

JAMES SCHRAMKO



How Stephanie Built a Thriving Membership Site: A Deep Dive into the Strategies and Tactics That Worked

Join James Schramko and his student Stephanie Parisi as they discuss the strategies that have led her membership business to a \$20K monthly income.



Stephanie Parisi

James: James Schramko here. Welcome back to my podcast. This is episode 1006. Today, we're chatting with Stephanie Parisi, welcome.

Stephanie: Hey, thanks.

James: It's really good to get to know you now over Zoom, as it turns out, I've been back and forth with you on social media, inside my own community as well. And I feel like I've been watching you over time develop and build a membership. And lately, you sort of gave us an update, which was really heartfelt and encouraging. And I sort of want to start with that.

In your update, you indicated that you're now getting continuous months of recurring income from providing solutions to your audience on an ongoing basis, that it's going strong, and that you are feeling really encouraged by the results. And something that sort of stood out to me is, you've got it down to a good science, I think you've got your system in place. And there's a lot of lessons I think, for me, for everyone else, in how those systems look. So I definitely want to delve into that.

You've got the structure, you've got the business model now. That seems to be working well for your life. I've picked up some sort of hints between the social posts that you may have moved, or done some long-distance transitions at some point. I know you've still been doing your sporting activities. So it seems like you haven't had to put all of the rest of your life on hold while you got this business working to the point it does.

But one thing that really I thought was interesting is you said that you've been using parts of my membership and training along the way. Even though you haven't always been super vocal, or interactive, you've been absorbing and implementing the trainings and getting results. And I love that because it speaks to something that I hear about a lot.

And that is people saying, Oh, I'm not getting all this engagement in my community. And I'm saying, well, engagement, there's different types of engagement. If someone's consuming information and applying it, but they don't tell you every five seconds, you know, what their cat's up to, that doesn't mean they're not taking it on board or getting results. So it can be a misleading metric, I think.

But I'm really curious to know how that works for you, because I think your audience is predominantly moms and small business operators. You're fairly heavily social media centric in terms of where you're marketing, where you're delivering some solutions, and also what you're teaching. So Stephanie, let's just wind the clock back a little bit. And tell me about when you were starting this online journey, what did that look like?

How Stephanie got her online start

Stephanie: Okay, so I started in October of 2019. That's when I started my membership. And I really didn't know what I was getting into at the time with starting a membership. But I knew it was possible and that I could figure it out as I went. And thankfully, everything was virtual, online. So when COVID and the pandemic hit in 2020, like, it didn't faze anything.

I just was rolling with my business. And you know, I think my first month in business, I was at like, \$400, you know, and I was excited about that \$400 just because like I was doing something new that I had never done before. And, you know, to come now to the point, like you mentioned, hitting where, you know, my current monthly recurring income is 20K. So I've come a ways.

But when I stumbled across you, it was primarily because I knew that I needed someone that was doing memberships really well, evergreen, and it wasn't consuming every waking moment of their lives. And I specifically was looking for learning how to bring on team members and train them.

And so that, like I had seen you commenting online and was like, you know, I do the whole social media thing where I stalk people's profiles, see who they are, look them up, look at their sites. And that's when I was like, Okay, I need to see what James is teaching.

James: Well, that's very interesting and reassuring. So I think it's good for people to do due diligence. I've often wondered, how do people end up paying big money in some cases for programs where they haven't done a little bit of sort of looking around and paying attention to like, if you want a certain result or outcome, it's a good idea to seek out people who are getting that certain result or outcome.

For example, if you wanted to go down the launching path, and do those big, chaotic festivals of energy where you have like, basically swing from the ropes through the jungle, and hopefully, you don't miss, because it's like, it's an all-or-nothing type model, then those people are great, but they're not the ones to follow for recurring, easygoing subscription income. And I imagine \$20,000 really helps out with the household expenses and can afford you a reasonable quality of life.

Some life-changing material

Stephanie: Oh, for us, it's, I mean, it's life-changing. I mean, both my husband and I are home, I run my business. He retired last year from the military. And it had always been my goal, when I had gotten started in the online space working that when he was done, like, we would have a choice, like that was kind of always my long-term vision.

And in November of 2021, like, I hit that goal. And so then this last year, we packed up, like you said, we moved across the country, just being able to, like buy a home outright, we have no debt. And then to have a work that I'm in control of, right, like I wake up every day, and I'm like, if I don't like what I'm doing, I like, dug that hole, like it's up for me to like, fix it, correct it.

And so, yeah, it's been fun. And it's one of those things, I feel like I'm always continually learning, but not always learning how to do all these new things. But like, I think like, when we bring it back to your membership, some of the things it's like, there are trainings that I've listened to probably 10 times, 20 times, because it's like, I just want to get really good at that.

It's like, I don't need everything there. But it's, I mean, the mindset one, like there's some mindset trainings of yours that I've just listened to on repeat, because I knew, Okay, if that's the limiting factor for me to go from a five-figure year to a six-figure year, well, then I'm going to listen to it. And then same with the membership.

You say that like, when I first found you, I bought a \$10 course of yours before jumping in your membership, because I was like, Well, let me see. Like, I was interested in the membership. But I was like, Well, let me see how good is \$10 courses? And it was great. Like it was the one on hiring... like, your inner process.

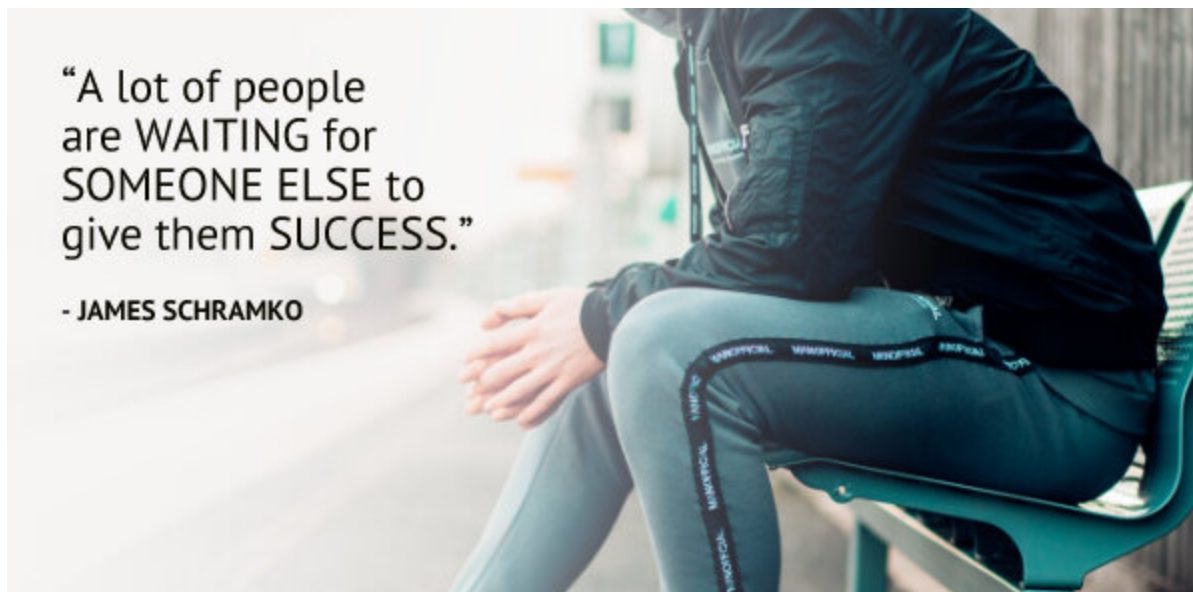
James: Your next team member?

Stephanie: Yes, hiring a team member.

James: How to recruit your next team member.

Stephanie: Yes. And so it was like, Okay, with that, then I was like, Okay, this is what I need. I need someone to show me basically those steps. And today, I have three team members. So it's exciting to like, be at that place.

James: How good is that? I mean, I'm listening to the words you're saying. And I'm picking up such strong mindset cues there. It's very knowing to me, it's how you're getting these results, you're taking massive responsibility, you own your own hole that you've dug. That's rare.



A lot of people are waiting for someone else to give them success, but you've gone out and rolled up the sleeves, and you're a doer. I think that reflects to from your sporting mindset. You run long distances?

Stephanie: Yeah, I love doing, I mean, I'm not, I have yet to achieve a 50K. But I love doing distance trail runs. I love being out in the mountains, backpacking, and just like, to me, if I had to spend like, the perfect vacation would be like, in a beautiful middle of nowhere, with no one around for several weeks. And it's just me living off the land, like hiking or running.

So yeah, I love that. And you do learn, like it's definitely, just learning to keep going and training your mind, like what you tell it, and then what you feed it, and how it's full circle, right?



Like you know, I think about it, and it's like, well I need to show up and run a business with a mindset, you know, I'm at 20K now, well, like as it continues to grow, it's like, well, what does someone who's at 50K a month, how are they showing up in their life, not just in their business, but in their life? Like I think about that. And it holds me accountable.

James: Yeah, and that's what I liked about your update, you shared some sort of progress of where you're up to. But you also asked questions on where the next stages are, of which I was able to help, obviously, because I've been through that same sort of phase that you're in. Also, for anyone listening to this, wondering where can they get a hold of that program, I'm pretty sure I give it away now on my Products page. I decided not to worry about selling things for \$10 anymore.

I mean, you can buy my physical book for \$10. But I give away [my book](#) as well on my site. And I'm sure these sort of breadcrumbs or these clues are useful for someone listening to this. They could think, well, how can I help somebody get a great outcome for a small amount or free to give them confidence to buy something else of mine? That's a nice takeaway.

Deciding to go with a membership

I'm actually curious how you decide on the membership model in the very first place, because a lot of people are, they're getting confused. Should I drop ship? Should I do e-commerce? Should I have an agency? Should I build websites? There's lots of different ways that you can make money online. And also, congratulations for making about \$361 more than I did in my first month online. [laughs]

How did you decide on the membership?

Stephanie: You know, I'm trying to think back, I know that I had done a - when I first got started, I had done this Facebook course that I sold for \$10. But that was an entire year prior. And it was one of those things where I really wanted to like, go full steam into all of it. But we had found out that we were pregnant with our second child. And so I kind of just put it on pause, because I knew that it was going to take a lot out of me to like, launch a membership.

And so I waited about nine months, really the month that he was due. And that's when I then started pouring really hardcore back into my network, and then about five months later launched the membership. I think part of it was just the idea of wanting to form a community, right? Like people are in memberships for so many different reasons, right? Like you know this, I know this, but there's that level of some people just want it because there's the community aspect.

I've met some of my best entrepreneur friends in people's memberships to this day, like people that aren't just my work friends, but they're like, they are my friends, right? And so, to be able to form that community on an online space and connect with people, especially because I connect with so many moms, we don't have the ability to just leave and go to meetings whenever we want to, like I think, the early years of even with my membership, I had a baby and a two-year-old at home.

So hopping on a Zoom to do trainings with other women was very appealing, even though it was like, and then it was appealing also, because I was profiting from it, but providing value to my people. Right? So it was this win-win of solving, in some ways, even that social connection with people, but wanting to help them run their business. And I don't know, I don't know that I ever had this big vision of, Oh, I need to do a membership, but it was, why not try it? Like, why not go for it?

James: Yeah, I mean, as a home parent, I can totally relate. It's nice to speak to another human that doesn't need their nappy changed or is crying for something. I said to a friend of mine yesterday, like I travel the world every week with my connections. And it's absolutely true, some of my community members have become dear close, deep friends. You know, some of my surfing friends are also in the community, and over the years.

I mean, I've had a committee for a very long time. So I've got to see what it looks like when it's more mature. You will make some lifelong connections. I love that business model.

Of course, there's lots of choices to make. What name do you call the membership?

Stephanie: I just call it the Pack. Originally, I started calling it like, originally, when I first got started, I was like, oh, it's the Parisi Pack. And then I kind of just dropped my name off of it. Because it's not just about me, it's about everyone in it. Just simple.

Is it a personal brand?

James: And you use your personal domain?

Stephanie: Yes. Yeah. Always from day one, even with the people I train, like are very much into personal branding, you know, I have different income streams. And it isn't funny to me that people have followed me with whatever I do. And I know I'll say that arrogantly, it's just that, I know that if I'm going to put my name behind something, like people know that, Oh, wow. Like, that's something of value. Like if I'm into what Stephanie's doing, oh, I'm going to start listening because she's talking about this, or she's talking about that.

And so I have people that I've worked with in different businesses throughout the years that, you know, are in my membership, because it's just like, well, yeah, like I've had people when I've been doing my onboarding calls in my membership that they've literally been like, Oh, yeah, I knew I was going to join it at some point. Like, it was just a matter of when I had, you know, the right position or timing for my business. So that's always very encouraging to hear.

James: Yeah, I like it. I mean, you can't hide behind a personal domain. Your name's on the front there. You're responsible for it. Sounds like you have no issue with responsibility. I think it was one of the better choices I've made in the last few years, was to [switch across to that personal brand](#). I should have done it a lot earlier.

The essential role of team

But anyone listening to this, if you're going to build around your brand name, then it's probably going to get you an easier win at the beginning and more trust. But of course, you don't have to do everything yourself. I've got a small team, you've got a small team now of three people. What sort of things are they doing in the business?

Stephanie: Yeah, so my business is very video-centric, since YouTube is where I get almost all of my leads coming in. I do get some from Facebook, but I love YouTube. And so I have one team member that primarily just does almost everything on YouTube, for me, aside from me physically being on the video as I'm filming.

And then I have another team member that helps do a lot of, she's like me, except not me. So doing a lot of the decision-making when it comes to some things in my membership that just require a little bit of a higher level thinking skill. And then my other team member is books, doing all the... all those things that really aren't fun.

James: Stuff you didn't really want to do yourself? [laughs]

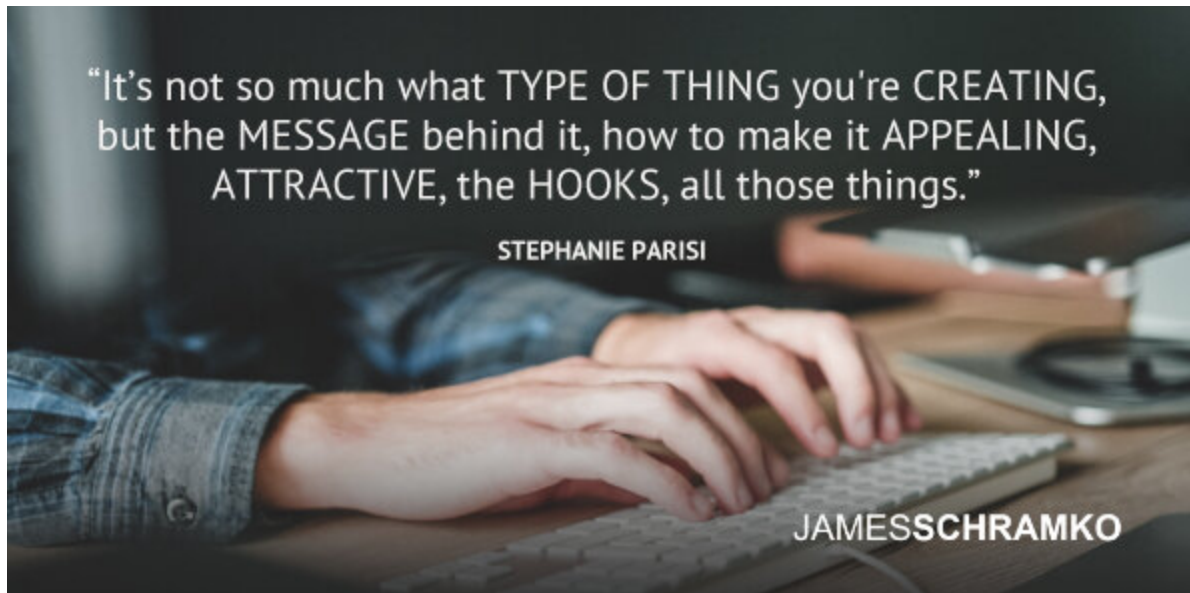
Stephanie: But so important, and knowing the numbers, and seeing where things are going, so I can make better decisions moving forward. And yeah, just making smart moves.

James: You've got about three more team members than a lot of people would have at the size you're at, but a lot of people are probably working 50 or 60 hours a week to try and manage it all, you know, for their \$200,000 or \$300,000 a year. So I think you've created a system that's scalable.

Leveraging the YT video medium

What do you actually do with the YouTube videos? How do they generate your business? I'm actually asking for myself, because I haven't fully tapped into YouTube. And I know that it's a gargantuan search engine. I've got clients who make \$50,000 or \$60,000 a month just in ad revenue, let alone any deal flow from it. But what's the strategy there?

Stephanie: Yeah. So on YouTube, my main niche when I'm working with people is really teaching them Facebook, social media marketing, how to become the hunted, not the hunter. And so I teach on YouTube, I'm teaching a lot of strategies when it comes to say, stories or reels.



I mean, the buttons are always going to change on the platform. So it's not so much, you know, what type of thing you're creating, but the message behind it, how to make it appealing, attractive, the hooks, all those things.

And then I've just really gotten that funnel down well, so I funnel, like it's always this revolving door. So I make the video. In the video, I'm always leading people to a free private Facebook group that I run that has more marketing, and through that, they get entered into my email system. And so it's just this like, circle. So I'm always in my Facebook group, I'm always pushing people back to my email and YouTube, and then an email, I'm pushing people back to the Facebook group and YouTube. And so it just is this revolving door.

And so, I probably have a good, oh, 30 to 70 people a week that join my free group where I'm just warming them, right? Because they watch a video on YouTube, you're a total stranger. But I have it set up so they get in the group, and then they're like, Oh, wow, like this is a real person, or they like book a strategy call with me. And they're like, Oh my gosh, that's like what I see in your videos, you know, and so, people just are like, very, they love the authenticity behind that.

And then when you actually just start solving their problems, right, like when they're like, Okay, I don't know how to do this. And it's like, Oh, here, let me either like, shoot you a quick Loom video or like, just show them and give them something that they can go out and take, and then get a quick win or result immediately from, especially with stories. I teach that a lot. And so when they then they're like, Oh, wow, I did what you said, four people voted on my poll, and like, one became a customer. It's like, that's a great place to be in with that person.

James: I definitely picked up some little tips like that from following your social media, like seeing how you actually operate. And I remember even sharing with a couple of my own clients what I'd seen you do with your stories, where you were very progressive. I think you were doing it at least six months or a year before I saw anyone else really following that method. Do you come up with this stuff yourself?

An unexpected knack for marketing

Stephanie: Yes. And that's like, my background is physical therapy or physiotherapy. And so, even though, I never knew that I was going to get into marketing or that I was good at it until I started, you know, tinkering with selling some things online. And then I realized how much I enjoyed the marketing piece of it.

And even though I've only been doing it for a good five years, it's like, all my years before that, as a physical therapist, it's very much the same. You're meeting someone in one moment. You're like, coming to a diagnosis by asking them questions, you're figuring out a solution for them, and then you're selling them on the like, plan.

And I would say it's a hundred times easier doing it from a marketing piece. Because when I'm selling people, on a plan, I'm selling them on like, Okay, here's your strategy of like, how to get more leads, or how to get more money, or whatever. Whereas like, the physical therapy world was always like, Oh, hey, here's these exercises you're going to do, and it's going to hurt, but you're going to get better.

So that's helped. It's just kind of just how my brain works. I look, and I just see, oh, like, if I was selling that, oh, that's how I would say it, you know, so.

And then with the Facebook component of it, or any of these social media platforms, it's just a matter of tinkering, I think. You just start doing it, and you push more buttons. Like, the first story I made was back in August of 2018, before people ever even really knew stories existed.

So when you think about that, it's like, you know, we're almost, it'll be five years soon, you create one or two, three stories a day, you do it for five years, you just get better at it. Like, you just get better by doing it more.

James: Yeah, it's so true. And I've had to endure the arrival of all of these things. I mean, story started 10 years after I started online. So like, there's always a new thing coming. So I actually rely on seeing what people like you do, because they inform what's coming. I've got my little satellites, my beacons of intelligence that I'd see, okay, that's coming down the line. This is interesting to me.

From YouTube video to Facebook group

When you're doing a YouTube video, how do you actually get them to the Facebook group? Do you put it in the description? Or do you tell them in the video? Or do you link to it somehow?

Stephanie: Yeah, I almost always say it in the video. Like, if I'm doing, it just is natural. Like, if I'm showing them a tutorial on how to insert some button or something, I'm like, Hey, by the way, like, as I'm teaching, I'm just like, hop in the free Facebook group called Create Stories That Sell. Like, it just fits. And so that way, it flows people. And then I have entry questions.

So there's all this level of then I can start to get a feel for like, who's qualified, like from a membership standpoint. Not to say that I don't want to help everyone, but there's some people where I'd rather send them to, I have a lot of different free content that's available that may suit them best where they're at right now. It's like, consume that first, apply it, see how it goes.

But yeah, in the video, I usually just bring it up. And I also, people are visuals, I like to put, like I have my team member, I mean, she's always putting up like, a picture of it. Right? So people see it, they resonate with it. So when they go to get on social media and click, they see the same thing. So it makes it very seamless.

James: Look, trustworthy, consistent look and feel. When they're in the free Facebook group, how do you manage that where they're not just getting access to you and asking all these questions, but not buying anything?

Stephanie: Right. That's a great question. So I limit it, right? Like how much I'm interacting in the group. Just to be honest, like, I'm not in there always replying to every single comment. I do, you know, if people post and ask questions, I'll approve them. I won't always answer. Sometimes I will. And I'll link back to YouTube videos that I filmed or things I've filmed.

A lot of the times that I'm asking questions in the group, I'm actually using those just as ideas that I'm putting down on, Okay, here are some great YouTube videos to film, I will give away like, some of the information on how to do it in YouTube video, but not all the information, and definitely not the streamlined way, right, like where it's like, Oh, if you do this, this and this, five minutes later, here's your result, you know? It's like, no, you're going to have to do some more work on your end, aside just from what I'm giving you for free, right?

Like, I know, I mean, this, not off topic, but even in one of the trainings that I listened to in your membership that you had a guest speaker on, it was talking about just how to train your team member and the different platforms you use. And seeing it, it literally made it where I like, can take that and then go create, I went and created the exact same thing, and used the exact same platforms, and it was so simple.

Whereas you know, you may talk about that and like, 25 or 30 different podcasts and a few blogs here and there, but to get it all packaged in one nice, like okay, here's an hour, watch it, go do it, you just can't, you know, get the same. So in my group, like I'm providing value, but I'm definitely, you know, I always tell the free group, I'm pretty blunt. I'm just like, Hey, I saved the best for my members, right? Like, they're the ones that get access to me every single day to ask questions, and I answer them.

Offering different levels of value

James: Oh, it's really interesting, because I have not done the free Facebook thing, other than my Maldives mastermind, but they're all paying customers. So that probably doesn't even count. But I like, with the podcast, as you said, I can talk about concepts. And I can mention stuff and people can figure out if they're a relevant fit or not to the solutions.

But in the membership, the big difference is, they've got me. I can respond to them. I can customize and tailor. And of course, as you know, I'm going through my old trainings, and I'm saying, Okay, this one-hour training was amazing. And I got about 90 of them. But what would a one-page playbook look like if I just strained this coal into a diamond? And that's my focus lately, I'm sure you've seen a couple of it taking the essence of it.

But again, I've opened up comments. So people can say, does it work with this software? Or can I use it for this market or whatever? And just constantly having that higher level of value than what you can access by just one-sided consuming. There are some people who can one-side consume and implement, and they're self-taught, pragmatic type people.

And to some extent, that's a lot how I learned. But the people who do want customization or whatever, that's intensely valuable. And especially when there's a community who can crowd around that. And I understand that you're offering people solutions at a couple of different levels?

Stephanie: So I have two levels of my membership where people can join, consume the information, where really without any coaching, and then I have a coaching level where it's popping on Zoom like this. And, you know, I've debated at times, like, where I don't sell the lower level, simply because you just see how people grow so much faster with the coaching. But like you said, there can be some that grow with both.

I think the main thing that I love with the coaching, and that people get in that membership, is it's feedback, right? Like, they can watch something and do something all day long inside a membership, but until they go do it, and they're like, Oh, Steph, I did this, and it didn't work. And it's like, Okay, well, let's go look at that, right? Like, let's go look at what you're doing on Facebook, or TikTok or wherever you're at, right? Let's go look at your YouTube and see and then to be able to say, Oh, hey, like, you know, this is great, this sucks, change this. Oh, you should have put that at the top, right?

Like, just being able to give people that direct feedback so then they go do that. And they're like, Oh, wow, like, yeah, it worked. And that's to me, you know, the difference there with the levels of the membership. Because at times, you just need that to grow, you need someone saying, Hey, you know, you can keep doing the same thing again, and again, maybe get some results. But at some point, it's like, if you really want to speed up the process, let someone look at what you're doing, and say, Hey, this and this isn't that great, like, change it.

James: Yeah. Or just pay for someone's attention.

Stephanie: Exactly.

James: And get the right help. It's funny, like, our call started a little late because I had a burst water issue. And I found out that my neighbor, a couple of doors down, is very handy and has tools and stuff. So I was able to ask him for help. And he came up with his wheelbarrow, and shovel, and boots, and pliers, and pipe and stuff. And we were able to find it and fix it.

But knowing who to ask and to get the right help, I don't have any of those tools, and I didn't even have a clue where to start to fix this. And it had to be fixed quickly. So it's an interesting point you made about the two levels. If I were to start from scratch, today, there's no way I would have the lowest tier of my membership, I would only have the middle tier.

And I've actually been bringing people from the higher tier back to the middle tier lately to free up my week. And I have deleted all annual plans so that I can make a choice down the track if I don't want to have the lower tier that I can just give a month's notice and turn it off. Because as it works out, when I look at my numbers, when I look at any other clients, always the middle or the higher tier is where the vast majority of the reward comes from.

And I actually had someone recently buy the lower tier and then send me a question about things and I said, You know, I feel like you're probably not in the correct level for what you're trying to achieve and how much support I can help you if you take the next level up. And they went up to the next level.

Now, we're in the perfect solution, because now I can go deep. I can do full diagnostics, I can get them on a call if I want. We have weekly group calls, the harmony and the vibration of that middle tier where they're working together and becoming a pack, the Schramko pack if you like. TM. And they just make progress faster for the level that they're at.

And it also is more entertaining and interesting for me. And I feel like I'm growing more when I'm stretching with tough challenges to solve and where I'm wrangling these really creative and talented people. So I think it's important when you set up a membership, over time, it will reveal the parts that you like the most. And don't be afraid to prune or trim, just like an out of control bush, sometimes you just got to prune it right back. If you want it to grow taller, you cut down all the bits down low and out the side so that it can go up. And so that's a really - it's great you're in this perfect point.

Just to recap, you've really only been online for five minutes, like in the general scheme. You started this membership only a few years ago. You've far exceeded the average wage for your country. You've got young children, you're still doing your sporting pursuits, and you've been able to replace the family income, and you enjoy it. And you're good at it.

It's like, you're doing what I'm doing. You're a dream client for me, of course. But at the same time, I can relate so much to the journey you're on because that's the journey that I was on. It just gets better and more interesting as it matures, like a fine wine. And I'm excited for where it's going.

The advice Stephanie has for newbies

I'm curious, what advice would you have for someone who's not at the stage you're at, but maybe they're in the early phases you're at? And you keep sort of mentioning in your post, but also today, you've mentioned mindset. What sort of advice would you have for someone mindset-wise?

Stephanie: Oh, man, I think, well, first of all, getting I mean, it maybe sounds weird, but getting help. Like, for me, in my position lifewise, with little kids, I know that I hired a team member early on or like that, I think, you know, I think I was maybe making \$1,500 a month, like it wasn't that much money. But I knew that if I had the help, timewise, I could go so much further.

And so being willing to like, for that, that was like a gut instinct, and again, gravitated to you. So following that, and especially for the mom entrepreneurs out there that are juggling so many things, it's like, there's got to be a give and a take. And so finding people that can take things off your plate, so you can do it, so you can actually think and have the vision to drive your own business forward is huge.

And then I always tell my members, I'm like, you know, when they're like, Hey, you know, I want to be at 15K a month, it's like, Well, okay, well, how would 15K a month salary show up today? Like, what does her life look like? And not just from like, ooh, this money rolling in, but it's like, what is she eating for breakfast? How is she taking care of her body? Like, what is she doing? What decisions is she making?

And knowing that they're going to be harder choices, right? Like, I think so, even a few months after I got started and my VA was like, Oh, I'm pregnant. And I was like, Okay, great. Like, I was so excited for her as a mom. And I was like, Okay, we can do this, we can figure it out. But at the same point in time, you shift the roles, where it's like, now you're the one making all those decisions. And so it just forces you to keep doing and learning things that are a bit beyond where you feel comfortable, right?

So I know we talk about being uncomfortable all the time in business, but what does that actually look like in your day and in your life? And if you're not uncomfortable, you know, even for me, like, hopping on a Zoom with you, it's like, it's not my favorite thing to do. Even if I make videos all the time, it's like, I can edit the video. And so, you know, it's like, but just being willing to do that, because well back to what a 15K a month salary shows up and does.

James: I love it, you're putting the emphasis on the be rather than the, what do I get? You know, and it's kind of like that metaphor of the fire, like you have to chop the wood and stack the fire and light the little sticks first before you get the heat from the fire. And a lot of people are walking around in life saying, give me some heat, and then I'll go and build a fire. It doesn't work that way. Right? I think that's from the [Go-Giver](#).

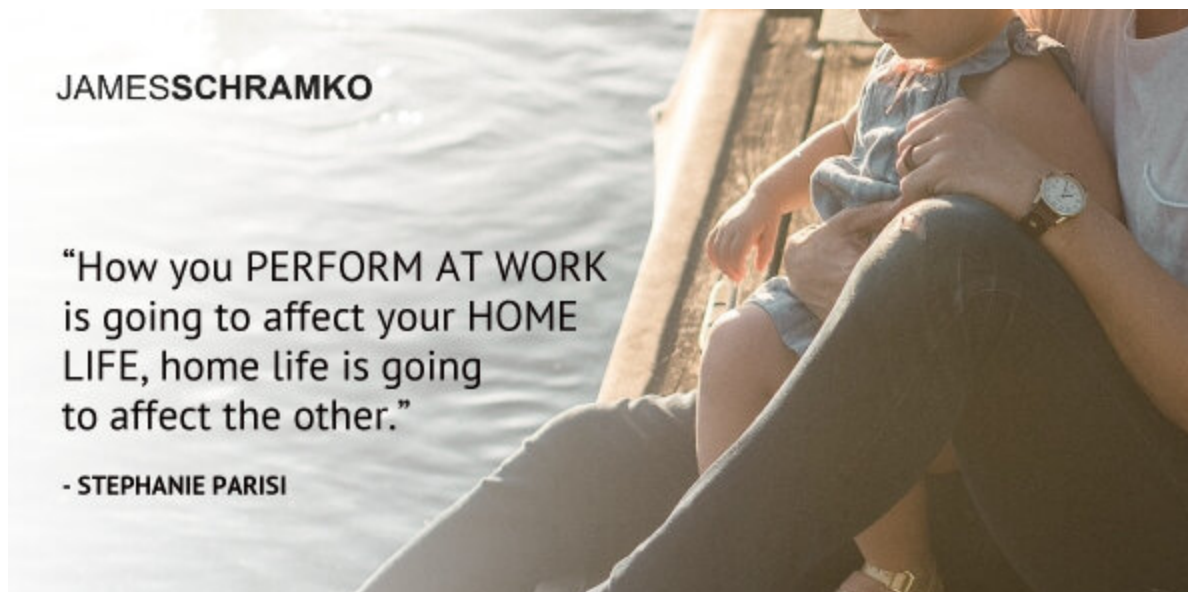
And you've just got this strong mental attitude. It's really great to see. No surprise how you're getting the results. I appreciate you being a member, but also for stepping up and saying, Yes, I'm happy to come and share my story. As a podcast platform, I'm really interested in bringing people onto the show who are a great example of what's possible, of commitment and putting in that discipline but building a lifestyle to, you know, it brings on new challenges.

Dealing mentally with success

I bet you had a mental challenge of, wow, things are actually going quite well. And there isn't this effort or hardness about making the money like there were when I was back in a physical practice. How did you deal with that?

Stephanie: You know, I think part of it is just, for me, as much as the business stuff may always be fine, it's still juggling all the hats, right? Like, I still have a three-year-old at home. And even this last year with moving across the country, it's like, your entire social support network, it's like, we built from scratch again.

And so it's like, the whole schedule is thrown up, you don't have the routines of even having your environment the way, you know, I don't have the pretty books by color in the background when I'm doing my videos, you know, it's like all in the moment, and just showing up and having to do it. And so I find that a lot of the challenges that as my business has grown, it's not necessarily the challenges from the business perspective, but still, just how do I do that on top of the rest of life, right?



JAMES SCHRAMKO

**“How you PERFORM AT WORK
is going to affect your HOME
LIFE, home life is going
to affect the other.”**

- STEPHANIE PARISI

Like, we love to talk about it like it's these separate categories, but it's like, even like you said, right before this, it was like, oh, like, pipe bursts, like dealing with that. And that affects how you show up with in your job. And so I know, a few years ago, in my membership, I had a guy that trained on just how to increase your capacity for dealing with stress. And he talked about the fact that it had to be not just in your education or your relationships, but also your habits, you just have to increase in all three, because how you perform at work is going to affect your home life, home life is going to affect the other.

And so I think for me, one of the things I've really gotten good at is just being able to mentally, mindset-wise, close the door on the three-year-old who may be screaming a fit, and the next second, step into filming a YouTube video and be on, and do a great job, and just learning how to do that over time despite it. So I think those are the things this last year, and as my business has grown, just looking at like, okay, to step into that power of doing that well.

James: I love it. You're talking about resilience. Yeah, I had to really wipe my feet off the mud, that's how I walked in and turned the camera on, right? You know, my only concern about the burst water was not the water or whatever, any expense to fix it. It's like, I can't be late for this call that, you know, I'm the host. And so I sent you a picture of us out in the mud. You know, early, as much as I had to explain what's happening.

But it's never going to run smoothly, that's for sure, as an entrepreneur. You're going to have these wrinkles. It's how you deal with them. It's how you react, that's going to define you. You're great. What a great character. Your website is stephanieparisi.com, and that's S-T-E-P-H-A-N-I-E-P-A-R-I-S-I.com. We're going to link to that in the show notes here for episode 1006.

It's been great to have you on, and thank you for being a member of my world, and thanks for all your social media insights that I'm still catching on your socials. Appreciate what you're doing and helping all these moms to have a better life. It's an honorable thing, and with a four-year-old, I can truly relate to just how important it is to have all of these things managed in a fairly good order, or else, it can be chaotic.

Stephanie: Definitely.

James: All right.

A photograph of a modern workspace. A silver laptop is open on a dark wooden desk, displaying a nature scene with a waterfall. In front of the laptop is a white wireless keyboard. To the left of the laptop is a potted plant with long, dark leaves. Further left is a modern lamp with a glowing spherical bulb on a grey base. The desk is in front of a window with horizontal blinds. A white office chair is partially visible in the foreground.

JAMES SCHRAMKO

**Strategize for
business success
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