



E D W A R D S

Ray Edwards Show, Episode 427

Fear Is Not The Boss Of You- With Jennifer Allwood

[00:00:00] Voiceover: Ray Edwards Show Episode 427, Fear is not the boss of you, with Jennifer Allwood.

[background music]

The Ray Edwards Show. This is the podcast for Prosperity with Purpose.

[00:00:18] Ray: Hey everybody, welcome to another edition of The Ray Edwards Show. I'm here with my co-host Tiffany Laughter. Today's guest is a friend of mine named Jennifer Allwood. If you haven't heard of Jennifer, where have you been hiding? She has this enormous following on social media and she teaches women and creative people how to build a business online. She has a very unique style that will be evident to you immediately as you meet her today.

You will, I think, adore about her the fact that she's not shy about her faith. She doesn't think you need to hustle and grind, that you can build a business that honors your faith and your family without working non-stop. I love that about her. Jennifer Allwood is in the house.

[00:01:00] Jennifer: Hi, Ray.

[00:01:01] Ray: Hello.

[00:01:02] Jennifer: I'm excited to chat with you guys.

[00:01:05] Ray: I'm excited too. I've been bingeing on your podcast.

[00:01:08] Jennifer: That is amazing, thank you.

[00:01:10] Tiffany: Yes, and you have some great content in your earlier seasons too. I loved it.

[00:01:15] Jennifer: Did you and I meet?

[00:01:17] Tiffany: Yes, it was in Toronto and I was so new in the position and so awkward. I felt nervous there in meeting you and **[inaudible 00:01:24]** everybody. It was funny, but.

[00:01:26] Jennifer: We have **[unintelligible 00:01:27]** mastermind actually next week. We're going to San Diego instead of Toronto because Toronto, apparently, this time of year is a little frigid.

[00:01:35] Tiffany: Totally.

[laughter]

[00:01:36] Jennifer: He didn't want us all to get stuck there for weeks with snow, so yes, so we're meeting up next week which I'm looking forward to.

[00:01:41] Tiffany: Sweet. I love San Diego.

[00:01:44] Jennifer: I do too.

[00:01:45] Tiffany: You say you're an introvert and I actually didn't know that until you were on your the podcast and mentioning this. How do you have such a public business? How do you handle being an introvert in this zone that you're in?

[00:01:58] Jennifer: Well, I can't use my introvertedness as an excuse to not do what God's asking me to do, and what I feel like I'm gifted to do and what women need for me to do. I just have to really be mindful of my introvertedness, which means after you and I and Ray have this conversation today, I'll need some downtime.

I used to not understand that about myself. I don't know if part of it's my age, just that I'm getting older or just maybe just getting more self-aware, but I used to think that I was weird because I didn't want to go out with all my girlfriends that watch the movies. I would just want to be at home and the kids were small, and so I kind of blamed it on that. Then, I would go out with people or go to a party with friends or whatever, and then I would just feel like I couldn't wait to get out of there.

For a while, I thought, "What on earth is wrong with me?" until I took one of those fabulous Facebook quizzes to learn more about yourself. What they actually described me as is an extroverted-introvert, or is it called an ambivert? They call it many different things, but essentially, it means I'm definitely an introvert but because of what I do for a living I sometimes have to put on the big girl face and do extroverted things. Then, I'll just really need to be mindful of how I replenish.

Once I figured that out and read through the quiz, I was like, "Holy smokes." Because my husband is the exact opposite. He's a complete extrovert. When he's agitated, when he's antsy, when he's not at his best self, now I have the wherewithal to go, "Oh, you know what? It's because we both work out of the home and he hasn't been around anybody but me for three or four days, and he needs people."

I'll tell him, "You should totally go have lunch with friends or something," and he now knows when I'm feeling all of those things, that he needs to either book me a

massage or tell me to just go upstairs and take a nap and read a book for a few hours. We've just realized we both replenished in such different ways and that's been really key for dealing with how we're both naturally wired.

[00:03:51] Tiffany: Totally. How do you handle when you are in public and you're meeting people that are your fans? How does that make you feel?

[00:04:01] Jennifer: Very exposed and very vulnerable, [chuckles] but I'm a woman of faith and the Bible says, "To who much is given, much will be required." God's given me this incredible audience and so it would be really unfair of me to not be willing to be uncomfortable. I know sometimes just a word of encouragement, a hug, a feeling like you have a connection with somebody could be just such a game-changer in your life, and in your business. I've told God, "If ever I get to the point where I'm so big for my britches that I don't have time for the people who are showing up at places to see me, or coming to hear me speak or whatever, then I probably have no business having this platform."

With that being said, I do have a paid team of women that now work for me. Two years ago, it was just me and my assistant and now there's seven of us, and so it's grown quickly, but I make sure that one of them travels with me, one of them goes to events with me. Often, it's not like they're a bodyguard, it's not that they're like an energy guard for me. I can remember a few years ago I spoke at the Kansas City home show and this is when Chip and Joanna Gaines on HGTV were gaining all of their momentum. Are you Chip and Joanna fans?

[00:05:11] Tiffany: Oh yes.

[00:05:12] Jennifer: Okay. So they were just getting like super popular and it was crazy. The Home Show had booked them a long time in advance. I remember when the Home Show called and asked me to speak and I was like, and who else is speaking? They're like Chip and Joanna Gaines and I'm like I should probably figure out who these people are and then it was like, then I couldn't run in, you know, they're on the front of People Magazine. They're on-- Everywhere you looked, it was Chip and Joanna and so I'm like how am I even speaking at the same event as them?

What they ended up doing is there was like a Chip and Joanna sandwich. It was Chip and Joanna spoke and then I had to come speak to get the next crowd ready for Chip and Joanna again. So I was sandwiched in between those two people and I remember looking out to the audience and there being 2000 people in the audience and I knew full good well, they were all there by the way, for Chip and Joanna and they didn't even know who I was. But after that, I can remember lots of people crowding around me and things and my assistant was just really good at like guarding my energy and making sure--

Because I tend to take on the emotions of the people that I'm around and so if I have women crying because they've had a real big life change or maybe something I've said on my podcast has changed their business or what have you, I start feeling really heavy with all that emotion and so sometimes, she would just have to literally

just, "We're going to take a break," and just take to me through the bathroom and let me like gather myself a few minutes.

I'm getting better the older I get, at realizing I can't serve my audience really well unless I'm taking care of myself. I think there would have been a point in time where I would have felt like that was selfish and now I realize if I'm going to show up for my family and my audience to the best of my abilities, I've really got to take care of myself first, so.

[00:06:50] Tiffany: Absolutely. You've mentioned not liking public speaking.

[00:06:54] Jennifer: Yes.

[00:06:54] Tiffany: How do you get over that fear of like getting on the stage especially after Chip and Joanna?

[00:07:00] Jennifer: It's back in college, I went to college right out of high school. I graduated when I was 17, not because I was super smart although I like people just to believe that, but I just had a late July birthday. So I graduated at 17, left for college. If they think it was because I was smart, I just let them go with that. But I got to college and you know, my parents were helping me look at classes to take, and I had no idea what I wanted to be when I grew up. I still don't know what God's got in store for me, so we'll just, all we do is keep showing up every day.

In looking at my class schedule, I was like, oh, I am not taking speech. The advisor was like, well you're going to have to take it sometime during the four years. And I was like, I just I was not like overly shy, but I just didn't like ever to have the focus on me. I can remember like all of my best friends were like the most popular girls in school and I was kind of, you know, second-tier, and so when she said, you're going to have to take speech sometime during your four years, I knew myself well enough to know that if I wait until I'm a senior to take it, I will be like, have an upset about it for the next four years and it might just be wisest--

I feel like I've always been a little bit wise for my age and so I even knew then at 17, it might be wisdom just to go ahead and take speech now so that I don't have to worry about it for the next four years. I hated it then, I hate it now. I stood up on stage with note cards and thought I was going to die under the scrutiny of a class of 20 people but did not die. I remember thinking to myself okay, done that, got the A or B in the class whatever, now I never, ever, ever, ever, ever, with a capital E, have to speak in front of people again. I can say no forever.

Then I got a phone call five, six, seven years ago from a church here in Kansas City just asking me to come show people how to do a craft at Christmas time to a women's event. I was like, "Oh, no." I said I would not speak again, but God just kind of wouldn't let it go and it just kept gnawing at me and I kept thinking, "Okay, I probably won't die, right? I might feel like dying while 200 people are looking at me, but I probably won't die and it's just glittering ice skates. How hard can it be?" So I went and did it. I even blogged about it, you can still find it on the internet. I was like, you know what, that was kind of fun actually. I mean, I was very, very nervous, but it was kind of fun.

Then they called about-- The Home Show called about speaking in front of Chip and Jo and again, I didn't die. I thought I was going to and when I say that in jest, but literally I was in bed the entire day prior to that with anxiety and I don't even have anxiety, but just that everybody's going to be looking at me. What if I trip over my words and feeling so nervous and I did all the things you're supposed to do. Like, well, what if you just think about how you know you're serving your audience? If you think of it that way, then you won't be so consumed with the feelings of you being nervous or, and by the way, the whole, like imagine them naked thing that don't work either and I still got out there and did my thing and was still very nervous, but I didn't die.

I keep getting asked to speak more and more and more, and it is not my favorite thing at all to do. It takes a lot for me to do it, but honestly, I feel like it's the thing that I keep supposed to be doing. I feel like it's a great example for other women, the fact that, as Ray knows and you know, I just wrote a book called *Fear Is Not the Boss of You*. While standing on a stage with people looking at me causes me a lot of feelings that I would rather not have, I almost feel like I have a responsibility to keep doing it to show other women how they can show up for their life.

I don't know if I'll ever get over the fear or not of public speaking but yet, I keep doing it to the point that two, three years ago, God had me going to a whole lot of different business conferences that year and self-development conferences. We have a lot of children, we have four, and so traveling for business hasn't been something I've done a ton of. I prefer to be home as an introvert and have my family. I don't like to travel a lot but I went to three or four conferences that year. I remember leaving each of those conferences feeling like, "Gosh, I am the odd man out." I just was not overly comfortable in that room.

I felt like as a woman, sometimes I'm in situations with a lot of men, which is fine, but as a believer, sometimes I'm in situations, and conferences and rooms with a lot of different faiths and a lot of different things going on in the conferences. I was feeling like I was going to some places and some conferences where people had opportunities to really point people towards Jesus. Because even though the field of favor that God has put me in is teaching women about business, I know in my knower that a woman can't really change her business and change her family if she's got heart and soul issues. So starting there with faith, everything is affected by that for me.

So I would go to conferences and I would see all these great Facebook ads strategy and course strategy and stuff being taught, but I could scan the room at the conference and I could see on the faces of the women that they're taking notes ferociously but that they really don't have any change in their self-confidence in the fact that they really believed that they do have gifts that they're supposed to be using on this side of heaven. I would feel like, "Gosh, what a disservice to them." That they're just leaving the conference with no opportunity to know God and to hear the Gospel at all and nothing is changing for them other than now they have a strategy.

It doesn't matter how much strategy you have in your business, if you don't have the courage to execute on any of it, your business is never going to change. So I came up from one of those conferences and I was out doing what I call wogging which is

walk, jogging. You are way too young to understand that yet but one day your knees are going to show you exactly what wogging is. I'm out wogging and I was listening to music that's not really pastor approved. I was listening to Eminem. [laughs] I felt like I was supposed to just turn it off and so I turned it off. I was just thinking about a conference I had just been at where there was a lot of manifestation and tapping in things.

I was thinking, "Gosh, that's so weird to me. I wish that there was a business conference for women of faith." Just as soon as I thought that of my brain, I felt like I heard God say, "Well, girlfriend, you're it." I was like, "No, no, no, no. You asked me to speak at Chip and Joanna's thing, you've asked me to speak other times and I've done it, but I am not doing a conference." Again, it just kept gnawing at me and I made the silly, foolish mistake of telling my husband and the foolish mistake of telling my project manager.

So they started conversations with me that sounded like this, "We're not having a conference, Jen. Obviously, you don't want to have a conference so we're not going to, but what if we did have a conference, is there a season you'd want to have it in?" and I'm like, "Stop it right now. Both of you just stop it immediately." We had our first Women of Faith in Business Conference last May and we've got our second one coming up in April. That's how God continues to keep doing me and just making me do things afraid and I'm hoping that I'm just modeling it for another generation of women both business and just moms, in general, coming up behind me.

[00:13:39] Tiffany: You said something, you said you still don't know what you want to do when you grow up?

[00:13:44] Jennifer: Yes.

[00:13:45] Tiffany: How do you know which direction to go?

[00:13:48] Jennifer: I got saved when I was a teenager. I was actually raised Catholic and my parents forced me to go to CCD classes where I would literally just sneak into the bushes and play truth or dare with the boys, just full disclosure. I was getting nothing out of those CCD classes but my best friend had invited me to her non-denominational, very charismatic church when I was 16. I went, had a radical salvation and my life has never been the same.

When I went away to college, I really fell away from my faith for a good 10 years. It was always like it was there but I wasn't going to church, I wasn't praying, I wasn't doing anything. Our first year of marriage was so terrible that God brought me back to my knees very quickly. My husband and I decided we would either get divorced because we didn't have kids yet, or we were going to try church and therapy and see if we could salvage this thing and thank God, he got saved. That was when I was about 30 and things have never been the same.

I feel like though when I gave my life to the Lord and I've said, "Here I am, Lord. Use me," that I kind of resigned my right to dictate to Him what that's going to look like from here on out. I feel like my job every day is to be like, "Okay. Lord, here I am. Use me." I don't know what that's supposed to look like from year to year to year. We're at that time of the year here in January where everybody is doing goal setting

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and stuff. I quit that a couple of years ago. While I think it's good to set intentions and I think it's good to know what we're wanting to do and of course, I have some financial goals for the business. Even more importantly, I have some life goals of how I want our life to look inside of the constraints of our business.

I normally don't work on Fridays like I told you, this is Ray Edwards, so I'm making an exception for this Friday. But I usually try to do dates on Friday afternoons with my husband. I don't like working past three o'clock when my kids are supposed to be home. I don't travel a whole lot for business, so I have some ways I want our life to look and so I've got some goals set that I think will help with that. But the truth of the matter is I just feel like I'm looking at opportunities as they come to me and Laura, what do you think about this? Is this a yes or no?

I'm asking the team, I'm asking my husband and I'm just continuing to say yes to the things that God's putting in front of me. That's been a really great strategy for life and business by the way, [chuckles] when that most people can't quite figure out. I was on a podcast interview recently with a woman whose podcast is always in like the top 10 business and she's like, where did you come from? Where did you even show up? I was like, well, you know what, God and I have just been doing this together the last few years. If you had asked me two years ago if I would write a book right now, I would have said no.

I've got a 12-city book tour coming up in April. That is like mind-boggling to me and so I just want to be open to however God wants to use me. Yes, I have some thoughts about what I sure hope things look like but, ultimately, really at the end of the day, I give him full control. I really believe God knows better how to get my business and life to look like what it's supposed to and he knows best how I can influence people the most and so I'm going to leave that up to him. I'm not really smart enough to have gotten myself to this position.

[00:16:45] Tiffany: How do you know when God is saying yes versus no?

[00:16:48] Jennifer: Well, I don't always, but I have a chapter in *Fear Is Not the Boss of You* about how I would so rather-- Sometimes when I feel God goes silent, which I feel happens and I don't know what to do and I don't know what to do. I think it's very difficult, and I think it was Joyce Meyer that said this, for God to work with parked cars. It's easy if you start doing something for God to put on the brakes or be like, girlfriend, that's not the best for you and change directions. When we sit in a position of hand-wringing and I don't know what to do, so you do nothing, I think that that's really difficult for God to work with.

When I have opportunities and I'm like, I think this is what I'm supposed to do, but Lord, I don't know if I'm hearing from you or if that's my own chaotic brain going. When I say yes to things, I always say, Lord, would you shut any doors- and that's biblical, by the way, I think it's in the book of Matthew- that are not for me and open other ones so why that no man can shut them. If I'm in a knucklehead, stop this now and it's amazing to me that even though that feels really vulnerable to pray, that God does that all the time.

I'll ask somebody to speak at something even though I have a little check in my event, a thing that I'm like, oh, I don't know if I was supposed to do that or not and then suddenly they have to back out. Things like that have happened in my life and in my business and I'm like, thank you Lord for continuing to save my butt. I thought I knew what I was supposed to do. Thank you for diverting that. But I do think it's really hard without you actually doing something for there to be any chance for correction. I've taken that same theology and thinking my husband and I had in terms of raising our kids.

When my kids are like, I don't know if I should go out for the baseball team. Well, you won't know unless you try. How about you just go ahead and try and then let's see what happens and we'll deal with it then. But so many people I think are just, they're paralyzed, they're stuck and stuck people have zero influence on other people. You can't be stuck and sold out for whatever God's really got for you. I start out the entire book *Fear Is Not the Boss of You* with the words being stuck stinks. It actually said being stuck sucks and they convinced me to change it to being stuck stinks.

That's the first line of the book because the reason so many people are stuck is out of fear and being stuck is a horrible place to be in and so I would so much rather see women doing something, giving God something to work with. We get so consumed with like, well, what if it fails? Well, what if it does? Will you die? You probably won't. Sometimes we're thinking so far down the road that I'm not sure what to do. I'm not sure what to do because we're thinking if I do this, then what's it going to look like in five years, 10 years, 15 years? How am I going to keep up?

We go so far out in the distance that we realize we're just responsible and we have the grace for today, so just making decisions for today. When I don't know what to do, I'm like, well, what do I got in front of me? What's my gut feeling? If it lines up with the word of God then and I feel like that's what I'm supposed to do, and if my husband's in agreement, because that is huge. We've got a lot of the ladies out there who are doing things without their husbands being in approval of that. The Bible says that where there is unity, there is a commanded blessing.

So if my husband's like, "Jen, I don't think it's a good idea," which happens like one half of a fraction of a percent of the time, boy, I'm really, I'm like, "Okay." Because he can see things. God gave him the ability to see things from a different perspective than what he does women and so, as women sometimes we're more emotional, we're feelers, and we get dragged into more feely emotional things and he doesn't. Men are just wired differently. So he can see things sometimes that I can't and so if he's not on board, if it doesn't line up with the Bible, then it's a hard no for me. Otherwise, I'd rather say yes if my gut's telling me that and have God's course correct. That was a really long answer.

[00:20:29] Tiffany: I love it. I love it. I recently started moving in a direction that I'm interested in like fashion on Instagram and your podcast was huge for me. Listening to it and taking those steps and beginning even though I don't know where the heck I'm going and what it's going to be like, I just love that answer.

[00:20:49] Jennifer: Your countenance just completely changed as you were talking about that too, which is always like a really good sign that you're doing exactly what

you're supposed to be doing. I was coaching a woman this week and I was asked, she was like, "I just don't know in which direction I'm supposed to go." I'm like, "Well, tell me about that." She told me about one thing and then she told me about another which was counseling women who have been in really hard positions. Even though it was a hard topic, her countenance changed when she started talking about it.

She literally lit up. She went from just like you just did, you know. She just changed. Everything about the way she was speaking changed and I'm like, "Girl, quit doing your pros and cons columns, quit journaling, and trying to figure out what the heck to do. You've already got that gut feeling." Sometimes I think women just feel like they need permission to follow that gut feeling. I was talking to a woman today who has children. She's an entrepreneur. I was telling her, "You know, I can look at any of my four kids and without them even telling me, I can know something, maybe is off with my senior Noah or our brand new five year old who are adopting, I can tell."

As a woman, as a mom, you can just sense things, right? God gave you that ability to sense things as a woman for a reason. It's the same sense that when I look at my kids and I can sense something slightly off. In business use that same thing that you don't need anybody's permission, you've got that little gut feeling about something, boy, if you chase that, you just can't go wrong. I'm excited for your Instagram.

[00:22:14] Tiffany: Oh, thank you.

[00:22:15] Jennifer: You're welcome.

[00:22:16] Tiffany. It's fashion-based, which at first I thought was super superficial and stuff, but I'm learning now that it's a God-given passion and that it's okay to pursue which awesome.

[00:22:26] Jennifer: Yes, well, and what I've learned about the superficial is I have a chapter in *Fear Is Not the Boss of You* called God is into gateway drugs. [chuckles] I say that very tongue in cheek, please don't send me an email. I owned a painting company in Kansas City for 17 years, which doesn't sound like very, you know. There are no many painting companies that go change the world. I mean, I get God could have done that, but it was interesting that it was the painting company that often got me into somebody's house who would find out that I was a Christian, who was struggling with infertility who would ask me to pray for them.

It was the painting company that would bring women to me who were married to men that were abusive or in just some horrible marriages and they were able to finally develop a skill and able to leave some of those horrific situations they were in. The painting company was just the gateway drug. So you never know what that Instagram account may be and the people that it may bring into your world, and then God may just slightly pivot that in the future. Girl, go all-in on that. I'm excited for you.

[00:23:23] Tiffany: Yes, that's awesome. Thank you.

[00:23:25] Jennifer: You're welcome.

[00:23:26] Tiffany: I'll let you go now, I'll let you talk to Ray.

[laughter]

[00:23:29] Jennifer: I love this. I love that you guys have a tag team. How do I do that? [crosstalk]

[00:23:33] Tiffany: Get somebody that you can talk and have fun with.

[00:23:35] Jennifer: For an introvert, I sure talk a lot, don't I?

[00:23:38] Tiffany: I like it though? You have good things to say.

[00:23:40] Jennifer: Thanks. Hi, Ray.

[00:23:43] Ray: Hi.

[00:23:43] Jennifer: You know, my grandfather's name was Ray, my favorite person on the entire planet.

[00:23:47] Ray: I did not know that. It's a good name. I'm curious because this is something that I deal with- I deal with, sounds like it's a problem. This is something I experience. Do you get any pushback ever with all the talking you do about Jesus?

[00:24:02] Jennifer: Not a ton because my platform has come, it's become very much more faith-based than what it used to be, which by the way is not intentional or manipulative because I do think that that is out there. I do think people sometimes can use their faith to try to get people into their business. It's actually like-- I believe it to my very, very core. When I'm doing business coaching every month, it's nearly impossible for me not just somewhere mention something that has a faith component to it. Maybe I'm not talking about God as much as I am on this or I'm not talking about Jesus, but I'm talking about a faith concept.

It has come about like so organically and what I have found is that the more that I leaned into what felt the most natural because it brings me zero anxiety. Like this conversation right here, I didn't prep for it. I could sit and do this for six hours with you guys. I love it that much. I think when it's really authentic, you're able to do that. On occasion, I'll have someone that gives me a little pushback, they are a person of zero religion or whatever, and I just have to remind myself that they're not my people and that's okay. I can't shut up for the 99 that need what I'm saying, in order to appease the one.

One of the things that has been a big struggle for me as a grown-up, as an adult, is getting over the fact that I've kind of been a people-pleaser all my life. It started very early in childhood. I come from a family where there was a lot of tension and learned, as the only girl and the oldest, very quickly, "Do what people expect of you and do what people want, and the house will remain as calm as possible." So I was always doing this dance and I'm real tender about- because both of my parents are still alive- of how much I'll share. I learned from a very early age that being a people-pleaser kept me safe.

Unfortunately, I brought that into my marriage, I brought that into being a mom and I brought that into my business. So there have been many years in business that have

been very difficult for me because I was trying to please everybody, whether that was people working for me, or doing collaborations out in the industry, or whether that was just incredible like feeling crushed when I saw things on the Internet wrote about me, or that sort of thing. I really had to get to where-- Well, this is what God has me do. I actually have this in *Fear Is Not the Boss of You* either. It's a great time.

Someone had a blog post about me a couple of years ago after I spoke at that Chip and Joanna Gaines Home show. It was somebody that I knew. It was a blog post about how unorganized I was and how I didn't have any depth. It went into pretty specific things. I remember I was lying in bed next to my husband that night and I was reading it on my phone. You ever felt just like a sucker-punched so hard in the gut? To read about yourself on the Internet is a really hard thing to do. I remember reading that and feeling like, "I am going to throw up."

I remember deep-breathing. I showed my husband. I don't even know how it happened, but here is all I know that I did. I looked at it and I'm like, "Okay. I read it the first time, the initial pain is over. Is there any truth to this?" The truth was there was a tiny bit of truth to that. I was a mess, [chuckles] and I was unorganized. But if you're not used to speaking, you cannot picture yourself like, you're never going to be organized and, you know, really good in the beginning anyway. I was still really evolving and learning and young, and whatever. That's my personality as a creative person, is to be kind of chaotic and unorganized anyway.

So I remember reading that going, "Okay. Is there any truth to that? A little bit. Perhaps that's an area that I really need to work on. While it sucks that somebody called me out on the Internet in front of God and everyone, I want to be mature enough to really look at that going, "Okay. I think there is some truth to that. How can I maybe do better in that area?" For the other 80%, that's BS and I just have to put that away."

Just knowing that I can't make everybody happy, that's not my job. I'm not going to be for everyone, that's not my job either. It sounds like I'm really tough when I say it and the truth is when somebody does send me something, it's hard. Then I remember, "Okay. I've got 99 great comments on Instagram stories today. Then I got this one knucklehead and I can't let that one knucklehead steal all the peace and joy from the other 99." I take all those things as they come and try to just sift it through the lens of, "Is there any truth to this?" If not, then I'm just going to put it away.

[00:28:28] Tiffany: You said how you dealt with the truth of that blog post or any kind of negative criticism. But how do you let it go and not let it derail your direction?

[00:28:38] Jennifer: I went to therapy, that's the truth because I got really stuck there for a moment. Because after that blog post come out, there was a couple other people-- What did happen was I owned my decorative painting company In Kansas City and I realized I had gotten to where I couldn't work any more hours in the day and I couldn't make any more money than what I was doing it the way I was.

I thought to myself- I'll never forget it. I was at a job site thinking, "I have eight women painting in this house. I am busting my butt and there should be more money in our bank account than this," not because I was greedy, but because I wanted

there to be more margin in our family. I wanted us to be able to take a family vacation. I wanted us not to stress about money. I also know, the more I make, the more I can give and the more influence I can have on different things in my community and things that are passionate to me. I was like, "There has to be a different way of doing this."

I had gotten this idea of selling painting videos online. I was painting in people's houses in Kansas City. People were watching me on the Internet. They were asking me, "How did you just paint those cabinets? How did you just paint that desk?" or whatever. So I thought, "Well, instead of me just continuing to people for telling them all this stuff for free, what if I start charging them?" It felt really weird. I didn't know what I was doing. I had gotten into a business group online that I paid for and I thought, "Let me just see what happens if I put up some painting videos for sale."

I remember the first weekend I had them for sale, I made \$5,200 and I have a screenshot of it in my journal. I bawled like a baby because I thought \$5,200 and all I did was make the videos once and I put them online. All these people bought them. That is the easiest money I've ever made. It almost felt like it should be illegal. You know what I mean? I'm like, that's weird. That was my first taste of making money in the online space. That's when I was like, "This is about to be fun."

After that, I did webinars and courses and whatever, but there was a lot of people in my industry who weren't happy about that because what I was essentially doing was teaching homeowners how to do something their-self, essentially what's going on on HGTV, but I was giving them all the products and all the industry secrets. Then they didn't have to employ a professional painter to do it. There was a lot of people that were upset and I took a lot of heat and it put me in a spiral for a little while.

Honestly, the truth is I had to go to a Christian counselor and really talk through that with her because it was really affecting my ability to move forward and I didn't stay stuck there for a while but I stayed stuck there for a moment until I figured out, "Is what they're saying true?" "Well, from their perspective it is from mine. It's not. I still feel like this is what God's asking me to do and am I going to let this opinion of this group of women completely derail God's call on my life because that's what I feel like I'm supposed to be doing. It's going to free my family financially."

We were in a tight place financially, many different times in our marriage. I'm so glad that I was able to just, some of those people have come back around and apologized. Some of those people I've had the opportunity to even coach now, which is a really cool God story. But I think sometimes if you get to a point where you literally cannot get yourself on unstuck, get some help. Have somebody come in and help you get some perspective on something because you're literally like have zero influence to other people, your family, your husband, your kids, when you're really stuck and it was just robbing me of joy so I had to get some help.

[00:31:50] Ray: You've talked about having tough financial times. What is your experience with the spirit of poverty especially in people of faith?

[00:32:01] Jennifer: Well, my audience, Ray, is mostly female, so I teach a lot of female creative people and a lot of them are Christians. Do you want to talk about

some money mindset issues? Because women often will feel really guilty and weird about making money and I have to point them towards Proverbs 31. That woman, I mean the Proverbs 31 woman in the bible, she was a business owner. She had influence in her community. She was up late at night and up early in the morning and she was selling linens and she was flipping things and buying vineyards, and so I point them to her.

There's women that feel weird about making money and then creative women, a lot of times, creative people are some of the only people on the planet I know who downplayed their gifts so much and feel really weird about charging for them. Women that are crafters, makers, and organizers, they're really good at making cupcakes. They're artists. Those sorts of people, I think they- some, they see it like gifts and talents, almost like on a ladder. They're like, "Well, I'm not a doctor. I'm not a teacher. I'm not a CPA. I'm just an artist." I'm like, "Oh my Lord, I don't know who convinced you all of this like starving artists mentality."

That's a lie from the pit of hell. Nobody on the planet works for free and you shouldn't either. Quit giving it your stuff away. The Bible says that God gives us the wisdom to gain wealth, wealth, not so that we can go out and buy yachts, but who do you think pays for the light bill in your church? Churches don't run for free, so somebody's got to make some money. I've got the women with some weird things. I've got the creatives with some weird things and then I have the Christian women and I'm going to just double check that I've got this Bible scripture right exactly.

You've got Christians who have been raised all their lives sometimes thinking that there is almost something like honorable about being broke and it's the weirdest thing to me. Grant Cardone, who's not a believer, to my knowledge maybe he is, God knows but I love the saying that he has that money can't buy happiness but poverty can't buy anything. When I heard him say that, I was like, "That is so stinking true." Proverbs 13:22 is a Bible scripture that God's had me studying for months. I just want to make sure that I got that right because sometimes I say Proverbs 22:13 but it's 13:22 and it says that the wealth of the wicked is stored up for the righteous.

Right now in the online space, Ray, you know as well as I do, there are people just making money hand over fist. It is like the wild Wild West out here. There's no cap on it. You can pretty much, if you can build an audience and you can give your audience something that they want, it is like a wide-open blue ocean in terms of making money. And a lot of the people that I see doing really, really well, they're not even people of faith but they're using biblical principles and they don't even realize it. It's wild to me and so when I look at the scripture that the wealth of the wicked is laid up for the righteous, what that says to me is that there is money laid up and stored for people who are God's people. They claim God as their Savior. It's our job to position ourselves so that that money can come to us and through us. Not so that we can all buy second, third, and fourth houses, but God's got work that he wants done on this side of heaven. Who needs to be doing that other than the church people? I do think that there are some real weird money mindset things that a lot of Christian people have about money. I encourage them to do what needs to be done to get that fixed.

I've done a couple of podcasts myself this month on my show about money mindset and just watching your words even things like saying to your kids, "We can't afford

that. We can't afford that." I talk about my own personal journey with being raised in a home where we had money, but I did not really see generosity as a thing or giving as ever a thing. Then I can remember every Sunday my parents paying bills growing up and just the tension in the house and the yelling and the screaming and thinking to myself, "I never want to be in a position where that's my marriage where the topic of money is something we're going to argue and scream about and bring that kind of tension."

For other people who have been raised in a similar way, a lot of people are raised in the '70s and '80s like me, they can remember the same thing. I know this because they send me DMs and they can remember money being a really tense topic in their home as well. They brought that now into their adulthood. I just really encourage women especially to really get to the root of where some of your money hang-ups come from. I said recently on my podcast. I coach so many women who say they want to make money in their business, but the truth is, they really resent wealthy people.

Your words, they don't lie in there. [chuckles] Your mouth reveals what's in your heart. For people who have a lot of bitterness and resentment towards people with money, those people it must be rough, whatever, God's never going to give you the very thing that you are resentful about because he's a good dad, He wouldn't do that. If I'm walking around every day complaining about rich people and how it must be nice to live in a house like that.

Doing that, that bitter, resentful thing.

Now on the other hand, I'm hoping that I'm going to have more margin in my own checkbook. Those two things don't go together. I think we have to really dig deep on some of our own money issues. I think also just when you think you get some stuff figured out, then you realize how much you don't have figured out. Have you ever noticed that, Ray? [laughs]

[00:37:23] Ray: Yes, about once a week.

[00:37:25] Jennifer: Right!? I can remember, it was probably the first webinar I think I ever did online was probably five years ago. It was teaching women painters how to make money. I can't remember if that first one was on painting cabinets or painting furniture and that doesn't matter. I remember thinking to myself, "Gosh, I hope I have 200 people show up to that webinar." It was not a free webinar. It was \$47 a person. You do the math \$47 a person times 200 I was thinking that was going to be just the cat's meow. I was so excited.

I remember I put it up for sale. I had people sign up and we're getting closer to the date of the webinar. I remember hitting 200 people and thinking, "Haha, this is amazing. I hit my goal." I'm an enneagram three. Goals are sometimes important even though I still try to let God drive. Goals are so important. Then I remember we hit 300 people and I'm like, "What do you know?" This is so fun, 300 people I can't even believe it. Then we hit 400 people and a complete panic set in and I bawled my head off.

We went double my goal and I and suddenly imposter syndrome set in and I was like, "Who the heck do I think I am talking to 400 women?" I realized then I had put a limit on myself. I didn't even know that it was there. For some reason, I was okay with hitting my goal. I was okay with 300 but for some reason, 400 was where I checked out and I was like, "I'm not smart enough to do this." It shows up. I still have my own things that I have to deal with. That's just a really good example of where I'm still trying to work out my own money stuff.

[00:38:55] Ray: You've got a class that you're going to be teaching us opening up soon. Is this something that you talked about in that class?

[00:39:02] Jennifer: I don't talk about it a lot in the class because the class is really more strategic and tactical. I mentioned it a little bit but I talk more about the money mindset things on my podcast, *The Jennifer Allwood Show*, just because I think that that's a conversation that's applicable to people who are in business and people who are not. The course that I have coming up, and thank you for letting me even mention that, it's called Creator's Roadmap. It's not for just creative people. It's for anybody that's creating anything on the internet.

It's essentially teaching people seven different ways they can make money in the online space. I created this class almost four years ago because I was doing six different revenue streams. I have an E-book for sale on Amazon. I was doing one-on-one coaching, I had a course, I had a paid monthly group.

Right now I have 2,000 people at a paid monthly group of \$47 every month. I had a lot of different ways money was coming in. I do affiliate marketing which means if you ask me where my cute shirt is from, I can give you a link on Instagram and tell you how to go get that. There's a lot of different ways of making money in the online space. One of the reasons that was important to me is because I don't like putting all my eggs in one basket. My husband has been laid off for a job before. I've been laid off for a job before. When you have all your eggs in another employer's basket and then you lose that, it's a very vulnerable, very scary feeling.

Even on the internet, I've always been really conscious of, "Don't only do Facebook. Do Facebook and Instagram." I had my Facebook page lost one time for three days. When you have 360,000 people following you on Facebook and it's gone for three days with no explanation from Facebook, that'll put you in a tailspin. That's why I coach people, don't just do Facebook through Facebook and another. When it comes to revenue, I was making really good money in this paid monthly group. I was like, "I don't want to still have all my eggs in that basket." What if Facebook decides you can't do groups anymore?

I started just diversifying where money was coming in at and figured out six different ways of making money online. A few years ago I get to, on occasion, hang out with the Dave Ramsey people. I love them. I actually called the Dave Ramsey 800 hotline years ago when we were dead broke and asked a question of Dave and he made me cry like a baby. He's just such a fatherly figure.

I remember hearing Dave Ramsey say that there's a Bible scripture in Ecclesiastes that talks about seven revenue streams, even eight. I was like, "What?" You know

what? I'm going to the Google, I'm looking it up. I came back to my team about a year ago and I said, we're changing this six ways of making money online to seven. By the way, if you go to Google and type in, how many revenue streams does the average millionaire have? They have seven. Yes, it's called Creator's Roadmap. It's at the end of the month and it teaches seven different ways of making money online. I love it because it's a buffet of information.

If you think you should do a course or a group or one-on-one consulting, it teaches you exactly how to do that. What people usually will say to me next is, how do I know where to start? Which one should I do? We made a quiz and I don't know, Am I able to give that to your people, Ray? It's basically a personality quiz because everybody likes personality quizzes.

I would look at Facebook and I would see people taking a quiz to see which Disney character they're most or which cheese they're most like. I'm like, "They're going to do a quiz, I'm going to do a quiz." It's a quiz on determining which of the seven revenue streams you should probably just start with first. It asks you questions like, are you an introvert or an extrovert? If you're an introvert, there are certain revenue streams that are going to be harder for you to do. I don't want you to start there.

Your listeners can go to jenniferallwood.com/quiz if they feel like, then we just email you the results which basically says, you know what, you should start on this one. You should start doing affiliate marketing for that cute sweater or you should start doing sponsored content for stores like Hobby Lobby and it's based on your personality and your business.

I love teaching that class.

I feel like that's what I am best at is helping women figure out how to make money online. I know if a woman can change her business and be profitable online, she can change her family, she can change our family circumstances, she can change things in her community, she can employ other women, she can change her family for generations to come and that's really important to me.

[00:42:59] Ray: If people take that quiz, will they then able to find out about the course if they're interested in the end?

[00:43:04] Jennifer: Yes. Thank you. They'll get an email at the end of January when the course is open and there's a free video series that comes before the course. It's all the standard marketing things where I just talk about why having more than one revenue stream is really important and how to figure out which one is a good fit for you. We try in the course to make sure we give you everything you need to figure out how to start with that. Let's say the years came up as one-on-one coaching and consulting which I would almost guess you would be, and you do. You do that, don't you? Some one-on-one?

[00:43:34] Ray: Yes.

[00:43:34] Jennifer: Yes. You're absolutely perfect for that. One-on-one coaching, by the way for me, was horrible. It drained my energy so badly. I tried it for one year. I had 11 clients that I met with twice a month. I literally couldn't wait for December

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31st because I couldn't get out of one-on-one coaching quick enough. It was not a good fit for me [chuckles] but essentially, in the course, I tell you if you're going to do one-on-one coaching. This is how you can figure out your rate. This is the software that you can use. This is the pitch of how you can offer it to people. We try to make it almost a no brainer in the course because I really want to see women get a win out of mine.

[00:44:09] Ray: We'll let people know. We'll give the link for the quiz in the notes and then we'll also let folks know when the course is going to be open, the videos are going to come out.

[00:44:18] Jennifer: I appreciate that so much. Thank you. That's a great surprise.

[00:44:21] Ray: I just want to go back to the God thing for a moment. You ever have experiences where you know there are certain ways that you're 'supposed to do' marketing in business and then you feel like God tells you you should do it this other way, totally the opposite. Have you ever run into that experience?

[00:44:39] Jennifer: Absolutely. Isn't that what the whole Bible is? if you're going to go high, go low if you're going to rule, be a servant. I mentioned that in the book too. Did you ever watch the Netflix series *Stranger Things*? [chuckles]

[00:44:51] Ray: Oh, yes.

[00:44:52] Jennifer: They talked about the upside-down world. That's how it's like, the Bible is like. It's like everything's upside down and inside out. One of the things right now that I see in the online space with people who are in the same industry as you and I and they're teaching people in their coaching people and they're marketers at the end of the day is that they're trying to do it like they see everybody else that's been successful before them.

A couple of years ago when God really started working on me to do more of my coaching which is what I want to do, I'd get women in my coaching call and they'd be telling me that their webinar sunk or they can't get any Facebook followers. I'd be sitting there listening to her talk and I would just know in my network that it was deeper than that. It had everything to do with how she felt about herself. She still didn't feel like, "Was she worthy of an audience online?"

I would just know that and I'd be like trying to think of, "How do I coach her right now," because what she's wanting me to do, what she's wanting me to say, you just start a Facebook ad and put it on this. That's what she's wanting me to say but the truth is, is what I want to say it's real. Can I pray for you real quick? Because you need that crap broken off you. I remember the first time I did it, I'm like, "Oh God, they're all going to quit." I know I asked some girl, if I could pray over her, they're all going to quit. Now that happens almost every time we're in a coaching call.

What I found is that because I kept thinking nobody else does it like this. This is how I'm going down. I'm going to go down in flames right now because I haven't seen it done this way. In fact, when I just really leaned into how God wanted it to look for me, it felt like I was a fish swimming upstream. It felt completely opposite of

everybody else. It turns out, I think that's my secret sauce because now that's what people are coming to me for.

I have people of all faith in my coaching group, people have zero faith and I always ask permission. Sometimes I feel like I've got a word of wisdom or prophetic word for somebody and I ask permission if I can tell them that. It's always going to be something that's encouraging. Then, God, last year, during the month of November, I felt like I was supposed to start praying for people on Facebook live.

Facebook live is my favorite way of growing my Facebook page. It's my favorite thing to do besides Instagram stories on social media. I thought, "I've prayed on a couple of occasions on a Facebook live but this felt like I'm needing to be really intentional about it." Instantly, the imposter syndrome in me was like, "Who do you think you are? You're not a pastor." These people are going to bury you alive if you don't know scripture but you're going to pray and people are going to quit your Facebook page.

What if somebody turns in your Facebook page for like--? People can do really weird things on your Facebook page is going to get... I was like, "All right, we're going to go with this." I felt like for the whole month of November last year, I was supposed to go live and pray for women in business. I didn't look at my Facebook stats in October the month before because I wasn't doing it for numbers on Facebook but I just so happened that I knew what my numbers were in September.

In September, I'd had a reach on my Facebook page of 500,000 people. After I got done with the month of November, my reach on my Facebook page was 1.4 million. I remember when my team told me that, I'm like, "What?" Of course, we lost some people but gained more people. I was like, "Are you kidding me?" I promise you the number one request I've had this year in my inbox is, will you please go back to praying for people?

This year, I didn't feel like I was supposed to do it in November and then all of a sudden I started feeling like I was supposed to end the 40 days in prayer. I was like, "Okay, for what?" There's a lot of people in my space. We're in the end of the year with really pressing into your goals and makes things happen.

I didn't feel like I was supposed to do that at all. I felt like I was supposed to really encourage women to end the year on their knees and instead of like figuring out all the things they wanted to happen in 2020, just in the year in a place of peace where they did what God was asking them to do in the priorities that God was asking them to and whether or not business was top of the list or not was between them and God.

I was not able to make every single one of the Facebook lives the last 40 days because my husband got sick with the flu. Little girl gets sick with the flu then the whole family was skiing over Christmas break and we had zero WiFi in the room. Most of the 40 days I was live every morning. It was an absolute joy for me. Literally what would happen is the day before I would think, "Gosh, Lord, what do you want me to talk about tomorrow?" Inevitably through the day or first thing in the morning, I'd get a thought about something. I'd go talk about it and I'd try to prepare.

I told my husband I can't even imagine what pastors go through every weekend like putting out a whole sermon. Is this really what the Bible says? Is that really what it

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means? It felt very scary because I'm not a pastor. I've not been to Bible school. I'm just a girl who happens to love Jesus who's good at business. That felt really exposed and vulnerable and I loved every single second of it.

[00:49:35] Ray: I love that you do that.

[00:49:37] Jennifer: It's so weird though. [chuckles]

[00:49:39] Ray: It is. I've been in the position of God asking me to do some weird things. Every time I listen, it works out great. When I don't, I learn.

[00:49:49] Jennifer: Yes. Isn't that the truth? It's a win-win but it's always better if you just are obedient.

[00:49:54] Ray: It's just better that way.

[00:49:55] Jennifer: It just is.

[00:49:56] Ray: What is hearing from God looked like for you? How does that happen. Is it on a prayer time?

[00:50:03] Jennifer: Sometimes it is. As being a type-A personality, even though I'm introvert, I'm very self-driven and self-governing and an enneagram three. I really, I like to make things happen. The hardest thing for me to do, even though I'm an introvert and I like quiet time, in my quiet time, I'm reading. I'm listening to a podcast. You know what I mean? I'm getting a massage, but I'm still like, "Why do I need that?" The hardest thing for me to do is just literally shut up and shut down my brain. That is the hardest thing to do. That is the most powerful thing I can do. It's so hard.

Again, it's just like the whole system, the way God works. The thing that is hardest for me to do is the thing that brings about the most breakthrough and where I hear from God the most. When I really need to hear from the Lord, a lot of times I will say I'm going to pray about it. I think about it, but the truth is I don't sit and listen back about it. I've really had to learn the last couple of years that when I'm needing some direction from God that I can pray about it all day long. Really, what I need to do is just shut up and let God talk back. Otherwise, it's just me having a one-way conversation.

If my oldest son, Noah, if all he did was talk at me, talk to me, talk to me and ask and ask and ask and layout his requests every day, but he never stopped long enough to be like, mom, what do you think? Then let me talk. That would feel like such a one-sided relationship. I had this eye-opener a few years ago where I'm like, gosh, that's what I do to God. All I do is tell him all the things I'm wanting and hoping and hoping to hear from him on. Then I go flip the laundry and then I go get on the computer. I wonder if he's up there but wait, let me answer.

It's so hard I think with these things dinging all day long and just I'm very distracted very easily. My mind is very chaotic and I share that because I think a lot of, especially creative women with a lot of kids, have that same chaos in their mind. For me to reel that in and be able to really get myself to a place of zero, not thinking

about anything. Lord, I need to hear from you right now and then just sit in that space until I feel like I've heard God speak.

That has become the most valuable thing I can do in my life, in business, but I will tell you, it is the absolute hardest thing for me to do. I do talk about in *Fear is Not The Boss of You* that since I do have the opportunity, a lot of the women that I coach, they aren't in the same place of faith. Some of them are, but a lot of them are like, I've heard about God, I don't know. They used to go to church and they don't. They have one foot in church and one foot out. Those are really my people. I think it's because I've been a knucklehead half of my life that I get them so closely.

I've told them that sometimes I think we make this voice of God into this big thing that, and we're expecting almost this megaphone for heaven. A lot of times the voice of God to me will sound like my sixth grade best friend whose name was Donnie Sue. Donnie Sue was the extrovert and I was the introvert. Donnie Sue was the one who I knew loved me, but she somehow always managed to manipulate me into doing something I didn't want to do. Then I'd be really glad.

I give this example in the book of how like I would have a crush on somebody and we'd be at a high school dance and Donnie Sue would sit there and she'd be like, go ask him to dance. She's elbowing me and I'm like, no and I know I want to. I know that I'm not going to die if I do, but like I just was so scared and she keeps elbowing me to the point where I'm like, fine, I'll just do it. Then I go ask them to dance. It'd be fine.

Sometimes that's how the voice of God to me feels. It feels like just that gentle nudge. Like, come on Jen, come on, you've got this and that's how God speaks to me. God's also spoke to me through literal billboards, also through a song, also through a stranger at the grocery store. The Bible talks about through two or three witnesses. Sometimes it's a word from somebody that loves Jesus also. Sometimes it's picking up my Bible and seeing a scripture that jumps off the page at me.

I think that the thing to remember is that when it comes to God, he is so creative. He does not like to be put in a box. What it looks like for one person, how he talks back to you is going to be different than another. The important thing is figuring out how to position yourself to hear.

[00:54:15] Ray: Powerful.

[00:54:16] Tiffany: Yes. How long is the longest time you've sat there listening and waiting to hear from God?

[00:54:22] Jennifer: Probably no more than an hour or so. Probably no more than an hour. I remember last year when we were getting ready to have our first-- When my husband and my project manager had convinced me we were going to have the conference [chuckles] and I was like, I went kicking and screaming and do you know it was the most amazing thing. I had an altar call at that conference because I refuse to let women walk away from a business conference and not know Jesus. We had 12 women come to Christ and it was amazing.

I cried the whole time because I've never led anybody in my entire life to Jesus other than my children. It was very vulnerable for me The night before. I'm like Googling, how do I lead people to Christ? What do I say? I'm trying to remember everything because again, I'm not a pastor. I just want God and it was so powerful. I remember months prior to the conference and me just being, what do we name the conference? When is this supposed to be? What's the price supposed to be? Who am I supposed to ask to speak? And just feeling like everybody' is looking at me going, all right, Jen, what do you want to do? I'm like I don't know what I want to do.

I remember I took a notebook and a pen because if I'm ever asking God to speak, I have learned in the past that if I will position myself correctly, he will and I better be ready sometimes he'll give it to me quicker than I can remember and I don't like that. I've learned either to keep a piece of paper on and pen nightstand or if God wakes me in the middle of the night, to literally I'll think to myself, Lord help me remember this in the morning because otherwise, I won't.

I took a notebook and a pen and I went out to the deck and I told my husband, I won't be back in until I hear from God. [chuckles] I know my husband was like, I think she means business. Literally, I sat in a chair, oh, my god, I'm not leaving this place until you give me some answers here because I don't know what the heck I'm doing. If you don't figure this out for me, it is going down in flames. We have all these people that want to come to a conference. I don't even know what to call it. You don't know what you don't know.

I've never had a conference and we had 300 people there. We've got the next one coming up in April and we will have close to 500 people there. I'm just when I think about that I think good Lord, I'm going to throw up, but here we go. Probably that day was the longest I sat there until I felt like I got what I needed.

[00:56:32] Tiffany: When is this conference in April?

[00:56:33] Jennifer: It's April 2nd and 3rd in Kansas City. It's called The Equipped Conference. That day I felt like God gave me a whole lot of words that the conference could be called. I was I don't know. I had showed my team was and I don't know so that day I felt like I zeroed in on the one that was supposed to be, which was equipped. There's a Bible scripture that talks about the equipping of the saints. I'm trying to equip women to go out and be effective in business and be effective in their world and in their life and in their family.

It is the second and third in Kansas City. They go to equippedbizconference.com. You want to know something funny about the conference? Nobody knows this other than the women that work for me so don't tell it to anybody. Just Kidding, all these podcast listeners here, it's okay. The thing is anybody else would say this and be embarrassed, but God has showed me over and over that if I'll just be really transparent, it'll set other women free. The conferences less than 90 days away and we don't have an event space yet.

[00:57:32] Ray: Uhh.

[00:57:33] Jennifer: I know. See, look at Ray. We are hopefully signing a contract today.

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[00:57:45] Tiffany: What are you charging for your event?

[00:57:43] Jennifer: Tickets are ranging anywhere from \$197 to \$997 depending. We have three different pricing tiers. The people at \$997, we have a VIP night. The night before they get a signed copy, *Fear is Not The Boss of You*, we'll be doing pictures and things 250-300 people last year, I was able to take pictures with everybody, but it exhausted me as an introvert because I would inevitably not just take the picture, I take the picture and be like so tell me what you do then well what's your struggle in business? We've got 200 people in line and I'm having 10-minute conversation with everybody. I knew I couldn't do that this year.

There's an entry-level ticket that's doesn't have a swag bag or anything. I served those women and there was nothing slimy about it. I didn't have an offer. I didn't have a now join me in a mastermind. I had zero.

I served those women. I led some of them to Christ. I just let God do with that conference what he wanted to. I think a lot of them walked away. Not only did I do an altar call for Christ, but God made me start the conference with, and I was not happy about it. Let me just tell you, I go kicking and screaming a lot.

God's still working on me. He was showing me in some of my quiet time that the reason some women were stuck in business is because they had so much unforgiveness and resentment towards different people or situations in their life and that those situations, some of them that was business-related, some of it wasn't it, it was almost like putting like a cork on their business and they couldn't get past a certain point because they had a lot of unforgiveness and resentment that they needed to deal with.

God made me tell my story as an example at the beginning of the conference about how I had had a friendship with a dear friend that had ended years before and how I had so much unforgiveness and bitterness towards that situation.

There was a time about three or four years ago, I was driving to Target one day because all good things happen at Target and I'm driving down the highway and I was thinking about that girl that used to be my friend again and feeling that same like I can't believe we're not friends anymore. I can't believe she did me like this. I heard the Holy Spirit say, "Jennifer, I have so much for you, if you will just get rid of that."

It was the still small voice, like what my sixth grade best friend would sound like, come on girl, are we not get going around this mountain again? I will never forget it. I called a friend after it and I'm like you will not believe what just happened on the way to Target. That was the day I got free. That was the day my business was set free and it wasn't like a million started pouring in the next day. It was like everything opened up after that because I was so caught up in this one area of my life. See, I think we think life's over here, business is over here, faith is over here and that's not compartmentalized like that.

Stuff that was happening in my life was showing up in my business. I was not trusting of people in my business because I still wasn't trusting of people in my real-world. We started out the conference last year with a 'Who do you need to forgive right now?' type of thing. Write it on a piece of paper. I had thought it needs to be

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fancy. No, it was a big Tupperware, trash can [chuckles] at the front of the altar. It was messy, but I bet you 80% of those 300 women came to the altar and left something there.

I know I've gotten so many e-mails on how freeing that was for a lot of people. We had prayer people on the back. We had prayer people there all weekend because they're learning about business and marketing and books and podcasts and how to get your message out. We've got to get rid of some of that other stuff if we really want to be effective in the marketplace.

[01:01:00] Ray: You are amazing.

[01:01:01] Jennifer: Ditto.

[01:01:02] Ray: Where do people go to find all things, Jennifer Allwood?

[01:01:06] Jennifer: You're so awesome. Thank you. They can go to listen to my podcast if they want, *The Jennifer Allwood Show* since they're here listening to your podcast. Mine's called *The Jennifer Allwood Show*. We tried to come up with some neat title and I was like, let's just use my name. [chuckles] That'd be easiest. Then the website's jenniferallwood.com. If they're interested in my book, its presales are on Amazon right now. You can look up my name or *Fear is Not The Boss of You*, either one and they'll pop right up.

[music]

[01:01:32] Ray: We will have links to all the things.

[01:01:34] Jennifer: Thank you.

[01:01:35] Ray: [unintelligible 01:01:35].

[01:01:36] Jennifer: Thank you, guys. I just think so much of you, Ray. Thank you, guys, for having me here. I appreciate it.

[01:01:41] Ray: Be sure and pick up Jennifer's book. It's called *Fear is Not The Boss of You*. You can find it online. We have links to that. We also have links to her quiz she mentioned. Of course, she has her upcoming course that will be released at the end of this month. I encourage you to take a look at that if you're a creative person and you want to learn how to make money with your creativity, then you'd definitely be going to want to check out what Jennifer's doing. She is one of the good ones. You can trust Jennifer Allwood. See you next time.

[music]

[01:02:10] Female Voice Over: Thank you for listening to *The Ray Edwards Show*.

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[01:02:27] Male Voice Over: Each week, we bring you a message of prosperity with purpose and freedom. Remembering that true freedom is available to all through Jesus Christ.

[01:02:41] [END OF AUDIO]