

kate kordasheier


SOULFUL BIZ STRATEGIES

Success With Soul: Episode 1 - My Soulful Journey - From Burned Out Corporate Copywriter to Six-Figure Blogger and Business Owner

00:00

Alright, y'all, this is a bonus episode that I was not planning on doing. But as it happens, I am launching this podcast in the height of the COVID-19 pandemic. And so I felt like I wouldn't be serving you to the best of my ability. If I did not take a minute to address what's going on in our world right now. I mean, the world is on fire, and it's affecting everybody in all kinds of different ways. At the time of this recording, I'm 36 weeks pregnant. So there's an effect that I'm feeling that way. I'm also a small business owner, and like many other small business owners, I'm feeling the effects of what this could do to my business. And I know I'm obviously not alone. There are many other ways and types of people that are affected by this crisis. And I just want to start by saying that my heart goes out to eat Every one of you, however this may be affecting you or not. And I'm here for you. This is why I created the podcast was to offer this support and not necessarily planned pandemic support, but just support in any way that I can. My goal is always first and foremost to serve you provide you with value, meet you where you're at, and help you move to the next phase. So today, I'm very honored that I don't have to do this alone. I have brought in one of my old friends Shawna Compton game, she's a certified financial planner, an MBA, and she's just truly the leading expert for millennials on money. She is host of the popular iTunes podcast millennial money. She has over 500,000 listeners from around the world join her twice a week to tackle their finances and she is just a wealth of knowledge. She has served as my own personal financial planner and advisor over the years and she's a brilliant writer. She's one of the most creative people I know her work has appeared in dozens of huge publications like Huffington Post and wise bread and bank rate, msn money, Yahoo Finance. I mean, the list goes on and on. And she truly is one of the kindest, just most genuine, sweet souls that I know. And bonus. She has obviously a ton of experience with money and finances, and she's going to help us understand what's going on with COVID-19 how it might be affecting your business how to keep a good money mindset during a crisis like this how to prep for an emergency. Shawna is giving us some advice about what we can do differently in the future. She's helping us break down what those SBA loans and relief options are for entrepreneurs. It's a tough time out there. I'm not gonna lie, but I hope that this episode will bring you some comfort and some peace and some solutions. So without further ado, let's get into it.

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You're listening to the success with soul podcast with Kate Kordsmeier, x journalist turned CEO of a multi six figure blog and online business. But it wasn't that long ago that Kate was a struggling entrepreneur who lacked confidence, clarity, and let's be honest, the money. But all those failures, experiments and lessons learned helped Kate create a thriving business that impacts thousands and brings freedom, flexibility and fulfillment to her life. If you're ready to do the same and make something happen with holistic, soulful, step by step strategies from Kate and other experts, you're in the right place. here's your host, writer, educator, Mom, recovering perfectionist bookworm and sushi connoisseur Kate Kordsmeier.

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Oh my goodness. Shawna, I am so excited to have you on today to help us make sense of all of this madness.

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I am so excited to be here. It is crazy time right now. I mean, we have not seen anything like this in our lifetime and our parents lifetime, probably grandparents. So it is definitely crazy.

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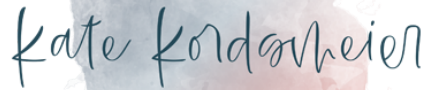
It's almost so unbelievable that I don't think any of us can fully like wrap our minds around the full extent of what is going on because we're so in it right now. You know, it's like this daily trauma that we can't, it's not over and then we can't process it. It's I feel like it's been really

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just so surreal. Yeah. And I think if you step back and think about it, I mean, myself being a money person, I'm sort of seeing it through this lens of how it's going to transform not only our lives, you know, everyone that lives in the US everyone that lives in the world. I mean, this is a global impact and Economically speaking, things are going to look different after this, because this is so dramatic. We've never had a time since, you know, early 1900s, where we stopped the country. So it's big. It's big. Yeah, the entire world is

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on fire right now. And yeah, I think we were, you know, originally people were kind of saying like, well, 911 was sort of similar in that sense. But that was very specific. And we didn't shut down the entire country. Right. So I feel like it was actually obviously now very different. But yeah, and you personally are having a lot of what's the word I'm looking for? Right. A lot of variance issues. Yeah, with COVID.



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Because not only did you have it yourself and are now in recovery, thank God. But as a certified financial planner, you obviously are, I'm sure inundated daily with all the changing stuff happening with the SBA loans and the relief and the stimulus. And questions from your people. And you're in the heart of it. Yeah. And

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it's hard to have my experience with COVID-19 was obviously fever and feeling terrible. But I've got this horrendous cough that I had for like a month. So I just couldn't talk, which is the worst thing if you're a podcaster, and a teacher and trying to help people. So yeah, it was really it was really a tough space to be in. But you know, I feel so grateful to have a podcast, you know, the impact of a podcast, but to be able to really disseminate information to people during this time, I think is really what some of these mediums are really great for.

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Yeah, absolutely. So let's get into it. This is a bonus episode, it's gonna be a little quicker than usual. So I want to make sure we pack as much value as possible. So let's kind of start you know, most of my listeners are entrepreneurs and bloggers in the online business space. Let's talk about what relief is available for these things. types of people right now there's several different SBA loan Small Business Association loans. Can you help us make a little bit of sense out of this with the caveat that we were just saying before we hit record like it is literally changing every single day. So even though we're recording this in early April and releasing it soon after, things may be totally different by the time you listen to this episode, so just take everything with a grain of salt today.

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Yeah, I always say with everything, it depends. asterik Mark asterik Mark, like it's so specific. And with this in particular, it is changing rapidly is changing fast. In fact, the Treasury Secretary minuchin he asked for an additional 250 billion dollars to help people they're supposed to vote on that very soon. So hopefully when you're listening to this episode, we'll know the outcome of that and so what they're finding is we need more money we need more money and more money is going to change these programs because the SP I mean everything unemployment offices SBA They're all you know, at full capacity trying to help people because it's impacting people that much, I would say one great thing you can do, because when we talk about money It is so individually based, I mean, we can talk about this in broad strokes. But if you have a CPA or an accountant that you work with on a regular basis, that they're really intimate with your numbers and what's going on in your business. It's a great idea to give them a call. I gave my accountant a call yesterday and said, Okay, what do I need to know what's



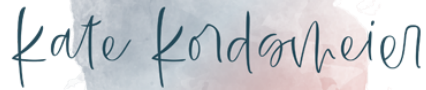
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specific to me? And it's their job to really know how to guide you. So I would say, you know, that's one great thing you can do if you're trying to figure out what actually works for you. But there are two different programs right now. One is the economic injury disaster loan program, ei DL, and that program has been around for years and years and years. So this isn't necessarily a new program and this is by the SBA, but what they have set up is an emergency \$10,000 grant and from what I hear If you're trying to get money, quick, quote unquote, easy, quote unquote, this is probably the place to go. Because this program that they set up, it's actually a grant program that will provide a \$10,000. They're calling it advanced to businesses that they don't have to pay back. And this is for anyone that has a business with 500 employees or less, which is probably all of us listening to this. And you can have a business a form of business setup, but you could also be a sole proprietor, you could be an independent contractor, you could have a nonprofit so it really is broad strokes as to who can apply for this, which is great because they haven't in the past included people who are sole proprietors or you know, didn't have sort of a formal business setup. So the great thing about this emergency grant is that the \$10,000 does not need to be paid back. So that's super, super important. And then there's a program called the paycheck Protection Program PPP which a lot of people have heard about and they set aside roughly like 340 \$9 billion in the stimulus plan to go to the TPP. But again, they're saying we need more money, knock, knock, knock. So this is again by the SBA. This one's a little bit more complicated. And it's sort of the same criteria businesses under 500 employees, the same sort of, you know, you can be a sole proprietor, you can be an independent contractor, you could be a formal business structure, all of that will will apply. But the purpose of the PPP program is really that you will keep your employees right that during this time, you're not going to lay off your employees, you're going to keep everything intact, and you're going to use this money to make sure that you can meet payroll for the next two months. And I think that's what's really important. It says you have to keep employees on payroll or rehire them by June 30. So depending on how much money you get from the PPP program, and depending on whether you can meet that criteria, if Keeping your employees will determine how much of that loan is forgivable. So there are a lot of like nuanced specifics with the PPP program you can apply through, they have people called like an SBA broker who can help you apply for no fee, or you can apply through the bank that you have your business banking account out. So I'll stop there. If you have any questions. There's a lot to talk about

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that. No, thank you. That was super helpful. And I'll just share a little bit of my experience because I have applied for both of these relief loan. I'm not even sure what the right terminology to use at this point. And so I totally agree with what you said about talking to a trusted accountant and that is what I did we use steadfast bookkeeping as our CPA I highly recommend them and they have a lot of




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experience with online businesses, which has been really beneficial overall, but when I reached out I mean first I needed to understand Okay, what Do I even go to apply for the EDL? Am I guaranteed 10,000? You know, I wanted to make sure so I don't have to pay that back. Because at this point in time, I was not interested in taking on debt. But if there was relief, that was forgivable, I thought, well, why wouldn't you take that? You know, so I applied for the \$10,000 grant through the ideal, and I just did that on SBS website. So that was actually pretty straightforward. Now, it's been five days since I applied. I have not heard anything yet. So we'll see what ends up happening. But then, as you said, the PPP was a little bit more confusing, and particularly, they've been changing some of the rules. So at first they were saying that your payroll costs could include 1099 contractors and so we have a couple full time employees and a couple part time contractors and I was when you will, this is great because apparently If you use the loan that you get for payroll specifically in those eight weeks after you get the loan, it's 100% forgivable. So it's like, Well, great. This is perfect. But then on Friday, on April 3, when I went to apply, my accountant said, Oh, they just changed the rules last night. And now contractor payments do not count. It's only for your full time, payroll employees. So then that changed some things and we had to go back and forth a little bit. The way that they calculate it is 2.5 times what your monthly average payroll is. And again, that even that gets confusing because it's of the last 12 months on average. And at first I was like, Okay, well, this is what my monthly payroll was last month, because we just hired somebody new in 2020, but doesn't matter. So a loan that I ended up applying for is much smaller than what my actual payroll is today, but I'm trying to just take the mindset of well, it's better than nothing. Yes, yeah. So that was confusing. And I use gussto to do my payroll, which I've been a really big fan of theirs. And this is not sponsored or anything by them, but they actually just gave us a report that said, here's what you can use when you apply for this PPP loan. We've already done all the calculations for you. So that made it really easy. And then I would just go back and forth with my CPA to say, Okay, so

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this is what I'm applying for. Just make sure I understand, you know, it's really important to have like, I know, sometimes, specifically, if you're running a small business, the idea of like hiring more people being like a financial person or being a CPA, because there is an expense to these sorts of things, payroll you talked about, but we're really seeing the example of why you need this team because these are people that you can call and say Help, Help Help and they can make this process a lot easier. Even though they're still learning the rules, but it's so important to have these people I mean, they are far worth the expense in times like this where you really need help and assistance. And then on the back end, in order for the loan to be forgivable in the PVP, you really need to make sure you spend it on the right expenses and that that's documented, because I guarantee you that there's going to be some sort



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of loophole issue about these loans actually being forgivable on the back end. So you want that same team to be in place to help you with the requirements you're going to need on the back end to make sure this loan is forgivable. So you know, having those people is so invaluable, so invaluable.

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And that kind of brings me to my next question, which is, I think we're all learning so many different things from this pandemic. And one of what you just mentioned is like having this team in place is really beneficial. When something like this happens, what are some other things we can be doing to be better prepared, I mean, I think especially small businesses, most don't even have enough to cover two to four weeks if you know shit hits the fan, which obviously it has. So how can we better prep for an emergency? Or what could we do differently in the future to be a little bit more prepared?

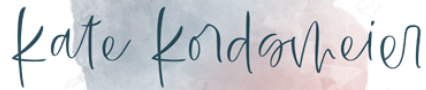
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Yeah, you bring up such a good point. And there's conventional money wisdom, and then I think we could spend just a minute or two talking about the mindset piece of it, which I feel is really an important piece that not a lot of people talk about in the money world. But if we're going to start like, traditionally or with the, you know, money side, I would say, we are all learning now we preach and preach and preach about this thing called an emergency fund. And everybody's like, yeah, yeah, yeah, yeah, I know, I should have that. I know. And especially business owners, because we want to use our money to invest invest in grow and 14 and more this and more programs and classes and Facebook ads. And so that's sort of the mentality but I think we're seeing now how important this is as a business owner to have way more than six months of cash reserves. I somewhere 912 months because the problem is even when we roll out of something like this business isn't going to just go right back to where we started, right? There's a ramp up period. So, you know, I think, yes, it takes you a while to save up. And yes, you could be using that cash for other things, but maybe aim for six to nine months of just some cash reserve that could pay your payroll or that could pay your rent or whatever, you know, sort of bills you have put it in a high yield savings account, let it grow some interest, don't even think about it, but know that it's there for a safety net for you.

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Do you feel like I know, there's probably a lot of people that are going to say something like, Yeah, but how often is something like this going to happen? Like Do I really need to be prepared for this to happen again.

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So it may not be something like this, but it could be a natural disaster. It could be a hurricane, fire, flood, you name it that knocks out either your business or your areas business, but look, if we Look back, like in most of our lifetimes, we're probably all somewhere around the same age group, we had 2001, which was obviously 911 happened. And then we had the tech sector fall apart. And that hurt a lot of businesses. We had 2009 happen, which hurt the economy and a lot of businesses. And now we're here at 2020. And we have this thing. I mean, it's not a lot of years between these things. And then in the middle of that are natural disasters. And I live in Los Angeles, we had wildfires that burned through hundreds of homes and businesses. So I just feel like having that money set aside is also this piece, right? It's this place of feeling like I don't have to get super anxious when something happens because I know at least have this little sliver set aside. So if anything, it's there to just bring you a little sense of peace to reduce a little bit of the anxiety and I think the downside of having that money Aside is far outweighed by just having that feeling of peace that that money is there if there are these emergency loans and grants and things great, fantastic, but also having that money is just there when you need it. And who knows. I mean, there's too many things I think that are happening.

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Such good points. Yeah. How about the mindset piece?

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I think, you know, I've been thinking about this a lot. This idea of like silver linings of what is coming from this time. And this is something I asked people a lot. What is enough? So we get in this habit of being focused on having million dollar businesses and \$5 million businesses and \$10 million businesses and like, it's so great to have that vision and to push yourself but I think it's also a good thing to say, what is enough for me in my business, how much do I actually need to earn to be like, just really happy in my life, right, maybe going to that million dollar mark or that \$5 million mark, maybe that stretches me to a place where I'm going to be anxiety ridden, and I I'm not Gonna be at peace and I'm not going to feel good and whatever that may be for you. So I think really thinking about taking this time to think about your business, what is enough for me in my business? And what is maybe taking me out of a zone? I mean, obviously, yes, you need to be push past your comfort zone. That's how we grow. But for a lot of us, there's this area that is just not the place we're supposed to live, right? But we chase it because of competition or because we see someone else doing it hitting these goals, but that might not be the place that you need to run to. So really thinking about those types of things like what is enough for you what is enough for you? What is enough for your business? What is enough for your family? I think that's an important question to start really thinking about another one that I talk about a lot, but I think it's so important right now is this idea of financial forgiveness. We all have made and I am



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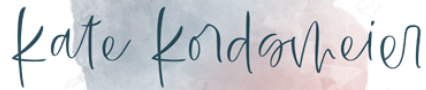
the first one to volunteer this so many money mistakes, mishaps, whatever you want to call them. Maybe you're in the situation right now where money is so tight. Maybe you can't pay your employees. Maybe you can't pay yourself, maybe you spent too much last year on programs or whatever it may be. But don't hang yourself on that. Let that stuff go, right. I do this exercise with people. And it sounds really Elementary, but write all that stuff down on a piece of paper and burn it up. Like, get rid of that. Because that keeps your mindset in a place of negativity. It's stuck on things that you cannot control. Like you spent the money you did the thing. Great, fantastic. But what can we do from here? So I think really using this time to think about what are the things I can control? And what are the things I can't control and I need to just let go of and move forward. I think that's a really important lesson for everybody to think about those types of things, especially when it comes to money.

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Yeah, and if you think of it from a law of attraction standpoint, too, it's like what we focus on we create more of so if you're dwelling on these past financial mistakes or this negative place, you're just going to create more of that staying in that scarcity mindset. And I say this with a lot of experience in this area. Because when I really am able to let go of anything I've done in the past a bad investment or a bad year, just something that happened and didn't go well and instead start focusing on abundance and saying things like, I have this thing printed out on my desk, actually, that says, I am abundant and the money is already mine. I just have to ask for it and open myself to receive it. And I try so hard, and it is a lot of effort, because it's very easy and more natural for us to go. Yeah, but remember this bad thing that happened just a few months ago and how scary that was. And yeah, so I love working on the mindset, I think, especially with money so important. And another mindset thing that came up for me during this COVID-19 stuff is when I first learned the loans, I thought, Oh, well I'm not going to apply for that because somebody else needs it more than me or Like I had some limiting beliefs, I guess that either I wasn't worthy of it or somebody else needed it more than me. I didn't want to take it from somebody else or it was like too easy or convenient or something like that. So I'm curious if you've had any clients or readers listeners that you've heard have some mindset stuff around applying for relief.

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Yeah, absolutely. And I would say I don't like to stereotype but I would say this is generally a thing that happens to us women, as we are more nurturer caretaker types. We also downplay our skills and abilities all day long. So I think yeah, we think like, well, that's not for me, or I shouldn't apply for that or somebody else needs it more. So I think, absolutely. But I think own yourself, be the CEO of your business. Big companies are going after these loans and grants to help them so get in there the mix, you know, with them and take action. I mean, that's another thing I really wanted to talk about. About is



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it's really easy for the mindset to paralyze you right now, if you watch too much news or any news, it can be really paralyzing. But I think there is really something to be said about taking action. And I love that you shared your story of applying because it's like, Okay, this thing is available. I'm the business owner, I'm going to take action if we sit too much. And we think about these things, we think about money too much. We don't take the proactive measures that we need to each day. And I know this is scary, scary for all of us here. But you have every right to apply for these types of loans just like anybody else would. So especially right now, get yourself in there apply for these things, because they have said that the people who apply faster are usually the ones who are going to get them get them faster and easier. So don't wait or drag your heels like get your name in there with everybody else. There's no shame in this.

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Yeah, yeah. Thank you for saying that. I'm sure that there are other women and men have even some men too, that are dealing with the same thoughts and I, yeah, it's tough. But I think the message that kind of resonated with me that convinced me to do it is that I may not need it desperately at this exact moment, but I have no idea what the next six to 12 months are going to look like. And I don't want to have to lay off my people and, you know, hurt my team. I started then feeling like, Oh, I think actually, it's going to be irresponsible of me as the business owner, as the leader to not take advantage of these things that are being offered. Because if I don't, and then things change, and I have to lay people off that would be so much worse than whatever issues I have with accepting money.

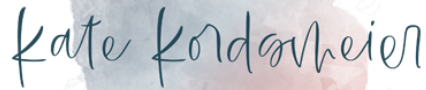
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That's absolutely, yeah, that's such a good point. You be the leader, be the CEO, when you're the CEO of your company, whether it's you're the employee and the CEO, or you have employees, this is the time you put that CEO hat on and you say you know what I'm doing Because there's a lot of uncertainty, and I don't know what the future looks like. Exactly.

26:05

Yeah. Well, thank you so much for coming on and chatting with us a little bit about this today. I know you're coming back this summer to have another episode. So I'm excited to share that later this year. But for now, we just wanted to do something helpful during this crazy time and just know that we're here to support y'all and you have questions. You know where to reach me. Shawna, do you want to let people know where they can find you?

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Absolutely. Yes. So I host as we mentioned, the millennial money podcast and you can find me on any podcast player. I'm doing tons of episodes right now around Coronavirus and everything from mindset to money and everything in between. So head over to the podcast and you can find me on my website and money podcast.com as well. Awesome.

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Thank you so much. Thank you.

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Thanks for listening to the success with soul Podcast the place To be for holistic online

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business strategies and achieving more with less, as this show is a brand spankin new any and all support is greatly appreciated. So if you haven't done so already, please subscribe on the apple podcast app, Google podcast, app, Spotify or wherever you listen. This makes it possible for me to continue to provide free helpful content and bring you amazing guests. You can also give us a rating and review with your honest feedback so we can improve and better serve you in the future. Plus, you could be featured on a future episode during our listener spotlights. Your reviews are super helpful and motivating to me personally. But beyond that reviews help with rankings, which helps others find the show and allows me to keep providing you with free content every single week. Share the podcast with your friends, family, coworkers, dogs, cats, neighbors, whoever. And don't forget to join the free success whistle Facebook community at [KateKordsmeier.com/Facebook](https://www.facebook.com/KateKordsmeier). We have follow up conversations about the podcast episodes and I often go live to answer your burning questions. Plus, you'll get to hang out with like minded bloggers and heart centered online business owners exchanging priceless feedback, encouragement and other golden insight from the trenches. That's [KateKordsmeier.com/Facebook](https://www.facebook.com/KateKordsmeier). Until next time, remember to celebrate your progress, not perfection.