

EPISODE 52



Protect and Grow Your Business

with Sam Vander Wielen



YOUR PERMISSION PRESCRIPTION

with Nancy Levin

Sam: And it just so happened that I had booked a trip overseas and was flying back. And I had this moment, the plane experienced this really violent, horrible turbulent event right over the Atlantic Ocean. And it was one of those awful moments that sticks out in my mind, a very traumatic memory.

But in that moment, I had the most insane vision of clarity of. What the heck am I doing with my life? And, you figure out a control of your career. I was really out of control, but it was going to happen on that plane, and that was fine. And I ended up being fine and it was terrifying, but it was fine.

But the moment we landed. No more. I am done. And it was in three days. I did everything that I teach people how to do now.

Nancy: Hi, and welcome to Your Permission Prescription the podcast that teaches you how to confidently say yes to you and consciously create the life you desire. I'm Nancy. Best-selling author, master life coach, and founder of Levin Life Coach Academy. But it wasn't too long ago that I was a burnt-out people pleaser.

Living my life for everyone around me and ignoring my own needs. Fast forward to today. And I've successfully coached thousands of recovering people-pleasers to set boundaries with themselves and the people

around them. So they can live a more fulfilling life on their own terms. I created Your Permission Prescription to help you do the same.

Be sure to tune in for actionable coaching methods, from me. Interviews with other incredible coaches, speakers and authors, plus one-on-one live coaching calls and so much more. If you're ready to start saying yes to you, then you're in the right place.

Welcome back to Your Permission Prescription. I'm Nancy Levin, your host. And today we have a wonderful guest. I'm excited to introduce you to Sam Vander Wielen. She is an attorney-turned-entrepreneur and legal educator who helps coaches and service providers legally protect and grow their online brands through her legal templates and signature program.

The Ultimate Bundle. She hosts her podcast On Your Terms where she shares fresh legal and business tips each week to help online entrepreneurs safely grow their businesses. And I will let that I have been bingeing her podcast, and I'm really excited to have Sam on she's just down to earth and genuine and wonderful.

So hi, Sam.

Sam: Hi, Nancy. Thanks so much for having me. I'm so excited to be here.

Nancy: Yay. So I'm so intrigued with your own personal story of going from being a lawyer. And then, I know that you became a health coach and now you're offering other online entrepreneurs and coaches, the legal stuff that they need. That soo many are scared of.

Sam: Yeah, that they don't even know that they need. I graduated from law school very young and became a lawyer very young, and I was really miserable pretty much from the start. It was one of those things. If anyone listening has ever done this. You push really hard for a goal, but you never really stopped to think if that's actually what you wanted to do or why you were even doing it.

And so I pushed hard to become a lawyer. I had a pretty traumatic childhood and, and pretty bad home life. And I really wanted to become as independent as I could, quickly. I thought being a lawyer that makes sense. You have a stable income, a stable job. , this kind of stuff. Never really thinking about what that would actually be like or whether that's what would make me happy.

And so, I became a lawyer... really hated. And unfortunately, when I became a lawyer and hated it, I stayed in that space of negativity and feeling very victimized by my situation and feeling like the universe had made me become a lawyer. And then the universe was going to make me stay a lawyer.

And that this was like some punishment that I had somehow gotten myself into. And I really treated as something I didn't know how to get out of it. It was like, the answer was not that clear to me for some reason. And I soaked up the experience. I worked really hard. I was a litigator, so I was in court all the time.

I was in front of judges all the time, and I often saw along the way, how women were treated, how people with small businesses were treated, how people with diverse backgrounds were treated. By the law by the lawyers when I was working with, or the systems that I was seeing. And I really didn't like it, but it was kind of like a mental note that was filed in the back of my mind of something just like yet another reason why I hated what I was doing.

And it just so happened that I had booked a trip overseas and was flying back. And I had this moment, the plane experienced this really violent, horrible turbulent event right over Atlantic Ocean. And it was one of those awful moments that sticks out in my mind, a very traumatic memory.

But in that moment, I had the most insane vision of clarity of. What the heck am I doing with my life? And, you say you're out of control of your career. I was really out of control, but it was going to happen on that plane, and that was fine. And I ended up being fine and it was terrifying, but it was fine.

But the moment we landed, I was like, no more. I am done. And it was in three days, I did everything that I teach people how to do now. I formed a business. I bought a website. I got business insurance. I started kind of conceptualizing my business and in less than three months, I'd walked out the door of the firm and started a health coaching business.

Nancy: Wow. So had you already done some kind of health coach training, or were you, it was already sort of in your mind that you might do it or was it sort of something you did just for yourself?

Sam: Yeah, my biggest passion, in all of my free time that I can get is cooking. And so I absolutely love to cook.

I love everything about food. I traveled the world going to culinary classes and cooking schools to learn just for fun. I always knew that if I could do something related to food that would just make, I thought that would make me so happy. So when I was still at the firm, I took a health coach certification program because, I just thought, actually I just did it for like personal reasons.

Cause I thought it'd be interesting. And just learning more about the science behind. But really, I wanted this focus to be on cooking. So when I first left, I did leave to try to help. But my goal was to help busy professionals learn how to cook. That's what I did. Yeah.

Nancy: And what was the turning point for you going from being the health coach to what you're doing now?

Sam: Yeah. So, I think everybody needs an experience where they kind of work out the kinks on something with their business and the health coaching business was that for me. I had a lot to learn, I didn't know what a landing page was. I didn't know what an email list was, I was like "What are they talking about? the only funnel I knew it was like a kitchen funnel.

So this is like what? It was all so foreign to me. So I couldn't kind of get my footing because I was also learning all of those things along the way. But another funny thing happened, which was, as much as I tried to put myself out there, teaching people how to cook, I did not stop getting emails and inquiries, and in-person, when I would meet people that. You're that lawyer girl, right? Who's like trying to be a health coach. So anyway, what do I need to do about an LLC? And I was like, no, I'm not doing that. Ask me about food. What do you want to talk about food? And it was like, I couldn't get away from it.

And eventually it just became this like, okay, I think this is happening for a reason. Obviously this is, I mean, first of all, from a marketing perspective, I was like, clearly there's demand here. And then I would notice something funny that when I would explain things to people that they were asking me, They instantly felt better.

They felt really relaxed and people would always say, oh, you just have such a simple way of explaining it. I've asked my lawyer, my dad, my lawyer friend, I've Googled. I couldn't understand what they were talking about. And then in 30 seconds, you explained to me what I've been trying to figure out.

And so I started to see that was a little bit of a skill that I had of just breaking down a complicated topic in an easy way. And I also felt it was a way that I could give to an industry like bringing back those things that I did see as a lawyer who has, I really didn't like and I thought were unfair and overly expensive and intimidating.

It was like, oh, here's the way where I can do that differently for people.

Nancy: Well, that's one of the things that I love about you is that you speak English. You're not speaking like legalese, , and it is, there is a way that what you teach is really accessible. It's not difficult to take in and something else that's striking me as we're talking.

And it's funny because just before we hopped on to record was doing a session in my Levin Life Coach training alumni group, so graduates, and we were talking about making a change from whatever they've been doing to what they're doing now, to coaching, and what I love is that it's not about banishing what we did before, it is about the integration.

And I think that you went from being a lawyer to firm. Then the pendulum swung the other way to health coaching. And now the sweet spot for you is actually a merging of these skills of yours. That give you a certain kind of leverage you would not have had you not been a lawyer.

Sam: Yeah. And had I not started the health coaching business, because in that I learned what the email list was, and the landing page was, and in doing so, as I was creating all those things, I was like, wait a minute, people need a privacy policy for this, ? And so I was creating my own little templates for myself along the way.

And then friends were asking me and they were like, oh, that's so helpful. Or, oh, I didn't know that about what I needed to do to legally build my email list or something. I guess it's when you start realizing that little things that we take for granted. And I feel like I've seen this a lot with like customers of mine.

I think it's those things that we think we have to have these like big things, big ideas, but it tends to be a lot of the things that it's just second nature to you, but somebody else would pay good money to be like, please just tell me the answer, because it's so complicated in my mind.

Nancy: Yeah. And I think, again, I speak with a lot of new coaches about this, because it comes to them easily or we're coaching in our zone of genius or, you're creating these templates for yourself, which comes naturally. We forget that it doesn't come naturally to others and it is

essential to monetize from a worthiness standpoint, from an energy exchange standpoint.

So, I'm curious. What was that process like for you to monetization as an entrepreneur?

Sam: Yeah, I thought I needed, in the beginning I needed a little bit of an, of an opportunity to just give, because it almost felt like a cleansing of what I did as a lawyer. I felt like I was asked to do a lot of things that I'm very uncomfortable with and it did feel like almost this way to get it out of my system, but I also saw it as data collections.

What I would do in the beginning was give a lot because I didn't feel comfortable asking for money yet. And then I would ask for feedback and I would talk to them, and interview them, and get testimonials from them. And often those were my first set of people who gave me my social proof, but also told friends about it, who I then did start charging.

And it's been interesting. It's funny you say that because it's an interesting. I've been doing this now for five or six years. And every once in a while, I'll get a relatively mean email from someone saying, how dare you charge that much for what you do. I thought the whole point is that you're not like they expect to get something from me for free because I'm like the alternative to going into a lawyer.

And so that's been some interesting work on my end of just remembering and reminding. Because it's been so long of how at the firm, they were charging four or \$500 an hour for my services. And I charge way less than that for one template, which would take me hours to create. So it's been an adjustment in my mind in that sense.

And something that I have to fight against, I guess, in the lawyer world. But then there are so many more people who write to me saying I would've paid way more for this. Especially once they got into my Ultimate Bundle, for example,

Nancy: Of course and, it's like anything it's, there can be a hundred people in the room and we focus on the one person who's looking at us sternly while everyone else is clapping or whatever.

Sam: Yeah, exactly.

Nancy: I'm also curious about how you grew your business. So did you, I don't actually know this. Did you ever work one-on-one with clients in, in this particular format or was it always developing templates?

Sam: It was always templates. And so the very first thing I did was create a la carte legal templates, which I still sell to this day, where people can just buy a contract or a three contracts.

And that's all I had at that point. I actually ran sales calls for maybe the first two years, and I ran a little bit over 2000 sales calls before I stopped doing them. And I did them all myself. They were absolutely crazy. It took up my whole day, every day. It was most of my time. I'm very glad that I did it.

Because I kept notes on every single call and a Google doc. And this gave me an insane amount of research, but it also gave me an idea for a product which ultimately ended up being a multi multi-million dollar product at this point. And so I had no idea it would be. But one thing I noticed in case this is helpful to anyone is that, people were asking me the same questions over and over and over again.

And I used to joke with my husband, Ryan, I would say, I could just record myself talking on the phone, plop the phone down, walk away, And it would be the same sales call because everybody asks me the same. And then I had this, duh moment, if I'm saying the same thing, the same way to the same people, because they're having the same problem.

Why don't I record that and put that into a course? And so it was that, of course, why wasn't I thinking of that? But I knew also that everybody wanted the templates. The templates were a hot seller. I knew that at the end of the day, you need a contract or you need a website policy.

So I essentially paired those two things together. I created The Ultimate Bundle about four years ago, and now we have thousands and thousands of people in it. Which I never, ever would've thought.

Nancy: Wow. So it started out as some templates.

Sam: Just templates for like 97 to \$347. That's it.

Nancy: Right. Some templates. And then this vision.

That you had that sort of clicked for you, like you said, oh, and then it's kind of like, oh, you got peanut butter in my chocolate. I got some chocolate in my peanut butter.

Sam: Yeah, it made sense to me. And it's funny. I always use this as an example, I thought that the really good idea was to sell this course as two, there were two options.

You could just get the video trainings or you could get the video trainings with the templates. Everybody only bought the video trainings with the templates. And so I started being like, I was all personally offended of, why wouldn't you just want these trainings? And I'm like, wait, of course, this makes sense.

And once I dropped the one option of just trainings, everything exploded.

Nancy: That's fantastic. I'm also curious to know what your experience has been of growing a team. So when you started. As most of us do I imagine you, it was you, you said you did 2000 sales calls. I assume that you were a solopreneur, and then over time you began to build your team.

And I love to hear those kinds of stories.

Sam: I actually waited way too long to hire people. So believe it or not, I've only had people for about a year and a half. And so I started with, I think a VA at first, who now is my customer service extraordinaire. She's the only VA dedicated to customers. I think the next hire was a tech VA because my business is very tech heavy, very funnel heavy.

So we needed somebody on the tech side who was wonderful and then came a marketing manager, a social media manager, an executive assistant. And now only three weeks ago I hired my first employee. She's my operations manager. Yeah. So that was really exciting.

Nancy: I did the same in January of this year, my first full time employee, my COO.

Sam: Yeah, it's a wonderful, I know. That's how I feel. Yeah. I don't know what took me so long. There was, it's really funny, in how every phase of business, I just, you learn so much. And now that I've hired one of them, I'm like, Why was I so resistant to this?

I have so many stories around it. But it's already been so helpful and now I'm going into my second hire that I'm hiring a full-time marketing manager. So, yeah, and I just interviewed a couple months ago, a social media manager, who I was like "Are you interested in being an employee instead?" because she was way more qualified than I thought.

And so now I'm more comfortable. So. I heard Amy Porterfield say one time that the first hire you ever make is the scariest biggest. And then after that, it just kind of snowballs. And I can really understand that now.

Nancy: Absolutely, absolutely. I too, am an Amy P fan girl.

Sam: Yeah. So you said that that really clicked with me.

I was like, oh, I could see that. But I remember her saying she felt like she was gonna throw up because she was responsible for feeling so responsible for their salary, that wellbeing.

Nancy: Same, same. And I think I also had a story about someone being contract or freelance versus employee, because I was projecting my, I wouldn't have wanted to be an employee per se.

Yeah. Then I realized that, the woman who I made my COO, she wanted to be an employee. So it all worked out perfectly. And then I've got my other independent contractors like you do. And I think it's such a learning curve. It's such a learning curve for us even.

I mean, I know for me, the big learning curve in the past year has been really even seeing myself as the CEO of a business, and to even move away from being a coach or being the founder of this. But to really, I am running a business and I think that the legal aspect can feel like it might feel like, oh, we don't need that.

Or I don't know what I don't need. But then we realized, oh no, this is for real, we're not playing, we're not playing, let's do a business in the barn.

Sam: Yeah, exactly. Yeah. I do. I do think it's funny in our space. How I'll hear from a lot of people who will say, well, I'm going to wait to get legal stuff in place until I become a real business.

Are you trying to build a real business now? So, and so how it's like kind of a loop that I don't even think that they realize that they're in. How are you going to become a real business if you don't have real business things? So I always use the example of Target. I was like, well, when Target, set everything up.

, whenever they, all these men probably met in a boardroom somewhere. And when they set Target up, do you think they were like, well, let's wait until we have 300 stores until we get some wheels in place, right? No, they plan to be big. Right. And they, and that's why they

trademark early and they contract early, they have people sign Non-Competes and Nondisclosure Agreements.

And so that was also the thought process behind when I created The Ultimate Bundle I was really wanting to give people something that they could grow into as their business grew. So I kind of thought of it in stages. And so there's all this foundational knowledge. Then there's for the people who are kind of in the middle of their business, where they're starting to build their first course running a group program or mastermind, like all that.

And then I have a scale and growth section to teach people like, what happens when you start hiring or when you want to become an S-corp. And like all of these things that come up as, and as I've grown, I've added to it, as I've gone along thinking, oh, well, I just went through this. So they're going to go through this.

Nancy: So something else that I've noticed, and that I really love is, this is now your signature program, The Ultimate Bundle. And so, you've locked into one thing that works and it appears that it's evergreen, right? So you're not doing. So you're not going through the process of timed launches.

Sam: So, yes and no. So for the first three years, it was 100% evergreen. I really went against the grain, which is, it's always been my style. That's also why I named my podcast On Your Terms, because I just believe in everybody doing things their way, but I started it evergreen. I started the evergreen webinar, went evergreen to selling it, never ran it live, never ran a discount, never ran a promo.

Got a few thousand people into it. And then last year I thought, it'd be kind of fun to just try to host a webinar live. Let's see if anybody signs up for it. So last January was actually the first time I did it. All I did was run my funnel the exact way that it is evergreen. So it was no different.

We had about 3,400 people sign up for the first webinar. And it converted very highly, but the cool thing about the way I've set up the business is that we were making evergreen sales in the background. So the funnel is still running. People were still buying it. There was a live thing going on. And then literally the day it ended, it just went back to normal sales.

So it was like nothing ever slowed down. That's the way I want it to be. I just wanted to be very chill and consistent.

Nancy: Yes. And because of the way you've set it up, you can continue adding or updating and tweaking. You really don't have to create a whole other offering if you don't want to, you can just keep adding to that.

Sam: Yeah, exactly. And I just keep making it better and better. And it's also been a cornerstone of my business that I really take care of customers. And so it's really important to me that when people buy, they continue to get all the updates for free. They get everything I include, I host pop-up events for them.

I do pop-up-like events on unrelated topics. I teach them Instagram strategy just to add value to the people who are already in there. Or if a customer will ask really good question, I'll say, Hey, I'll schedule a Q & A for this. We'll just do a live. So that has come back to me many times over, I think as well, because people are really happy in it. And in my experience when people are happy and they like the product, the product actually works. They'll complete it, get good results and then they tell other people about it. So that I've really bet on that as a strategy.

Nancy: So something else that I really appreciated in what you teach is boundaries.

And so that is my, you're speaking my language. It's absolutely. I mean, it's crucial as a piece of coaching content for coaches to work with their clients, but really crucial for new coaches to know their boundaries. And I am forever talking about how essential it is to know your boundaries.

Know the times that you're working, the days that you're working, that you're not, you cross your own boundaries if you answer the phone when you say you're not going to, and all these things. But I loved the way that you talked about these agreements, these contracts, these templates really being essentially made for your boundaries.

Sam: Yeah. I always joke with my customers because I think I tend to attract a lot of people-pleasers maybe because I'm also one, maybe we all are, I don't know. So I will always joke with them that this is their get out of jail free card. You don't have to make it so personal anymore so we can remove the I don't accept refunds or I don't accept this.

Like you can't text me. Because when you have a contract. First of all, we can set that. Because the person should have credit and you teach people ways to talk through it with your clients and then in a normal, non-robotic way. But also if it should ever become an issue, it just becomes more of an "as stated in your agreement", or as you can see when you sign this, we don't accept refunds.

It's really funny too. Actually, somebody just posted yesterday and my client, Facebook community for The Bundle asked why I use 'we' in the contract. Sometimes when I refer to the company issues, I just own the company by myself. Well, all in all, pretty much all of my customers do, except with a small exception.

And I was saying, When you use the term, we, it makes it sound more like a company. So not like an I and a personal thing. And I like to, from both a legal standpoint and a personal standpoint, think of the business as something separate and distinct from you as a person. And so, you end up personally deciding to not take refunds, it's that your business can't because for example, your content is downloadable, right?

And so it's not your personal preference. It's the decision you made as a CEO of your business on behalf of your business, like the business's rules, right? We don't get mad at the Target CEO when you go to Target and take something back and they say, oh, it's past your in 90 days or whatever their Return Policy is, it's just Target's Return Policy.

So that's kind of what I try to push people to act more like a business, but that's also very important for legal reasons if they have an LLC, especially.

Nancy: Right. And I think, that's something that I know, in the beginning shortly after the coaches in my academy are certified, we do an alumni springboard to sort of set them up for building their business. And the first of the questions inevitably are, do I need to be an LLC?

Do I need to be this? Can I just be a sole proprietor? Can I not do anything? And just put everything in my one bank account? And even just going into the differentiation of. If you don't do anything, your whole ass is on the line. And if you do an LLC, you've got your covered in this regard, and even just starting there for some people is a whole new.

Sam: It's a whole new world and there's so much confusion around, even I will get questions, a lot of like, "Do I really need an LLC because I have business insurance?" and I'm like, oh, those are two different things. I have a whole YouTube episode dedicated to this. And they actually worked very well together, but they are not the same thing they're an either/or but also even to take it a step further, I feel like an LLC has become this catchy, oh, I heard I'm supposed to become an LLC. and a lot of people are more educated around this topic now where they'll say, oh, I heard that you have to have an LLC, but then no one ever talks to them about why and how to actually act like one. Because if

you don't act like an LLC, you actually lose the protection that you think you are getting.

So I have a lot of people coming my way who are like, oh yeah, yeah. I registered an LLC and I'll say, well, is it up-to-date? And they'll say, "What do you mean up-to-date?" They don't even know that you have to keep it up-to-date or I'll say, do you have a separate business bank account? Oh no, I'm really good at keeping track of things.

I say, well, then you would be totally nailed it if anything happened for this, because you need to have them separate. So just little things like that.

Nancy: So what's, what are the most fun, satisfying, fulfilling aspects of your business now for you?

Sam: Oh, I just interviewed somebody earlier today and I was getting emotional, telling her, she asked me this and I, and I was getting emotional, telling her I love everything I do.

I am just, you can tell I'm genuinely happy and in love with what I do. Particularly the marketing side. I have really, really gotten into the marketing side. I find the voice of customer research. Fascinating. I love writing. So I write all of my own copy. I write all of my emails. My email list is very engaged.

I love email marketing. I'm constantly thinking about strategy related to email marketing to my funnel, too promos, anything. I just think about it all the time. I love it. So I think I've really found my place and it's not, as I always say to people, I'm very honest about, do I love legal templates?

No, of course not. I think I'm good at that. And I, and I make good ones. But I love helping people figure out how to start their business. And if this is the thing that's in your way, or if this is the thing that's holding you back from marketing your business more, than here you go, here's some templates and let's chat.

But yeah, I think it's how it would have helped me years ago to hear that I didn't need to be in love with the product itself, but more the process and the transformation that it helps people with. If that makes sense.

Nancy: So Sam, you have been sharing about your love for your work. And I also know that you're married and I'm just genuinely curious how your work and your marriage occupy the same space.

Sam: Yeah, this is such a good question. So I guess first and foremost was like, I saw what was happening around me a lot where people were kind of integrating their family or their partners into their work, on social media. That just wasn't something that I was going to be into personally. And my husband's a professor he's like, I'm not going to be on social media.

It was weird, so we didn't want to, so I think that that was a really good decision from the start because this is my business. It's not my influencer account. So that was kind of one clear boundary I suppose I set. People write to me all the time being like, I wish we saw more of your husband.

I wish we knew more about this. I'm like, Why? I own my own business. It's not, it's my thing. So that I thought was helpful. I will say that, I think what's been so fascinating is that I have changed so much and he's talked to me about this a lot, but I've become much more confident.

I've become more sure of my voice. He sees something that I'm really passionate about after seeing that there was a light dead inside me for so many years as an attorney. So I think that's been really fascinating to become such a different person while still in the same relationship.

I think it's also been incredibly grounding because I would get swept up in the beginning of, but Marie Forleo's doing this. And he would be like, who the heck is Marie Forleo? I would be like, oh right. Normal people don't know who Marie Forleo is. That's just not a thing. And I think that was actually very helpful.

Yet another reason to not have him be involved at all. Yeah. I just think it was helpful for keeping me kind of grounded and also made me realize when I was unhappy with my boundaries, especially with social media, the first several years of running the business on my own being so hungry to grow it. It'd be 10:00 PM and he'd be talking and I'd say, oh, hold on.

I'm just responding to a DM. And it was those moments that then would stick out to me and be like, I really need to be doing this. Is that really the goal of building my own business is to be on my phone at 10:00 PM, ignoring my spouse. I could have just been a lawyer if I wanted to do that.

So I think it's also served as a great boundary reminder and remembering what I'm actually doing this for. Yeah. It's a very funny situation. I bought us a house recently, on the water. I've paid for an

addition, that's going on the back of the house. It's a very interesting, I just never had even thought about us getting here.

Nancy: Wow. Yeah. And so are you saying you are the bigger, you are the bigger bread winner?

Sam: Yeah. I mean, in terms, especially in terms of, as a CEO, I keep my salary pretty reasonable. It's probably equal in terms of my actual salary, but then I take draws. I can take out profits from the business when I've needed to I've taken out multi-six figure draws as needed, to pay for things because I've had so much leftover.

I've been really good about the management of the money. Really didn't spend for anything for years and years and years and just kept it. Part of that was from fear. Part of that was a smart decision, part of it was just afraid that it would all stop. And so I held on to all of it. But yeah.

Now for sure, I'm much more fluid because I have this ability. I think that's been an interesting part of being entrepreneurs, growing a business like this, and I've not met many other people who could talk about this, that we're introduced to concepts like money mindsets and abundance and all these things.

And having to deal with a partner who, that he's not in this space, he doesn't know what that means. So we'll have conversations and I'll be like, that's not abundant enough. And he's like, what does that mean? And so I think just learning how to integrate that into my life and trying to become, I have to say, I am always telling him I have to be in a different mindset.

I have to believe that there's an ability to make more, that there's endless possibility that I'm not afraid to spend because it can come back. If that's different than what a lot of people who are not entrepreneurs believe, right? He gets a paycheck every month. It's the same, right?

Nancy: Yeah. Was there, or what was the impact? Was there friction around the earning, you earning more? Was that okay?

Sam: No. He loves it. He can't believe. I mean, he just thinks it's so cool. What I've been able to do. And I think, he just said to me the other day that, what he sees is so cool or thinks it's so cool about all of this is that he sees all of the comments I get, or the messages I receive, the emails I've received of people telling me just how much it's actually impacted them.

So he's like, it's not like you're selling some snake oil somewhere. Right? And so you're selling something you're making money, you've mentioned for it. You deserve to get paid for what you're doing. And then that money is actually helping in different ways. He's also seeing I'll mention all the time, when the war broke out in Ukraine, he said, oh, I heard about this this charitable organization called World Central Kitchen.

I was like, yeah, I have a monthly recurring donation to them. He's like you do. I was like, yeah, of course. I think just even talking about that, about how it's so important to me to generate more, to be able to give more. And it's just not something he even thought was happening, but he loves it.

Yeah, I think so. Yeah, he's not threatened by it. It would have been interesting. It'd be interesting to be in this position now and trying to date. I can imagine. Cause especially with it being more of a public position or sharing things on social, I can see people judging you for that. Yeah.

Nancy: Yeah. I think, I mean, I think that some of the friction is, yes, the threat of making more. And, or the threat of your business potentially being what your life is circling around as opposed to relationship. I think that those are some things that seem to come up.

Sam: Yeah.

Nancy: Speaking for a friend.

Sam: Of course, of course. I think that's where it's really important that people are clear on what kind of business that they, well, what kind of life you want so that you build the business that fits the life that you want. Because I think I did have that moment of the 10:00 PM responding to a DM thing and being like, wait a minute.

This isn't why I was doing this. The whole point was to have freedom and flexibility and, to not have my job be my life. But I've also made decisions in my business that could have generated a whole lot more in revenue, but I didn't want to do it because of the impact it would have on my life.

So I think that's where he is my priority, my dog, my Bernedoodle somewhere he is my priority. And so, and just hobbies, I don't want to be my business. So I suppose if you did want to be your business, it could be an issue, but that just wasn't my goal.

Nancy: I love this. Thank you for sharing all of that.

Sam: Thanks for asking because it's a very interesting conversation.

Nancy: I'm also just curious about you and your own sort of personal practices, non-negotiables what are the things that keep that keep you healthy and sane?

Sam: Well, but I'm laughing because in Asana I have a Non-negotiable section and they are listed and they're set as daily reminders and they have to check them off every day in Asana.

So this is not looking at my phone in the morning for at least an hour, you don't have to work. Not looking at it at night, really signing off on social media after I'm done work. It's also taking my multivitamin, making sure that I walked for 30 minutes a day, at least which I do every single day.

Drinking 90 ounces of water, which I do every day, is another one. I mean, I try to give them basic in that sense and feeling really achievable. but I also find not following people who definitely not following anyone who does anything even remotely close to what I do on social media. I don't consume any content.

I don't follow anyone and I'm not trying to be a jerk about it, but it really allows me to stay in my own zone and not have to start thinking, am I doing things because I'm responding to something versus creating. And so it just keeps my head down and I try my best not to consume a lot of content in general on social.

And just seeing that I noticed that doesn't go very well for me when I do go down those paths. So really setting a boundary of the amount of time. And I would say finally, now that I'm in getting into team building, it's letting people take care of me and letting people flourish in their own way and not having, I'm not right about everything.

And my just because I've done something a certain way for five years, doesn't make it's the only way to do it. And so trusting in them and allowing things to be, maybe even in my mind, less than perfect, but it's getting done and people are happy and things are moving forward. I think letting go of some of that and trusting, and others has been really helpful.

Nancy: Oh, I feel you.

Sam: Yeah. Yeah, it's hard, right?

Nancy: Yeah, of course. Yeah. I mean where I am now from where it was at the beginning, I mean, my god is so far from a broken link in an email sent me over the edge and now I'm okay.

Sam: I know. That's how, that's how I feel. I just interviewed a social media manager who asked me, would it be okay with you if I took a week off of social?

So I'm not on social at all. I was like, absolutely. You should do that. She was like, even though it would be your social. Yes, she should do that. I don't think it's healthy to be on social media all the time. So it was like, I think people don't realize, too, you think your business is always going to be small, but setting these...

Boundary setting these this culture, or even if it was just my own culture for myself, that's not that important. I don't care. There are bigger things in the world. It all works out. I've seen now how, me bringing that attitude has made other people feel more relaxed.

Nancy: I totally agree. And then it sounds like there's some, another similarity.

One of my, the motto I really have embraced in the last year is I only do what only I can do. So if anyone else on my team can do it, I am delegating. Now. It was not easy at the beginning because I can do a lot, but it's not the best use of my time. And now when I look back at even just six months ago of things I was doing that I did not need to be doing.

It's like, how did I even do it? I don't even know.

Sam: Yeah, I know I'm with you. Can I share a delegation tip that I wish I would have heard you a million years ago? I wish I would've heard this. So I, if you're anything like apparently Nancy and I are like, what I think is a natural instinct because when you start to hire for being nervous to give anybody anything, but then when you do.

Let's say you send somebody something to create a graphic design for something or a social media posts and they send it back to you. And it's not what you would have done. What I used to do was make all the changes myself and then, and then Slack them back and say, okay, this is good to go.

It's posted now, right? And then I would be like, why isn't this person getting any better at creating these things?

Sam: Yeah. So I wonder, so then I started saying, okay, I'll record a little video of me changing it. That was kind of the intermediary step. That was better. Still not good. Now I record a Loom video, just of me talking, saying, here's what I don't like or what I do like, and here's why, and here are the changes I'd like you to make, and then they go and make them. And then what do you know, over time they get better, but I wish somebody would've told me that because I thought I was like, oh, it'll just be faster to do this myself. But it was not ultimately because I was doing it over and over and over.

Nancy: I hear you. I resonate. I relate entirely.

Sam: It's hard.

Nancy: Yeah, it is. It is. And especially when we're obviously high-achieving overachieving, Type A, all the things and we want it to be right. We want it to be perfect and all that and perfection is overrated. Yeah,

Sam: It really is. Yeah. I agree.

Nancy: I agree, too. Sam, I feel like I could talk to you forever. I feel like you're my new friend.

Sam: Oh, well you are, too. I just so appreciate you having me on this has been so fun.

Nancy: I love it. I'm really happy. Let everyone know where to find you where to find all the things. Yeah.

Sam: Yeah. Well, you can visit my website, which is Samvanderwielen.com to get any of my legal templates or join The Ultimate Funnel program.

Obviously, I have a free workshop therapy and legal training called 5 Steps to Legally Protect and Grow Your Online Business. I teach with all contracts and website and policies and safely working with clients. So you can have there to take that free training. And then I have a podcast, like Nancy mentioned, called On Your Terms.

I drop a new episode every single Monday with legal or business tips. And I'm on Instagram at Sam Vander Wielen and that's probably where I'm most active on social.

Nancy: Okay. So now, the title of this podcast is Your Permission Prescription. I would love for you to let the listeners know what you invite them to give themselves permission to do or permission for.

Sam: I give you permission to do things on your own terms. And I certainly hope that you will take the permission slip to not follow what you see online as the template or the rubric, but nearly just one example in a sea of ways of something to be done. And I hope that you will see that for what it is and do it your own way.

That's why I so wholeheartedly believe in not following other people who do what you do, because I just want to give you that permission. Truly tap into your intuition. And it's very difficult to do when there's a lot of noise.

Nancy: Sam. Thanks a million.

Sam: Thank you. Thanks for having me.

Nancy: See you all next time.

Thanks so much for listening to today's episode. If you loved what you heard, I'd be so grateful if you'd leave a review and share your experience. Even better follow this podcast so you never miss a new episode. And if you'd like some extra support or guidance, head over to my Transform Together Facebook group for an engaged community.

Where you can speak your truth, receive inspiration and ask for help as you navigate life's journey, or visit my website, Nancylevin.com, where you can find resources to help guide your path to reclaiming what's truly important to you. Thanks again for joining me.