

# Entrepreneurship, Anxiety, and an Everchanging World

## **Background**

Linda contacted Solutions by JoyGenea about a quilting retreat business she and her partner John had established in 2018 in a lovely house on her in-law's farm in the country that they bought and moved to. An economic downturn hit and no one was visiting and suddenly they had breathing room to find out what they didn't know as first-time business owners.

## **Challenge**

Navigating systems during the economic downturn and educating themselves on business ownership were some big tasks on Linda and John's plate. Being first-time business owners, they didn't know what they didn't know. They were also dealing with a neighbor who had wanted to buy the property himself and called the county assessor because he felt the property should be reassessed thereby making it less useful to the clients and forcing them to sell to him. JoyGenea helped them navigate the emotions that went with this process and helped them locate a trusted advisor to work with them. Linda and John went to the township meetings and the county assessor decided not to re-classify their property.

## **Solution**

Bi-weekly virtual coaching sessions to maintain accountability, clarify focus points, eliminate barriers to getting things done, and support decisions they had made between meetings. Linda and John worked through accountability tasks and benefitted from JoyGenea's life coaching expertise to dive into the fact that this was a scary venture in some ways and talk about how long they wanted to do this. Create an exit strategy document to help each person know the other person's expectations, limitations, goals, and how to end this peacefully without harming their relationship.

## **Result**

Through their time with Solutions by JoyGenea, Linda and John implemented a better payment system and policy upgrades that brought more clarity. They increased booking to the point where they are scheduling a year and a half out when they finished coaching in 2021, a stark contrast to the one booking they had when they started coaching. They raised their rates and increased their fees. The business ran well and wasn't running them, they were now confident in the decision that they had made and their ability to make the right decisions moving forward. Linda and John built a team of trusted professionals to support their growth including a banker, an accountant, the entrepreneur fund, and an insurance representative.