



## Case Study: **Jacquelynn Steves - Founder, [jacquelynnsteves.com](http://jacquelynnsteves.com)**

My name is Jacquelynn Steves. And I run an online membership for quilters and sewers. And then we also have a physical products based business ecommerce site to go along with that membership. And I'm in the Scale Up stage where our revenues have really been increasing. And we're just looking for more ways to scale, you know, systems and processes and that kind of thing, so that we can grow the business without me having to spend 24 hours a day working on it.

### **What was your business like before you started the program?**

I'm very quick start easily distracted, lots of ideas kind of person, so I would be working on something, and then I would have a new idea, I'd see a new opportunity. And I would drop what I was doing, and I would go and just start working on that other thing. And so as a result, I had lots and lots and lots of projects that were started. But were maybe only 5%, or 10%, or 50% done, and then I would drop them and move on to the next thing. So um, it just created a lot of wasted time, because I wasn't actually getting a lot done, I had a lot of things that were just started but not completed. And so you know, when you have something that's not fully complete, it's worthless. So that was really helpful to get things finished.

### **What was your reaction when you first saw the offer?**

Well, I had been through the 90 Day Year program with Todd a couple of times. So I knew that that was a great program, I knew a lot of the basics of it. But what really attracted me to this program was the accountability part. Because it was one of those things where you can know what to do. But then you just don't do them for whatever reason. And so I just liked the idea of having accountability of being in a small group of like minded people, and publicly putting my goals out there and saying, This is what I'm going to work on. And other people knew that and so I was sort of accountable for that, because I couldn't flake out on those things, and then go and start something brand new, I had to continue to work on that goal that I stated. So the accountability part was really, really attractive to me, because I knew that I needed that, to stay on track,

### **Did you have any hesitations about the program?**

I think it was just the other side of the accountability coin, like, if I'm accountable, then I have to do this stuff, right? Somebody is going to hold me accountable and say, Hey, did you do that thing you said you were going to do, and I would have no outs, you know, if you don't tell anybody your goals, and they're just in your head, you can just kind of flake out on them, and nobody's gonna know and doesn't matter. But when you put those goals out there publicly and tell people that you're going to do that, and then they hold you to that, and they ask you about it. You know, now you kind of have to save face, and you have to do the thing. So that was the thing that scared

me the most was, do I really want to be publicly accountable? Because someone is gonna, someone's gonna, you know, call me to task and say, Did you do this thing you said you were going to do?

### **Was there anything about the program that surprised you?**

The coaching in the small groups is really great. Dave and Todd are both like really great coaches. I love the mindset calls with Todd. Because you find out that you're not alone in a lot of the stuff that's sort of going on in your head, and it's reassuring to know that you're not, you know, you're not crazy.

And that other people feel the same way you do. I mean, Todd always says, you know, you're not a special snowflake, it's and it's true. It's like, you know, anything that's going on in your head, somebody else's thinking it, feeling it, too. So that's like, really reassuring. And then the other thing, actually very specific to my group was, I found someone else who has a product based a physical product based business, which is sometimes rare. Sometimes when you get into these kind of coaching situations, it's a lot of people who are also coaches are doing completely digital businesses. And so I found somebody with an actual similar ecommerce business that I have. And so it's been great, where the two of us have sort of struck up this little friendship outside of the group. And we can bounce ideas off of each other. So I know other people have done the same thing, they formed these closer connections with one or two other people in the group who they just really seem to click with. So I really like that too. And that everybody in the group is great. But then you can also find like one or two people who you really click with and then you can form a relationship with them outside of that coaching situation.

### **What are some results you've achieved since joining?**

One of my main goals was to get membership content done. Before I was finding that like my monthly content, I was scrambling those two days before it was due, you know, staying up all night trying to get it done. And because I set the goal of getting that content done, and I had that goal in front of me, I was able to finish things much further ahead than I normally would. So it's taken a lot of that last minute stress off, where, you know, it's still a lot of work that needs to get done. But um, I'm not doing it like the night before. And I'm not stressing about it, it's mostly done when it's, you know, when that day comes, it's mostly done. So that's just been a great stress reliever, you know, knowing that that's done. And then I was also able to - and I talked about all those half-started projects - I have other projects that I have in the works that I have made a lot of progress on, that are going to really increase our revenue at the end of this year and the beginning of next year. And I think that normally, in this, in my situation, I think they would have ended up being those half-finished projects, like I would have started them because it was this great idea. And then I didn't finish them. And then they're just kind of sitting in the vault. But now I've made so much progress on them that I know I'm going to finish them. And that's going to result in revenue growth for us for the end of this year in the beginning of next year. So that's also been, you know, a really big plus a really, really big achievement. Other thing that I found was, I was spending way too much time doing tasks that were sort of like non CEO tasks, things that could be delegated. And I was just, I was spending way too much time doing that myself. And there's a particular spreadsheet that they have in the program, where, you know, you track your time, what you did, and like, what was the dollar value on what you did, and I found myself spending a disproportionate



amount of time on tasks that were like \$10 tasks, or \$50 tasks, and not enough time doing these things that were like \$500 tasks. And I mean, I only did it for a couple of weeks, because you know, you're trying to pretty much tracking everything that you do in a day, but just in a week or two, I mean, you see definite habits, and I would look at it and be like, wow, you know, I really, really not spending my time the way I should. So it was just really eye opening is it's kind of one of the things where you kind of know it in the back of your mind that you're that you're doing that. But then seeing it like on paper or, you know, like actually written out, it really just hits home for you like, yeah, this is really an issue that I need to address. So that made a big difference in the kind of the way I was spending my time.

### **What would you say to someone considering joining the program?**

I think that by nature, most entrepreneurs are sort of like these idea people like you have you, you come up with a lot of great ideas and more ideas than you can pursue. And so you need to choose the ones that you're going to focus on. And I think that's the hard part for so many of us is figuring out okay, well, what am I going to work on? I know, I just felt really scattered because I had all these ideas in my head, and I didn't know what to work on first. So I think if you're struggling with focus, not knowing what you should work on right now. I think it's a great program, for getting clarity on the kinds of things that you should be doing and the kinds of things that you have to say no to or just not yet to. I was afraid that well, if I can only work on one or two things per quarter, there's gonna be all these things that I can't work on. And what I realize is, it just means I'm not going to work on it this quarter. It just means not yet. So, yeah, I think for clarity for focus, it's a really great program. And a lot of times I also think that we kind of know in the back of our head, like what we should be doing. But you need an external push, like you need somebody to call you to task and say, you know, like, Did you do that thing? Or did you go and start some other brand new project that you had no business starting? So I think the big things are, you know, like the focus and the and the accountability are really, really helpful. And they've been the things that have really helped me, you know, progress in my business.