there. So she said, Hey, you know, can we go out to dinner, yada, yada, and they ended up connecting. There's been other members that have done the same three ladies in my community has started a podcast together. I mean, when I tell you there is so many friendships being built, and we had a conversation about this the other day, where, because I asked him, you know, have you guys invited your friends to the community? And they're like, no, this is my thing. And now they're starting to find like like minded women who are on the same journey. So it's easier to nurture a friendship because it's like, oh, we're part of the B free inner circle, we on this personal growth journey, we want to find friends, here we are. So his naturally, they have been doing that. And when I tell you, it blows my mind, they buy gifts for each other. They exchange phone numbers, a call and and text it. I said, this is the best thing ever. Yeah, you are inspiring me, you have no idea. I've been feeling that nudge to do the same thing to, for me, the podcast, I love it. But it's very one sided, right? I'm just talking Yammer and I might talk to you and I might get, you know, a few deals, but that's very like, one on one sometimes man like, yo, you need to connect the people. And that's why I was just like, you know, I can't be the only person that feels this way, especially because I think I don't know about you, I speak for myself. I've been on social media for 20 years, I'm kind of tired of social media, you know, like in that regard. And I really want to make some impact, some real, like tangible impact, not to say that I'm not with the podcast. But it's like, I've just had this urge to build community. And just the gems that you share here just planted some of

those seeds, and just give me some ideas of how I can start doing it. So when I tell you, it's so needed, and it's so necessary, and it's enough room for everyone, because I have another great friend that she has her own membership site, but it's completely different. I'm like, Oh, well, since you're talking about this, when I have members, they can go to you, you can send members to me when they're looking for the things that I offer. And it's enough for everybody to eat, right. But there's what I'm noticing since the pandemic and it's been heightened, because we can see it because we're all processing this at the same time. Isolation has increased, loneliness has increased, friends are no longer on the same page relationships have ended all these different things, right. And that's a conversation for another day yesterday. All these different things that happen where women are looking for community, they're looking for their place. And if you have the vision and the goal to do it, why not create it for them? Like Yeah, why not do it? Yeah, for I am, too. We talked privately about friendship breakups, and I think you're right, we are all just yearning for some camaraderie, some comfort amongst our people. So you put in a bug in my ear, go ahead and start that community. Just starting to do it. Yeah. And, and just know that it's going to evolve over time that it doesn't have to be perfect out the gate. Like I had no idea what I was doing the first, you know, when I first got started, but now where I'm at, I'm in my sweet spot. I'm like, Oh, I know how to get the members. I know exactly what to do. And it feels right. It just feels really good. Yes. You know, in this particular season, it works now, will it always be I don't know. But right now it works. Right? Remember? Right? One last question before you go. Um, do you it's like a mechanical question. As far as your community is concerned, do you feel like it is smart to kind of cap the numbers a little bit like not to go



Jessica Lauren 35:00

50 members or like, how do you gauge how many people can be in it? Is it an energy thing? Like, can I be of service to 50? People? Or how do you know that part of it?



35:12

What will I say?



Siobhan Sudberry 35:16

I don't cap it. I did at one point, I was doing a waitlist. But this is my thing. I want women to have an option to always join, you know. And so, because I have done probably over 70, I kid you not in person events, I understand the need for what I'm offering. And I know, I know also what it takes for women to take that first step. Right? Yeah. And so once they

take that first step, it's going to take me time to nurture that relationship. And so I don't cap it. And I know how to create intimacy, whether it's 50 100 or 1000. Okay, I understand, because I've been doing the in person events, and I don't, this is the thing, what, in my mind, I don't have to touch every single woman. I don't have to speak to every single woman. But there's a few that stand out. If I share something or respond to her best believe 30 other women can get a nugget from what I shared with her. And there's still intimacy within the community. So for me, there's no cap. That's how I feel today. Now, if I do feel like Oh, man, I cannot handle it. I do have people that work with me to help me manage the space. So it's not all on me. But I think bringing in other people to support that, but for me, I don't at this point, there's no cap. Gotcha. Um, everybody can join. Okay, thank you, Savannah so much for just sharing some of the gems. If people want to learn more about the B free inner circle, where do we find you? Where are you at girl? Yeah, so my website is B free project.com. And that will you'll find everything there. And then if you specifically want to know about the beat free inner circle, just go to be free inner circle COMM And then I invite your community to follow me on social media Shivam Sudbury or be free project. So then that way they can watch me live and get a feel for what I do. But yeah, that's those are the places Instagram is where I hang out the most. That's your jam. You did so good on Instagram. Well, thank you so much for coming on the show. We really appreciate it. My pleasure. This is so fun. Thank you for having me.



Jessica Lauren 37:19

Yeah, thank you so much for tuning into today's episode. As always, if we reference anything in today's episode, and you didn't get a chance to jot it down, do not worry, I got you back, just go to the city jumpstart.com and click on episode 112. That's where you will find the show notes that has all the links to Shivas membership or website, just anything we talked about will be there. So be sure to check it out. And as always, if you could do me a favor, go into Apple podcasts and leave a five star rating and review again, that helps get our make his message out there and lets other people know like listen to this podcast. Okay, today is the end of our creating content series. Thank you so much for just joining along this four to six episode stint right where we talked about creating workflows and coming up with good ideas if you didn't get a chance to listen to the entire series like if you just came in, I want to talk about go back and listen to the other episodes. It is for my content creators and small business owners that are trying to get their work seen by everybody. As always y'all I love you. I am rooting for you. I will be back in the pack hash chair this Wednesday with a quick tip that is our five minute episodes that help you take action and push the needle forward and your dream work. If you want to hang out with me outside of just the podcast. Be sure to follow along on Instagram at the Sunday jumpstart. Alright, so I'll be strong, stay encouraged. Enjoy your Sunday and I'll see you soon.

