

Ep #158: Increasing Sales and Profit While Working Less with Kati Penn Jenkins



Full Episode Transcript

With Your Host

Becca Pike

[The Hell Yes Entrepreneur](#) with Becca Pike

Ep #158: Increasing Sales and Profit While Working Less with Kati Penn Jenkins

Guys. Today I am interviewing Kati Penn Jenkins. She has been a student of mine for a long time, two years. She is one of the biggest success stories that I have and also one of my very favorite success stories. So sit back and relax, listen to this conversation. We start from the very beginning, whenever she came to me with this crumpled up piece of paper of a business that she was exhausted with but was also simultaneously had so much potential. She came to me, and she was like, "Listen, I'm on the very end of my rope. I don't know if I can do this any longer. What can we do?"

I'm going to be completely honest with you guys. I put her to work. Like I saw the potential. I saw what could happen here. I saw how good it could be. But there were some like massive tweaks that needed to happen. I sent her home with homework that very first day that could put a grown woman to tears, okay. She handled it. She handled her business.

Because of it, she now has a hell of a profitable business, a lot of free time on her hands. Her story is just really, really phenomenal. So this is Kati Penn Jenkins. It is episode number 158. I am your host, Becca Pike, and it is time for your weekly dose of Hell Yes Coaching. Let's go.

Hey, guys. I'm Becca Pike and welcome to *The Hell Yes Entrepreneur* podcast, the number one show for entrepreneurs looking to create their first six-figure year. If you've got the drive and you know how to hustle but you're not sure where to channel your energy, we've got the answers. Let's dive into today's show.

Becca: So you're telling me you've never been on this podcast? I could have sworn this was like your second or even maybe your third time.

Kati: No, I have never been on the podcast. I am so freakin excited.

Becca: Kati, I can't believe that you've been one of my OG most successful amazing freaking loyal students. I'm so sorry I've never had you on the podcast. This actually blows my mind. I'm actually, I kind of think you're lying, but that's fine.

Ep #158: Increasing Sales and Profit While Working Less with Kati Penn Jenkins

Kati: Well, listen, I'm still like OMG. I can't believe I get to be on the podcast.

Becca: So listen, I usually let people introduce themselves. But can I please introduce you and tell a little bit of the backstory? Then I want to come in and get some of your thoughts on the backstory as well.

Kati: I would love to hear the backstory coming from you.

Becca: So this is Kati Penn Jenkins. First of all, I didn't even know until later in our relationship that she's like one of the top freakin fiddle players in Kentucky. She like didn't mention it. She just didn't mention. Like it was just some side thought, but she's just a boss as fiddle player and so is your husband. Right? You guys are touring musicians.

Kati: He is literally one of the best banjo players that exists.

Becca: Did I say fiddle? Is it not fiddle?

Kati: Well, I play fiddle. He plays banjo.

Becca: Okay. All right.

Kati: Yes.

Becca: Phenomenal. Okay, so that's just a cool side story. But Kati came to me about two years ago, and she has a Pet Pedicure business. It's kind of like dog grooming except it's not dog grooming. It is only for nail clipping. She doesn't have a brick and mortar. She does all travel. She shows up at her client's house. She clips their dog's nails, no matter what the size of the dog. Also cats and rabbits too. Is that right?

Kati: Cats, rabbits, ferrets, and guinea pigs.

Becca: Yeah, how did you get into this? Were you just like clipping your own dog's nails, and you're like I could do this for other people?

Ep #158: Increasing Sales and Profit While Working Less with Kati Penn Jenkins

Kati: Actually, I was working with a friend of mine who owns a mobile full pet grooming business. I was working with her part time. So I was doing full grooming and then had a pet setting. I was also doing pet setting. Had a pet setting client who had a pug and turns out pugs are really notorious for being bad on doing their nails. She was like, "Nobody can do his nails. Do you think while you're there a pet setting for me that you could clip my dog's nails?" I was like yeah, sure, I can do that.

So I went over there when I was letting the dog out and clipped the dog's nails. Easy, breezy. She made such a big deal out of it because nobody had been able to do it apparently. I don't know. It was like lightbulb moment. I was like hm, she just paid me to do this. I was like literally pay me whatever you want. Like, I don't care. I don't know. I've never done this. Whatever you think.

Becca: Nail clipping is hard because I think most people are capable of giving their dog a bath, for instance. You don't want to but most people are physically capable of doing it. I think it's not the same for clipping. Most people do not want to clip their dog's nails. They don't know for sure how low to clip it. They don't want to make their dog bleed. They don't want to hurt their dog. It's just hard to do if your dog's not cooperative. So I think you've stumbled into a genius business model. I think the universe laid it out for you with that story you just told.

Kati: It was kind of a lightbulb moment. Then I did it that way just pretty much myself and one other person for years and years and years, just doing it. Like you said earlier, I was playing music mostly. I was just kind of flipping nails through the week when I was home, and I wasn't really serious about it. I was just like take a couple of days a week and clip some dog nails. It didn't take very long to where there was actually more people wanting it than I could really provide.

Becca: Yeah, you've never had a problem with demand, which has always been a fun part of figuring out how to scale your business because it was not about trying to find the clients. It was more about getting the processes

Ep #158: Increasing Sales and Profit While Working Less with Kati Penn Jenkins

and the staff in place so that you could play more music. So you could stop working so hard, so that you could have like a life, and you damn sure have one now and your business has been absolutely mind boggling in the last two years.

This is part of something that I am trying to get across more and more in my content. What can happen with someone in coaching in six months is really fun. It's cool. Like me and you, we went really far in six months. But what can happen in two years, three years, four years. That's the shit that's insane.

So let's illustrate what has gone on in your business. So you came to me about two years ago, and you weren't happy with the business. You were working like a dog, working all the time, and you were profiting literally almost nothing. You were only profiting on the dog's nails that you clipped. You were profiting almost completely nothing on the nail clippings that were happening with your staff members.

It was almost like, I joked with you on the first day, like you're just providing a nonprofit charity where you're just giving people jobs, but you're not getting anything from it. So you're managing them and managing their schedule completely for free. Can you give us a little back end on just what you were thinking, where your mind was at when you first came to me and like how the business was doing?

Kati: So it was just me and a holder for the longest time. Then like I said.

Becca: What's a holder?

Kati: Yes, a holder is basically someone who restrains the animal. So I went back and forth on whether I could do this by myself for the longest time and make more money or have another person, and I decided the longevity would be so much better if I could have another person go and hold for me. Because I hear stories daily, groomer after groomer after groomer, who

Ep #158: Increasing Sales and Profit While Working Less with Kati Penn Jenkins

have to quit because they've gotten hurt, they've got bit, their arms have multiple surgeries. I mean, it's very physical work.

Becca: So, you just pay someone to get bit and have the surgeries for you.

Kati: I'm mean basically. So I decided to do it with another person. Then the clients just kept coming. I was doing no advertising. So none at all. It was all word of mouth. So I decided to have my helper at the time. I was like man, I could probably make her a clipper as well. We put her out. I was like at that point, I was just like I'm just going to give her a really great job.

I never knew, or I guess I just had never thought of the fact, that it could be something much bigger. I just envisioned me going out and clipping forever and her going out and clipping forever. I didn't see anything beyond that. So I was literally taking \$1 of her appointments.

Becca: How many dogs were you seeing at this point per week?

Kati: Per week? It's so far back. I can't remember exactly how many dogs.

Becca: That's okay. You can just give a rough estimate.

Kati: Maybe 50.

Becca: So you and your staff were seeing about 50 dogs per week.

Kati: Maybe, yeah.

Becca: And a lot of that was on your shoulders, right? Like if you were the one that was clipping, she was also clipping, but you were pulling at least 50% of the load.

Kati: Oh, yeah. Yeah. That that didn't take very long. She got real motivated and that kind of switched after a little while. It kind of dawned on me that once her schedule started getting full, I started thinking hm, I wonder if I can get more people to do it?

Ep #158: Increasing Sales and Profit While Working Less with Kati Penn Jenkins

Becca: Yeah. So describe to me what it was like in your home life too. So before you scaled, you have a daughter. You have a husband. You complained often about not having much time with them. What was that like? Give my audience a picture.

Kati: I had zero time. I was dropping my daughter off at school in the mornings, driving to appointments, driving all day long. One appointment after another. I had moved then. By then I had gotten married and moved about an hour away. Spending two hours on the road and then trying to cram in as many appointments as humanly possible in between school hours. Then I would rush back.

Being mobile appointments, sometimes if a dog acts bad, it might go over. So I'm having to run, like literally sometimes I was running to get these appointments done, get back to pick up my daughter. I had no time. Also at that point, every night when I got home and picked her up. That night, I was working three or four hours, maybe more, on scheduling appointments.

Then weekends, I was spending almost the entire weekends doing payroll for myself and for now these three other people that I had, which took pretty much my entire weekend. So yeah. There was no time left at the end of the week.

Becca: Yeah, so just to paint the picture of the woman that came to me named Kati Penn Jenkins that asked me for some business coach. She comes to me, and she's like, "I've got this business. Demand's not a problem. I can see as many customers as I want to see. But here's the deal. I barely know my daughter anymore or at least right now. I'm exhausted to the bone. I'm literally running from client to client. I'm spending my evenings working. I'm spending my weekends touring. I'm dropping my kid off with so many different people all the time just to hold all of this together."

You were newly married, decently newly married at the time, and you were just like passing ships in the night. You were doing your own payroll, your

Ep #158: Increasing Sales and Profit While Working Less with Kati Penn Jenkins

own reception work, your own everything. You were profiting a dollar for every dog, and you were just at your very wit's end. You told me, "This is my last, like, hoorah. I need something to change right now. Right now."

Kati: Yeah.

Becca: On that beautiful day when we sat down in the Whole Foods coffee shop, because apparently that's where I meet all my client now. We were sitting down at Whole Foods. One of the things that I want to just point out and congratulate to you is just how insane from the very beginning, everything I said, you wrote it down in that little notebook. You wrote it down in that notebook, and you would have it done before we met again.

So the first time that we worked together, you worked with me one on one. Then you ended up doing a couple different rounds of The Mastermind. Now we're looking at going back into one on one and balancing the two. So at this time, it was one on one sessions, and we would meet like every two weeks. Every time you would come back to me, you would have done so many things. I wasn't giving you a light load.

It was like day one, I was like you need to get a new software, and you need to get all of your clients in the software. You're hiring a receptionist. You're increasing your prices by a lot, a lot. People are going to be pissed. A lot of people are going to leave because you're increasing them so much. You're going to start charging a transportation fee. I think we ended up like hiring a holder. It was all in the first couple weeks. You were just like, "Okay, let's do it."

Kati: Yeah, it was a lot. I remember going from doing everything. I'm telling you, I was on the road playing shows and had all of my payroll stuff written out and was doing that in between shows and on the road to shows and on the way home. So when you said we're getting a software, you're going to get a software that is going to do all this for you. I was like it was mind blowing to me that that was even a possibility.

Ep #158: Increasing Sales and Profit While Working Less with Kati Penn Jenkins

Becca: Yeah. How scared were you at first with all of these changes? What were your thoughts on that?

Kati: Absolutely petrified.

Becca: Yeah.

Kati: Absolutely scared to this. Actually shocked looking back that I didn't get up and run out of Whole Foods.

Becca: It's not that I have little empathy. I don't know what I'm trying to say, but very little room for people that are like well, I can't do that. That's too big. That's too much for me. That's too scary. It's the fact that I myself and my clients, I've watched so many clients now, dozens at this point, do the scariest thing that they could ever imagine. Making these really massive band aid ripping off decisions of massively increasing prices, letting go of people that are making them a ton of money on their staff, hiring new people, new software, changing everything that they know, putting down a lot of money to be coached.

Like, I see people doing this, my students especially, and I see how scared they are and watching them do it anyway. You were a really good example of that. You were like shaking sometimes when you were leaving these meetings with what I was asking you to do. I remember just saying you can do it. You're going to be okay. You will be okay, and you're going to do it. We'll come back here in two weeks, and we'll talk about it. You did it. You did everything that I asked, and you nailed it. Of course you were scared doing it.

This is why I have such a hard time when people come to me, and they say well, I just can't do that. That's way too big. That's way too much. I don't have that much capacity. I can't do that. I can't imagine. I'm like you can if you want it.

Kati: Yeah.

Ep #158: Increasing Sales and Profit While Working Less with Kati Penn Jenkins

Becca: You wanted it, and you wanted to know what to do and how to do it. So every week that we met, it was like a year of another person being coached because you were willing to just get over your shit and do it. I didn't have to keep coaching you on it and keep coaching you on it in order to get to the next level. You were always ready for the next level.

Kati: Yeah, and in the beginning when you were giving me these massive things, lists of things that I needed to do, I was still doing, at the time, all those other things. So it was also a matter of when am I going to do this? I've got myself cram packed full right now. You're giving me a list of 10 things and saying, essentially, get this done by the next time that I see. I was like I don't know how I'm going to do it, but I'm going to do it.

I mean, I didn't even have a bookkeeper at that time. I was literally writing every single number of every single appointment in my little notebook. I remember you saying oh, I used to have that little notebook that I carried too with all the numbers in it.

Becca: I did. I'll never forget it. I saw mine in a picture the other day. It was sitting on my lap in a picture from years ago, my notebook that I carried around with all the appointments. I was like oh my God, I carried that thing everywhere. So could you imagine that the time like while we were going through this, and you were given all this homework and all this shit to do, could you have imagined that that amount of work and everything that you were doing was setting you up for this life that you have now?

Kati: No, no, not at all. I mean, I believed you when you said. I did believe you, obviously, or I wouldn't have done everything you said. But to actually picture the change, I couldn't imagine. No. I couldn't imagine. It was just so far off to me. It seemed like that would be great. Yeah, like 20 years from now. Yeah, not two.

Becca: Yeah. Two years. Yes, is the beauty of continuous coaching and like doing that the scary things. Two years. I mean, you're unrecognizable, even in the way that you carry yourself. even in the way that you speak, even in

Ep #158: Increasing Sales and Profit While Working Less with Kati Penn Jenkins

the way that you show up for your coaching. You're unrecognizable compared to the woman that came into me that day. It's so fun to watch.

So fast forward two years, you hired some holders, you hired some clippers. We ended up getting you some, a little bit of like training and manager position. Not a full role, but you're expanding out into different cities. Let's start with how much time you have now. Then let's go into the difference in how much money that you've made as well.

Kati: Well, time is absolutely ridiculous. Like, I drop off my daughter in the morning, I come back, I sit here and reflect while I'm drinking coffee on what I'm going to do.

Becca: By reflect, do you mean stare out the window like an old lady like I do? I do that too.

Kati: Yes, I do. I play with my dog. I still have a paper planner because I don't really write that much on it but I have one.

Becca: You're like 9:00 a.m., reflect.

Kati: Reflect. 9:30, re-reflect. I'm constantly now hiring. So I'm getting on Indeed. I'm going through people that have applied. I have learned in this time that I leave that open all the time. I'm always looking for new hires, always phone call interviews, or I'm doing in person interviews. Or the people that have gotten past that, I might have a day where I am training new people or helping train, answering questions from contractors that I already have, working out. That's pretty much my day.

Becca: What about your relationship with your daughter?

Kati: Like I can fully focus on her. I'm able to, I don't think I mentioned earlier, but like I was missing, before I was missing all of her things. I had so much of my own stuff that I was doing between working and then at night. I didn't know that I had any other choice.

Becca: Yeah.

Ep #158: Increasing Sales and Profit While Working Less with Kati Penn Jenkins

Kati: Now, I'm sitting there. I'm watching. I'm able to go to all her, every practice. I have not missed a practice. I haven't missed a game. I haven't missed a single. When they have, they had a recorder recital a couple of weeks ago at 10:00 a.m. in the middle of the week. I'm there, front row.

Becca: Yeah, that's the thing.

Kati: There would have been no way.

Becca: When I'm like screaming from the rooftops that coaching will change your life, it's almost never about the money. The money will change your life but this kind of stuff. I mean, I remember you saying like you were pretty sad at the situation that you had, which was you said that someone was picking up your daughter from school, from practice. Someone that wasn't you. She was being shuffled around.

At the time you were doing what you had to do. You didn't have any other options. So all we did was come together and create options for you. You did it. Now look at where you're at. I mean, I'm so excited for you. Now tell us a little bit about the money side of it.

Kati: The money side of it. I'm pretty sure when I first met with you, I was bringing in about \$4,000 or \$5,000 a month.

Becca: Now that's in sales. You were only profiting when you were working.

Kati: I only profited when I was working. Yes.

Becca: So this is just to give my crew an idea. So not only did we, Kati's about to tell you how much we increased her profits, I mean her sales, but really what the craziest thing was increasing her sales, increasing her profits, and working way less. So you were doing about \$4,000 to \$5,000 a month in sales. You were profiting only on the dogs that you were working plus a dollar for every dog that you weren't working on. That was two years ago. So where are we at now?

Ep #158: Increasing Sales and Profit While Working Less with Kati Penn Jenkins

Kati: I will be surprised if this month doesn't end up being \$24,000 to \$25,000.

Becca: Yeah. Significantly more profitable.

Kati: Oh, yeah. I mean, yeah. In the beginning, I was only getting paid, like you said, from when I was actually out clipping. I am right now at this time not clipping any at all. Now that changes sometimes if I have somebody that's, I have a girl that's going to be out for the summer that I'm going to fill in, but it's because I want to. It's not because I have to. I want to go out and keep myself fresh. I'm going to actually just be doing one to two days a week.

Becca: Well, and this is the conversation that we have all the time is people come to me, and they say well, I want to scale, but you're going to make me quit doing what I love. You're going to make me quit dog clipping. I'm like I'm never going to make you quit dog clipping. You can dog clip or you can do your profession your whole life if you want if that's what actually brings you joy. It's more about do you have to? Do you have to miss your daughter's recital because you have to dog clip?

That's where we want to not be. We want to be in a situation where we are going and dog clipping just because we want to get out of the house, and we want to get back in and get our feet wet and hang out with our clients and do it because we love it. So it's been really fun watching you decide that you basically are so retired and reflecting so often that you are ready to get back out and have fun with it again.

Kati: I really am. I'm actually excited. I'm going to take, like I said, about three months, and I'm going to go fill in for one of my clippers that's going to be gone. I'm actually excited to do one to two days a week. Now, if that was going to be five or six days a week, I may not be as excited. But.

Becca: That's a huge. Well, that is nothing to scoff at. That is a huge, huge jump. Going from working your face off. This is where I'm telling people

Ep #158: Increasing Sales and Profit While Working Less with Kati Penn Jenkins

listen, like you don't have to work harder to scale. Everyone's like I want to scale, but gosh I don't want to, I don't want to manage people and hire people and this and that. I'm like you are clipping, I mean, 50 hours a week or something crazy. Clipping nonstop and only making \$5,000 a month in sales.

Kati: Yes.

Becca: Now we're looking at you're gearing up to get close to \$30,000 months, and you're not clipping at all? What are you going to be making once you are clipping two days a week again just for fun? Like it's just insane the amount of money that can come from trusting that you don't have to work harder to make money.

In fact, all the rich and wealthiest people know this. You're not seeing the wealthiest people just killing themselves working to death. You're seeing them on boats and on vacation. It's because they've scaled and delegated.

Kati: Yes.

Becca: So where do you see yourself going from here? Like what's your next level of success? What do you want?

Kati: I mean, I would love, love, love to continue to grow just the areas that we are in. I mean, I'd like to just be everywhere. I'd love for us to just be everywhere and have clippers all over the place. I mean, it's almost become fun for me.

Like at first, I remember when I first talked with you, I looked at all the new things that I was learning and all the new things that I had to do is like overwhelming and scary and just a lot. A completely different feeling. Now I'm almost like looking at it like I don't know exactly how I'm going to get from right where I am right now to where I want to be in the next two years, but it's fun to me now. It's fun to learn those things.

Ep #158: Increasing Sales and Profit While Working Less with Kati Penn Jenkins

I'm excited like every time we have a call because I know that there's going to be something that's said by somebody that's going to be a light bulb. It happens every time. I'm like oh, I need to go do this. Or it might even be a question that didn't even necessarily pertain to me I didn't think. But it's fun now just like learning all the new things about business and how that pertains to my business.

Becca: I know that every time I tell a client a number that I suspect is going to happen for them, I'm always right. So we're going to start there. I'm always right. They never believe me, but I do this all the time. I do it with every client. I'm like listen, in 2025, you're going to see your first \$50,000 month, \$60,000 month. I just know it. I also believe that there's a part of me that is extremely intuitive and may I use the word psychic. I do believe about myself because I'm just never wrong. I'm never wrong.

But in 2025, next year, I want to see you having \$80,000 months, and I see it happening super easy, super chill. You're going to have a bigger staff. You're not going to feel like there's more work than what you're doing right now. It's just going to feel like there's just more people, but all the people are going to be excited about their job. They're going to be loving it.

You're going to have even more processes in place where people are coming on, they're getting trained without you, and they're getting quality trained. Then they're shadowing, and then they're getting lead out into the field by themselves, clipping, holding, all of the things. You're going to have these processes in place, and \$80,000 months are going to become kind of a norm for a while. You won't stay there very long. You'll be bumping up to \$100,000 months, but this is going to be your future.

Kati: Every single time you tell me a number, well, number one first I get really, really excited. Then I'm like, I have a minute that I'm like that can't be right. That's too big. She's just being nice. She feels sorry for me, and she's being nice. Then every single time when I hit the number or even go a little bit over it, what you have said, I'm like I swear she's done it again. She has hit the nail right on the head every single time.

Ep #158: Increasing Sales and Profit While Working Less with Kati Penn Jenkins

Becca: My next business is going to be just I'm going to sit in a booth. You know like at the carnivals where people used to guess other people's weight. I'm just going to sit in a booth, and you're going to pay me, and I'm going to tell you where your business will be in two years.

Kati: I think that's brilliant. I mean, yeah. Like I said, every time you've told me that, I remember you telling me that I was going to hit 20,000 and being like this woman has lost her mind. She has lost it. That's not happening. That is not happening. If it does, it'll be 25 years from now. That's what I thought. I thought that's possible. Yeah. When I'm like 75.

Becca: This is old school. It's an old school name, but do you remember Lindsey?

Kati: Yes.

Becca: I remember telling her she was going to have \$20,000 months in the next like eight months. She about hung up on me. She was like, "How dare you say something like that to me?" Anyway, I mean, she just went straight by past \$20,000 months, and she's now somewhere in the six figure months. So yeah, this happens all the time. We did it the other day with Ashley Brown. I think Ashley's going to be at 75,000 in 2025. I see that happening for her.

But it's just so clear to me with the direction that you're going and how fast it's happening and everything. The fact that the quality is still in control is a really big component of it too.

Kati: It's so insane because literally this time a year ago, I remember about jumping out of my car. We were driving to Nashville for a show. I remember looking up what my projection was going to be for that particular month, and it said 11,000. I was so excited about 11,000 for a month. I just could not believe it. It was I mean no time before it passed 11,000 by a longshot.

Becca: One of the reasons that you're having the success that you're having and honestly one of the reasons that I have the especially had the

Ep #158: Increasing Sales and Profit While Working Less with Kati Penn Jenkins

success I had in the beginning was because of exactly what you just said. Every single month that was up by \$1,000 was like I popped a molly. I'm so excited. I can't believe it. Really being obsessed. Not fake excited, like genuinely like this is my fucking life. I can't believe it. I can't believe I made \$3,000. I can't believe I made \$5,000.

One of the biggest red flags to me is when people are making money, or they're improving month over month, but they're like ah, it's not enough. It's not enough. It's not enough. It's not. I made 15, but I was hoping for 17. Every time that I meet someone that's like you, that's like me, that's pumped with every extra dollar that comes in, I always know that they are going to grow a lot faster and a lot easier because they just don't have that friction. They don't have that thing holding them back.

It's just like smooth sailing straight to the moon. They're just excited for what they have. Gratitude will just take you to the freakin moon. Gratitude is everything. Every month that you spend thinking it could have been this, it could have been that, you're just chipping away at your confidence for no reason because you made up some arbitrary number that never existed, but you got locked onto it and decided that it needed to be. Then it didn't happen. Now you're chipping away at your own confidence and just self-sabotaging yourself.

When the way that I like to do it is anything above my basic living expenses is a party. It just keeps compounding when you look at it like that. So I think that's a huge component to how you're doing what you're doing.

Kati: I will say and those who know me really well know I'm not a big crier, but when I hit \$23, I did cry. I did. I was just like this is just completely, I did shed, I had a little tear.

Becca: Yeah, you should. Cry like a baby.

Kati: I know. I was just like I cannot believe. I just can't believe it.

Becca: Yeah.

Ep #158: Increasing Sales and Profit While Working Less with Kati Penn Jenkins

Kati: Yeah. I hope it continues to be that way. Because I don't know. It's kind of like when you get to be an adult, I feel like there's not nearly as many things that are that exciting. But man, when you wake up, and you see you've had a \$23,000 month, it's like a kid on Christmas morning.

Becca: You get to always choose to feel that way. It's always a decision. And the day that someone stops feeling excited about their business, they made that decision.

Kati: Yep.

Becca: It's a choice. So you just keep doing what you're doing, and it will continue to feel good. Then the day that you hit \$80,000, we'll go and we'll pop champagne bottles. The day you hit \$100,000, we'll go and we'll celebrate. It's only up from here. It gets to be as big as you want it to be. You get to stop whenever you want to stop, and you get to play for as long as you want to play.

Kati: I absolutely believe that now. There was a time when I did not and would have questioned it. What do you mean it gets to be as big as I want it to be? That doesn't, that's not true. I would have said no, it's not up to me. Now, I've definitely learned from you that it really is.

Becca: Yeah, 100% up to you. All right. Can you give our listeners some piece of advice? There's a lot of people listening right now that are in the stage that you were in in the very beginning. What advice would you give to back then Kati?

Kati: Back then Kati, I would have said, which I did do this. I did what I was told, but you've got to just push through the really hard things, the things that seem really, really scary and too big. Essentially, you have to just not listen to anybody else because people are going to tell you oh, that's not realistic. You can't do that. That's not going to work. Because I feel like that's coming from people who are not making things work. If there's one

Ep #158: Increasing Sales and Profit While Working Less with Kati Penn Jenkins

big thing that I've learned is find the people who are doing what you want to do and listen to them and completely ignore everybody else.

Becca: Yeah. The only people that are going to tell you that it's not going to work or that it's dumb or whatever, those are the people that can't make it work. Like you nailed it.

Kati: Yes.

Becca: There is not a single person more successful than you that's going to make fun of you for trying. There's just not. Just like there's not a single super fit person on the planet that's going to make fun of someone for trying to be fit. It's just not going to happen. Fat people do that. Mean people do that. People that hate their lives. That's who makes fun of people for going after their goals.

You always want to only listen to the people above you. When I say above, I just mean closer to their target. The people that are closer to the target that you want to be at, that's who you listen to. The people that are further away, those are people behind you. They're going to be the ones trying to pull you down.

Honestly, if I'm being completely frank, I'm sitting here talking shit, but I haven't experienced much of this. The more that I put myself out there and the more that I say these big goals, mainly everybody's just like that's great. Go for it. I think it's very rare, at least in my life, that someone's like what are you doing? What are you thinking?

One of the things that I realized is I thought people were going to be put me down for being vocal about my goals when in reality, that was just me thinking they were. It's never actually happened.

Kati: Yeah, and I think that's probably also a testament to who you have surrounded yourself with. I think people tend to surround themselves with people who are not doing as well and then they see that and then those people tell them things aren't possible. Then they think it's not possible and

Ep #158: Increasing Sales and Profit While Working Less with Kati Penn Jenkins

then they don't do the things. I looked at you, and I was like man. I want to do that. So, I'm going to just do everything she says.

Becca: Yeah, ride on the coattail.

Kati: Exactly.

Becca: That's the way I think about it with my mentors is just like oh, they're flying to the moon. I'm going to jump on their coattail, and I'm just going to watch every move they make. If I'm getting slapped in the face with the wind, and it's just a hard, rough ride, but I'm at least there and understanding exactly how this is going down so that I can create it as well.

Kati: Yeah. I don't understand having a mentor or having a coach and not doing exactly what they say or what they do. That's literally the point.

Becca: Yeah. If somebody's in Lexington or in central Kentucky or, I guess, now in northern Kentucky, right?

Kati: Yeah.

Becca: How do they find you, and how can they hire you to come clip their animal's nails?

Kati: At petpedicuresmobile.com and then they can also call or text 859-605-3824.

Becca: Awesome. Well, thank you so much for being on.

Kati: Well, thank you.

Becca: You're the best. I have absolutely loved working with you, and I can't wait to see where you're at in two years again. We'll bring you back on the show, and we'll just talk about how freaking awesome your life is again.

Kati: Thank you so much.

Ep #158: Increasing Sales and Profit While Working Less with Kati Penn Jenkins

Hey guys, this podcast is the blood sweat and tears of a lot of different people. The planning and the preparation of each episode is extensive. My team and I are really proud to bring you this free and abundant content each week, and we hope that you're loving it. If you are, the very best thank you that we can receive from you is a review and a share.

When you share this episode with a friend or leave us a five star review, it is like pouring a little bit of magic into our podcasting bucket. It is what gets our work recognized. It's what gives us energy and keeps us going, truly. Not one share nor review goes without recognition from our team. As always, we fucking love you here at Hell Yes Coaching. Have a beautiful day.

Hey, thanks for taking the time to listen to today's episode. If you're looking to get more clarity and momentum for your business, visit hellyescoachingonline.com. See you next week here on *The Hell Yes Entrepreneur* podcast.