

## WOC And Allies - Episode 76

**Elaine Lou Cartas:** Legacy Leaders, I'm with your favorite, not me, Monica Schronk.

**Monica Schrock:** Oh, hi everyone. Happy to be back.

**Elaine Lou Cartas:** For those that haven't met Monica, Monica is a friend, a client, my marketing strategist. Yay. And amazing human.

**Monica Schrock:** Appreciate you. And

**Elaine Lou Cartas:** you think These are always so fun. I know. you know what? Since you've been on here for a while And I know for some people you're Yeah.

**Elaine Lou Cartas:** This first time listening to you Yeah. Fun fact you want to share before we start this episode? Fun

**Monica Schrock:** fact about me That I probably don't know. That you don't know. Oh my gosh. Okay, fun fact. So I used to live in LA. Like Elaine. And, yeah, they laughed

**Elaine Lou Cartas:** at me. I did. Let it

**Monica Schrock:** be. I know, I miss it so much. But I loved LA for all the like random things that would happen.

**Monica Schrock:** So fun fact about me is that I went to a random EP release party at the Satellite in Silverlake that my friend invited me to. And I got to hang out with Tom Morello, the guitarist of Rage Against the Machine, and Chad Smith, the drummer of Red Hot Chili Peppers, for the whole night. And it was super fun.

**Monica Schrock:** And wholesome, by the way. Super wholesome. So that's a fun fact about me. I got to hang out with those two really rad dudes.

**Elaine Lou Cartas:** it's like funny because I hear these stories, right? And I grew up in LA, Monica's a transplant! Monica's a transplant! I grew, we moved from Central California to L.

**Elaine Lou Cartas:** A. I lived in Glossal Park. For those of you that don't know Glossal Park, it's by Eagle Rock, where all the Filipinos live. When I was, like, three, and I never had one of those, celebrity hanging out moments.

**Monica Schrock:** Yeah. I don't know. Why live in East Hollywood? I feel like it always happens with transplants. I always lived in East Hollywood, so it's like a lot more of celebrities walking around, Yeah. That's like where, it's like where the celebrities that didn't want to be Hollywood Hills or Beverly Hills celebrities, or didn't have enough money to be, I don't know. That's where they were hanging out.

**Elaine Lou Cartas:** But don't worry, this episode is not about should you live or move out of LA. That's not what the episode is

**Monica Schrock:** about.

**Monica Schrock:** But I think everyone should live in LA at some point, that's just my opinion. Agreed.

**Elaine Lou Cartas:** Agreed. let's maybe, it is about that. Okay. Side conversation though. I was having a conversation with one of my friends. She does not live here. She lives in Canada and her Uber driver, who just moved here, by the way, was like, Yeah, L.

**Elaine Lou Cartas:** A. food? I would think it's the same verse. It's not. I'm like excuse

**Monica Schrock:** me. What the fuck are you talking about? No, shutting that

**Elaine Lou Cartas:** down. I know. I was like, no. When did she move in? Two months ago. Where was she driving you from today? Where does she live? Yeah. So she was driving her from Marina Del Rey to Hollywood.

**Elaine Lou Cartas:** I was like, no.

**Monica Schrock:** No. Okay. So this is someone who has decided not to do any exploring at all. I need you to do better. Yeah.

**Elaine Lou Cartas:** Like hole in the walls. Okay. And when people see Why

**Monica Schrock:** do you have to go to hole in the wall? There's, little Armenia. There's Thai town. there's little Tokyo.

**Monica Schrock:** Yeah. There's Koreatown. there are places named after cultures where you could go eat amazing food made by people. In those cultures. And

**Elaine Lou Cartas:** now that I officially live in L. A. again, I could vote for L. A. mayor, I'm like, oh my god, the diversity of food, dude, the Indian food here. Oh, so good. So good. I need to bring you, next time you come, there's this

**Monica Schrock:** really good, like, all The Ethiopian food?

**Monica Schrock:** So good. Okay. I am

**Elaine Lou Cartas:** hungry. Let's go. Sorry,

**Monica Schrock:** everyone. This is a, Elaine's not ADHD, but I think I influenced her in this moment. With my ADHD tangent. But we're not talking about LA food or lifestyle. This

**Elaine Lou Cartas:** podcast is called Real Talk, okay? We are having some real talk. That's true.

**Monica Schrock:** We're real

**Elaine Lou Cartas:** talking.

**Elaine Lou Cartas:** If this was structured and do step one,

**Monica Schrock:** step two. Our, no. The moral of this story is don't talk shit about LA in front of us unless you've actually done your research. Don't do it. Or

**Elaine Lou Cartas:** live there for at least five years. Anyways. This episode's like an anti thesis of episode 9. Oh, so long ago.

**Elaine Lou Cartas:** Yeah, two years ago, I recorded one of my top recording podcast episodes of how I decided to end my mastermind. And how I'm simplifying my thing. But what are we doing now, Monica?

**Monica Schrock:** We're bringing back the mastermind, baby. What?

**Elaine Lou Cartas:** But, in LA Caveat in a different way. Yeah, but in LA fashion,

**Monica Schrock:** Rebrand. Yeah. Dude

**Elaine Lou Cartas:** Yeah. So we're doing that, but I just want to share a funny story. So I remember I was at LAX, and then, they're always doing construction in LAX, right? Always. And there was a signage that says L. A. people are not the only people that get reconstructed. I

**Monica Schrock:** was like, woo! Oh, wow.

**Elaine Lou Cartas:** So good. It was hilarious.

**Elaine Lou Cartas:** It

**Monica Schrock:** was hilarious.

**Elaine Lou Cartas:** That's funny. I'm 100 percent natural. But we're bringing back the mastermind, but it's a little

**Monica Schrock:** different. Coming back. It's coming back. Yeah. It is a little different. I really like how it is. I'm very excited for it. But should we talk about what it was like before? For people that maybe now listen to the episode two years ago, or

**Elaine Lou Cartas:** Yes.

**Elaine Lou Cartas:** Definitely listen to episode nine. It doesn't have to be right now. Stop listening to this episode and listen there, but right after, maybe. But I was doing the most because Yeah. not making fun, but it's just also a fact. I'm Asian. Valedictorian. I, was taught, hey, you do the most.

**Elaine Lou Cartas:** You get awarded and do everything. So 2020, 2021, my business blew up and everybody wanted to work with me, which I was really grateful for. Monica at the time, started to be, was that when you started to be quite, no, 2018,

**Monica Schrock:** 2019, November, 2018. Yeah.

**Elaine Lou Cartas:** And then the pandemic happened and yeah, unfortunately a lot of shit happened, but also my business blew up.

**Elaine Lou Cartas:** But. Yeah. I was realizing a lot of beginning business owners want to start. And then my clients have been with me for a while, wanted more an advanced container. So then create two different

containers and then had a career coaching clients. And then I had my one to one, I had five different programs, like five different programs.

**Elaine Lou Cartas:** And the way I was getting clients was constantly going live all the time, constantly on social media, taking pictures of my. Food, talking. I was annoying.

**Monica Schrock:** You weren't annoying.

**Elaine Lou Cartas:** I, I, look back now because now when I see people do it in public, I'm like, oh my God, I was that person. Now I just have videos of me fighting.

**Monica Schrock:** Muay Thai, but were, but I had five, yeah, you had five programs and when it came down to it, it got complicated to have a marketing schedule for all of them. One, because if you're doing, if you have five programs, you're running promotions constantly. There's no way, you're not constantly like marketing specific, like pushes, not just oh, I'm all year round.

**Monica Schrock:** Which you were technically, you didn't have a closed door program, but it's like you had to remind people about five programs, which was a lot of work. And then. When it came to explaining it to people once they came into the fold, it's almost like they had too many options, I would say. Yeah. In a way.

**Elaine Lou Cartas:** Yeah.

**Elaine Lou Cartas:** It was like, hometown buffet. Yeah. It's too much. It's too much. Versus In N Out. Come on, I'm from LA. You know I was gonna do an In N Out. I do know.

**Monica Schrock:** You were gonna say In

**Elaine Lou Cartas:** N Out. Sorry. I'm so sorry. I realize you are vegan. I apologize for being a meat conversation. No. What? It's fine. But you go to In N Out.

**Elaine Lou Cartas:** It's like a number one. Hamburger number two. Cheeseburger number three. Double Yeah. And, I just couldn't do it anymore. It just overwhelms me, but we were looking at our marketing stats and data from last year and we were realizing trends that was happening and also what type of clients, so I want to use also Monica as a little marketing strategy session that's being recorded in podcast episode, but what did you notice, Monica, when we were looking at the data and stats?

**Monica Schrock:** What I noticed is, your career and business clients were starting to like even out like balance, like half it wasn't like so much you had. Mostly business owners and then one or two career clients on the side. They were starting to balance out. So we were, seeing that it's not as biased towards businesses anymore.

**Monica Schrock:** And then we were also noticing that a lot of people come to the calls, the office hour calls including my office hours and other people's office hours, and these are a mix of your clients that are business and career. And they're still getting the same out of it or even more because they're able to help people even business owners who have been in Corporations or in organizations can relate to what people in their careers are going through getting the feedback from people who aren't doing the exact same thing as you are.

**Monica Schrock:** And I think that was really important that we realized when we wanted to change this and bring the mastermind back that it's so valuable to learn from other people who aren't doing exactly what you're doing. Yeah. It's so valuable and maybe even more insightful because they're not doing the exact same thing.

**Monica Schrock:** Exactly. Exactly.

**Elaine Lou Cartas:** And so we wanted to simplify it, just like how we just. Change the name of this podcast. Yeah, . So the name of the mastermind, it's called Business and Career Mastermind. . How Simple.

**Monica Schrock:** How Easy. How Easy. . But you're not gonna forget it. It's not a clever name that you're gonna forget. No. And what do we always say?

**Monica Schrock:** Clear over clever all the time. And I love to be clever. So hard for me sometimes .

**Elaine Lou Cartas:** and it's very obvious what it means. So obvious, what does business and career Mastermind mean? People who have business or care, but the difference this time around is that these are leaders. They're experienced and advanced in their own career, whether they're direct manager, director and above in their own careers, or if they have their own business.

**Elaine Lou Cartas:** And Monica and I, we always talk about my clients, but we love, like the clients I'm working with right now, like they have team members, which was different two years ago. Oh yeah. Three years

**Monica Schrock:** ago. A little more like. Beginner, and I think also, we paid attention to the trends, so it's not like we really made a mistake when we got rid of the mastermind, like it just made sense, like you were starting to get folks who weren't as beginner, and so you had the mastermind who were, was more beginner, and then the inner circle who was more like intermediate, or expert, or advanced, yeah.

**Monica Schrock:** Just more time, more experience that they'd been in business, so you had these two groups that made sense then. But also you started getting more intermediate and advanced people, which is what you wanted, that's who you wanted to work with. And then we noticed like a trend that mastermind the like.

**Monica Schrock:** The term was really oversaturated at the moment. That was part of it too. So we were like, Oh, let's do inner circle. People are really liking that. And now we see a trend where it's like inner circle and other like group names like that are becoming less recognizable and mastermind is coming back around and it's less saturated.

**Monica Schrock:** And I think like the, online business world, the business coaching world has balanced out a little bit. So it like feels good and it's making more sense like SEO wise for us to go with mastermind.

**Elaine Lou Cartas:** and that's what we did too. We looked at SEO and I remember one month when I, so I'm like, Oh, people are looking for a mastermind.

**Elaine Lou Cartas:** Yeah. And at the time it was called CollierDreamsInner, so I'm like, let me change it to mastermind. So we changed the name again without announcing it officially. Yeah. We called it the CollierDreamsMastermind, but here's what I want our listeners to know. This isn't Oh, they are marketing this. And it's brand new.

**Elaine Lou Cartas:** actually, I started this back in June where I combined it both. So what I want people to hear is that I've already experimented with this for half a year combining both my business and career coaching clients together going to office hours. The commonality that both my business coaching clients and my career coaching clients is yes, they're leaders, but also they have that shared experience of being one, a woman of color or

**Monica Schrock:** two allies.

**Monica Schrock:** Absolutely. And I think that's a great point too. And always as a reminder from like my position as a marketing strategist, none of these decisions are made like hastily.

**Elaine Lou Cartas:** no, they weren't. They're very intentional. Yeah.

**Monica Schrock:** These are patterns that we recognize, not something that happened once. So we like freaked out a little bit and changed it.

**Monica Schrock:** that's definitely not. A way to test anything, like you want to do these smaller increments, can you see, you can see if things are actually working or trending in this direction and just paying attention for three to six months or even longer. great point. Definitely not something we were like, oh my god, people are searching for masterminds all of a sudden, so we need to change the name.

**Monica Schrock:** no, it was just like, let's see how this goes for a little while. Let's see if these groups mixing together. Still was valuable to them. And once we knew that it was a no brainer. I think what

**Elaine Lou Cartas:** solidified it too, is that when we're recording this, it's like a week after we renamed our podcast, I was like, shit, the SEO worked so well.

**Elaine Lou Cartas:** We were number one on Apple and Spotify. Like we need to change the SEO for our mastermind. Yeah. And also I will announce we're also changing the SEO or the name for. Our newsletter where it's going to be called Business and Career Diaries. And the reason why we're adding the word diaries is because it has that Zangen Live Journal feel, which as us Millennials.

**Elaine Lou Cartas:** We love the blogs. Absolutely. And blogs are trending

**Monica Schrock:** again by They are, yeah. Absolutely. And if you look at nineties are

**Elaine Lou Cartas:** back, two thousands nineties. Two thousands early two thousands Yeah. Yeah. Means as you're saying late nineties, early two thousands.

**Monica Schrock:** I think it's also the like consistency of the brand, right?

**Monica Schrock:** Because we're seeing the success of the SEO and the podcast, and then it's okay, to keep this brand cohesive. We're gonna, build that into the rest of the programs because that's what makes the most sense. It's more recognizable, it's more cohesive, and that way it's like we tested that theory on the po on the podcast and now we can confidently use business and career everywhere else.

**Elaine Lou Cartas:** Yeah. Yeah. And, for our listeners who Whether they're running their own department in their career or in their business and, we're having this come out in the beginning of the year. What advice or tips do you have for them as they're analyzing things and making decisions for the new year?

**Elaine Lou Cartas:** Yeah,

**Monica Schrock:** looking for patterns is a big one, right? Yeah, like I think that's the biggest one. Yeah, even if it's qualitative like a lot of the times like you'll do surveys and you'll get open ended survey like question answers And even there you can what I always do is I pull them out and I look for the pattern you know a lot of the times you have a majority of people saying a similar thing And that's where you really want to like Give your attention to yeah, I think it's whatever like collection you can do of information Just from the folks even if you were just to survey the people in your department Like you were saying if you're a manager or a leader like

surveying people in your department However makes sense for you if it's anonymous I don't know if that's you know It depends on the size of your department Whatever makes the most sense or asking questions of people being open to feedback That way you can see patterns in your team and how people are feeling and I think it's just however you get information from your audience or your team or whatever.

**Monica Schrock:** Get that information. Or if you have this like backlog of information, like I always tell my clients that have their own businesses, that if you have an intake form that asks where people found you or any really relevant information like that, look, however far back you can. And if you see that people are finding you on.

**Monica Schrock:** Instagram, or they're finding you on YouTube, or they're finding you through the same referral website over and over again, that's where you need to put your, more of your attention and do less on these other marketing channels that aren't actually getting you conversions. So I think it's really just looking for the patterns and any of the data and the research you have available to yourself for as far back as you can look at it.

**Monica Schrock:** Yeah.

**Elaine Lou Cartas:** And. I even want to share, one of my clients, I was on a call with her earlier today. And she's Hey, these two people that are part of my membership is asking for like private sessions now. And I'm like, okay, great. That's a trend. If you notice that, I would send a blast email to all of your current and past clients, letting them know that you have one to one spots available.

**Elaine Lou Cartas:** She's Oh my God, that's brilliant. And that's a reminder to look at trends that are happening right now in your business. Because if two people are asking, Yeah. It means more people are curious about the same

**Monica Schrock:** question. It's true. The amount of people that are actually assertive enough to ask is like way less than the people who are probably wondering, but are like, eh, I don't know if I should ask or afraid to ask or whatever.

**Monica Schrock:** Yeah.

**Elaine Lou Cartas:** Yeah. But it just, it feels so good to know that I have the mastermind and one to one coaching, whether it's business or career. That's it. That's it. Two different, two services. That's it. That's it. That's so good. And I remember one of the things I was talking to you about, cause looking at data and numbers, I.

**Elaine Lou Cartas:** Yeah. Know that I don't want to say Ivy League, but comparing it to a liberal arts school I want to work. I want to be known for like my high touch relationships. we have a wonderful relationship Me and Monica are constantly sending each other memes. Yeah, just work relationship, but I want to have that deep relationship with my clients as well as my team members like you, Monica, and all my clients love you.

**Elaine Lou Cartas:** But it's Monica, I just want to say I work with 24 clients. That's it. That's it. Yeah. So do you know how easy it is to just say, I work, we work with 24 clients at one time, either one to one or through my mastermind, where you get one to one coaching time with

**Monica Schrock:** us. Easy. Simple. Yeah, super simple. And then we see like how we want that divided up, or, does it matter?

**Monica Schrock:** We don't know. We just, reverse engineer from that goal. And I think that's the biggest thing too, is just have a goal. Yeah. And you have to reverse engineer from that goal. I think we've talked about this before is like having a goal and wanting to make a certain income, but then not doing the math around what that'll take.

**Monica Schrock:** Oh. Anyway. I actually don't have enough hours in a day to make the type of income you want because your prices too, are too low or that's too many clients that you can take on, which is usually due to your prices being too low.

**Elaine Lou Cartas:** Yeah. So in all transparency, my bookkeeper of all finance Park and Corey yelled at my ass and they're like, your profit margins aren't as strong.

**Elaine Lou Cartas:** Like what happened? I'm like, Oh shit, I forgot. I hired new coaches and I did this retreat and I didn't keep that in mind. But then I was also mindful, not just money in terms of time. So one of the things in the mastermind is you're guaranteed a six. you're going to have a monthly one to one with me.

**Elaine Lou Cartas:** And then there's office hours. I do twice a month for about three hours. 90 minutes for each of them. So 24 clients. Plus three, 27 hours of calls a month. That's it. A month. Not a week. A month. A month. Yeah. I know you're looking at me like crazy because Monica's an introvert. oh no, that's a lot.

**Elaine Lou Cartas:** No,

**Monica Schrock:** 27 a month? That's

**Elaine Lou Cartas:** not a lot. No, that's not a lot for me. And I get to do Muay Thai still? If you have a

**Monica Schrock:** full time job, you're in way more calls a week, a month than that. Maybe two weeks you're in  
27

**Elaine Lou Cartas:** calls. Oh my gosh. I think you knew that. But when we started working together, if you remember back in 2018 and you were my client, like I was doing 50.

**Elaine Lou Cartas:** Oh yeah, so many calls. I was fucking crazy. I was in my 20s. Ugh. So I had a lot of energy then.

**Monica Schrock:** I was in my 20s. I was not in my 20s when we started working together.

**Elaine Lou Cartas:** late 20s, I apologize, let's be clear, not 21, okay? I was in my early 30s. Yeah, I was in my Saturn's return, so I think 28, 29, but.

**Elaine Lou Cartas:** Oh, you're figuring it out. You're figuring it out. Yeah. But it just. Feels so good. And with that, now that we work backwards, like I just want to do 25 hours of calls a month and then figuring out the price point. And then, I even had a conversation with Monica. it's not gonna be happening like soon within a year, but I even told Monica Hey, in a year or two, when I'm like popping out a baby, like I'm going to need you.

**Elaine Lou Cartas:** Yeah. And I'm here

**Monica Schrock:** because I'm not popping out a baby.

**Elaine Lou Cartas:** I know. I'm also saying this recorded because I have evidence that Monica. You have witnesses.

**Monica Schrock:** Monica told Elaine. This

**Elaine Lou Cartas:** is recorded podcast episode number Monica. You said you're going to do coaching sessions for

**Monica Schrock:** this, for my client. I'm here for it. We can do it in writing right now. I love it. I love it.

**Elaine Lou Cartas:** But. Going back to the mastermind, we were even debating timing. that was hard. For me personally, because I was just like, Oh, it was so easy to convert a lot of three month people.

**Elaine Lou Cartas:** Oh, yeah. but they're not getting the results. No,

**Monica Schrock:** it's an integrity thing, right? Yeah. Yeah. People are more likely to sign on for three months over six. Yeah. Because of the investment. But We know that six months is the timeline that people actually start seeing results. So if we're selling people long term results, then they're not going to come back because they're not going to see the results because we know that's unlikely to happen.

**Monica Schrock:** And that's, exactly

**Elaine Lou Cartas:** what happened when I was looking at my data. I was like, a lot of my three month clients are not renewing. Like before, when I had my mastermind for a full year, people would renew. Yeah. Like another year or another six months. I was like, okay, six months is a sweet spot. We'll do, we'll still have the year.

**Elaine Lou Cartas:** I think it was six when I started working with you. Yeah. Oh yeah, it was six and then I increased it to a year. Yeah. But we, you and I were debating, should we do six months or a year for this mastermind? We said six because Transparency, the economy right now, it's hard to commit for

**Monica Schrock:** a full year.

**Monica Schrock:** Committing to a year is hard, and then three months was not enough time for people to see significant results, so we landed on six. Yeah. Yeah, and that feels good, I think. Yeah. I think, honestly, I would, but, because of me, because of what I know, if someone was like, I'll get your results in 90 days.

**Monica Schrock:** First of all, I'd be like, what results? Second of all, I would be like, I'd probably be sus, cause I'm like, how are you gonna get me, 90 days is not a long

**Elaine Lou Cartas:** time. Sorry, I am a millennial, what the hell does sus mean? Oh, come on, man. That's not even

**Monica Schrock:** Suspect. It's suspect. Okay,

**Elaine Lou Cartas:** I'm a millennial. I'm older than you.

**Elaine Lou Cartas:** I don't know. Okay, apparently Alright, go ahead and scold me. I don't know these terms. Okay? Sus means it's

**Monica Schrock:** like suspect. Okay.

**Elaine Lou Cartas:** Okay, I'm sorry I don't speak slang. Continue.

**Monica Schrock:** Oh my god. This has to be in the clip. This has to be a clip. No, I'd be like suspect of this person who is like promised me all these results and in 90 days, cause that's like not enough time, they don't even know where I'm at in my business.

**Monica Schrock:** They don't know how long it would take for me to get results. So I think integrity wise, it's a good place to be. And understanding that like, yeah, this is not a time that people will probably be able to commit 12 months. Yeah.

**Elaine Lou Cartas:** And I was talking to one of my clients who has gotten amazing results in three months because that's what they signed up for.

**Elaine Lou Cartas:** And I was like, I want to get your thoughts if I were to do this six months, like minimum, because I really want long term results. And she's yeah. I know it's easy for me to say yes to you because it's three months, it's a lower price point, but I get what you mean, our contract's about to end and I don't want it to end when I already see momentum happening.

**Monica Schrock:** so it would have just been easier, and now they have to make a decision instead of just being like, oh great, we're halfway through and I'm getting some momentum. And

**Elaine Lou Cartas:** then we're doing a disservice. Yeah. focus on the dollar as opposed to what do our clients really need?

**Monica Schrock:** Yeah. And let's be real.

**Monica Schrock:** it's like when I'm a service provider. So it's always Yeah, what do you

**Elaine Lou Cartas:** do Monica? I apologize. I know I said it earlier, but for those of you that just met Monica on this episode, yeah, I just learned sus, I learned so much from this episode.

**Monica Schrock:** So I do marketing strategy and copywriting which consists of, I do custom proposals, so it can be a lot of things, but generally I do a lot of marketing consulting packages and then also email marketing is my big one, and then I do consult on social media.

**Monica Schrock:** So it's Copywriting, it's a lot of sales pages and websites. So I write and I do marketing, a real, holistic strategy. But as, a service provider, I've noticed over the years, it's always the clients who are paying you the least that expect you, expect the most. always. And that's why I Oh, happens to me too.

**Monica Schrock:** Yeah, that's why at this point, I'm just, I'm very selective about who I discount my services for or who I do pro bono services for because To me, it has, I just have to really feel like there's going to be that, I know how much, the exchange usually is for this, and I respect that. Because a lot of the times people don't.

**Monica Schrock:** So it's I think sometimes there's that, that energy of, I need to get these results in three months, because that's all I signed up for. So it's this very, hectic, It's not desperate necessarily, but it just has that like desperate edge where it's like I need to get results before three months because I'm not, I don't want to spend more money, which I understand, but it's also when you're thinking about your packages, you, want

to acknowledge that might happen and maybe that's not actually the like container you want to create for people.

**Monica Schrock:** Yeah. If you have the. The data already that says it's unlikely.

**Elaine Lou Cartas:** I hired you, when did I hire you? A year ago or two? Maybe two years ago. I'm gonna say two years ago. Yeah. It was when you started the podcast. Yeah. Yeah, when I started the podcast, January. So when I recorded episode nine, while I'm ending the mastermind, that was in March.

**Elaine Lou Cartas:** So two years ago, right? And I knew. Like working with you that I wasn't going to see fast results. The reason why I decided to work with Monica is because I already saw the writing on the wall. I knew that everyone was going to burn out with social media and online and that was what my business was heavily relying on social media.

**Elaine Lou Cartas:** Me being constantly on. I didn't want that. That's why I'm in a podcast because I'm hiding behind the screen and we're not fully recording this. I'm just going to show a little clip of it.

**Monica Schrock:** Exactly. And like we knew it was a long term, like we entered the the agreement knowing this was long term strategy and we've started on a smaller package, too. It wasn't yeah, let's spend a bunch of money up front when we know this is gonna be a like a long term strategy and it's gonna take some time. To see the results and cleaning up and your list your email list health and cleaning all that up I told you in advance that I was gonna take some time.

**Elaine Lou Cartas:** Yeah, and then it took us I mean, what, March of, hold on, no, not even March of last year. I'm sorry. Two years ago is when we ended the mastermind. Yeah. So two years we worked, but two years ago we ended the mastermind. I'm looking at my data right now. And then we realized like two years later, Hey, let's bring it back and combine it.

**Elaine Lou Cartas:** Yeah. By looking at data and also depending, and. That's actually the goal for the Mastermind, actually, I wrote it. See, we're still, brainstorming here, we're updating the sales page. And I also want to share, I, change the copy of my website once a year. we clean it up. I

**Monica Schrock:** was just going to say, too, based on, changing the copy and the, two years of us figuring out, now we've gotten to this point of the business and career, what we've named the podcast and the Mastermind.

**Monica Schrock:** Yeah. End. This ain't overnight. The biz and the newsletter. There's no overnight success. And the

**Elaine Lou Cartas:** newsletter. That was

**Monica Schrock:** the other thing. So brand messaging is something you have to test for a while. So we've been testing this, I want to say the same brand messaging that we rewrote two years ago for these two years, have tweaked it along the way, are now getting very clear on who you're attracting, who you want to attract, and what like SEO and what marketing strategies are working for them.

**Monica Schrock:** And yeah, companies do this consistently, but also it takes. Years. And it's not that you can't make money before, but if you're looking at like long term sustainable strategies that you don't have to put so much, like in the moment being on all the time effort and, you can still sign off and do your thing, this stuff takes time, like it's just long term

**Elaine Lou Cartas:** sustainable strategies.

**Elaine Lou Cartas:** I didn't even share this with you, but while I was talking to you, because Monica's. Monica was delaying when we were going to hit record because Monica's partner was in the

**Monica Schrock:** restroom. And the door's right here, so I was like, oh, I gotta wait. Yeah, Monica

**Elaine Lou Cartas:** was like entertaining, was like, why can't we hit record yet?

**Elaine Lou Cartas:** And Tom comes, I was like, oh, number two, bro.

**Monica Schrock:** I had to give him some time.

**Elaine Lou Cartas:** Yeah, but I didn't tell you this, but literally when that happened, I just got an email from someone who wants to pay me to speak for two hours for 5, Guess how they found me. SEO.

**Monica Schrock:** Yeah, SEO. They Googled like SEO,

**Elaine Lou Cartas:** because I have no idea who this person is.

**Elaine Lou Cartas:** Woman of color business coach or Yeah, Is it a career? Yeah. Yeah. They're like, can you speak for our, group for women? I'm like, yeah.

**Monica Schrock:** Yeah, sure. I'm like Is it a career or is it business? I don't know.

**Elaine Lou Cartas:** Career. Career. But see, that was, that's been a common theme, right? Business and career. Yeah.

**Elaine Lou Cartas:** And that came from you're first. Okay, so

**Monica Schrock:** everyone, Elaine's like first. Title was that? You're what? And like a career? Career coach.

**Elaine Lou Cartas:** Assertive coach. Assertive career coach, yes. Assertive career. Yes. Literally they use the word assertive. Hey, can you speak onne? Negotiating and how to be assertive. Yeah.

**Elaine Lou Cartas:** Not even kidding.

**Monica Schrock:** Like the evolutions. The evolutions in just five years and it's not, and again, you wanna test stuff, so we're not saying be hasty and just change things all the time. But over five years, like the evolution has been like. We've looked at the data because even we would talk about it even when I was your client to like it wasn't like because we've I've been through this whole thing with you right regardless of what side of it I was on but it's like the evolution that the actual like how honed in we are now versus then but you started just by seeing Oh, I see this like gap and I'm going to go for it, which is great because that's how you have to start something I know.

**Monica Schrock:** Yeah, there's like overthinking it and trying to create the perfect thing before you start and Y'all, I'm, like, I can relate. In some ways, I am very much a, jump in kind of person. But sometimes I think it's because I was in, manic states when I was bipolar and I was like, fuck it. I think that was, like, helping me.

**Monica Schrock:** But you really do have to just see a gap and see if, and, jump into it and see if it works. And then you evolve over time. You're not going to create this perfect brand with these perfect strategies and get it right on the first try. No one does, no one does. No. Because you don't have data.

**Elaine Lou Cartas:** And, what's funny is, I was like, a sort of career coach, I was like my first idol. Yeah. And then I noticed as I was collaborating with other coaches, specifically women of color coming to me, but it wasn't the observation that made me change the title to WOC business and career coach. Actually, I asked people like, hey, why did you want to work with me?

**Elaine Lou Cartas:** I was looking for a woman of color coach. I was like, Yeah. Oh, interesting. But going back to what you were saying, curiosity, they're looking for me. And some people said they were looking for me through Instagram, huh, what if I try this on Google? So we did. Yeah. And then WC Business and Career Coach has been keywords that have been used.

**Elaine Lou Cartas:** And then that's why we were talking about the podcast, let's try it. Oh shit. It's a Cecil. Shit. We should change the whole thing. Let's

**Monica Schrock:** change. This is working. Awesome. Let's change the

**Elaine Lou Cartas:** mastermind. Let's change the, it was just, oh my gosh, this is all working. Oh. it's been just really nice and simple.

**Monica Schrock:** And It's so satisfying to see. Patients and I know and data and things like pay off, I know what Monica you're saying. Oh my gosh. I know. It's wild. you heard it here first.

**Elaine Lou Cartas:** I know it's being recorded just like how I told Monica. She's taking whenever that time comes when I have a kid, but yep.

**Elaine Lou Cartas:** That's the unfortunate thing though with social media is the instant gratification. People are thinking, no, I need 10, 000 followers overnight. How come I'm not getting likes and comments? How come I'm not a millionaire in three months or whatever the fuck they see on the Facebook ads,

**Monica Schrock:** Elaine and I were around when that was actually possible.

**Monica Schrock:** And it was a beautiful time.

**Monica Schrock:** It was a beautiful time. That posts were chronological and there weren't even really ads on Instagram and, and you could build a following just organically because you had good content. it was a great time. I really miss it, but now that's not the case. So you're not going to build a business on social media.

**Monica Schrock:** there are other things like TikTok for young people is their new SEO. So yeah, maybe TikTok is a place that you're going to do that.

**Elaine Lou Cartas:** We did have a conversation about this in our last call. I was like, Monica, like SEO, should I consider TikTok? I'm like, no, but I'll say it here. We were like.

**Elaine Lou Cartas:** Actually, let's try YouTube Shorts.

**Monica Schrock:** That makes more sense for your demographic. Yeah, and also Because they don't know what sus is.

**Elaine Lou Cartas:** Man, look at Oh, you're calling me out, geez.

**Monica Schrock:** No, but seriously, we were like, okay, with the demographic we're going for, where they where we like, typically want them to be in their business or career, and that's who you help the most.

**Monica Schrock:** There are trends in what the ages are. YouTube was a better choice. YouTube is the SEO of our generation. Yes. That's where our generation is hanging out because we were here from the beginning. Show up

**Elaine Lou Cartas:** millennial. Go up on my YouTube channel. Hit follow and subscribe. Hit

**Monica Schrock:** that follow and subscribe button.

**Monica Schrock:** TikTok is not our SEO. So yeah, so in that case, it was really easy to make that decision and be like, we're not going to do the most and do both platforms because that doesn't make any sense. That's against our principles. Yes. And the way that we do things. But let's try it. Let's specifically make a decision.

**Elaine Lou Cartas:** Yeah. If anything, it was let's try it. I didn't want to do like the YouTube long form content. So I was like, let's just do the YouTube shorts. And guess what? I'm going to make it really easy for me and just do the same clips I have on IG Reels over on YouTube shorts.

**Monica Schrock:** Bam. See what happens. a lot of people do TikTok.

**Monica Schrock:** And then they reuse all that content. Yeah. Because TikTok, those trends get to Instagram late, and then that stuff is relevant again. It's not it's different people. I'm definitely not a TikTok user like a lot of people. I'll log on sometimes and look at some stuff, but I'm seeing trends when they're already out, outdated, because I'm seeing them on Instagram.

**Monica Schrock:** That's how I'm getting content, Which is fine, because I'm a different demographic, so it's it's totally fine. that's when I know the trends are happening, not before. Yeah,

**Elaine Lou Cartas:** and I think about my ideal client, because I have my own ideal client, and I didn't even share this with you, but.

**Elaine Lou Cartas:** That's another conversation. You know what happened before I had to end something, but yeah, I did find like a new certification program. I'm working with Center for Executive Coaching because I'm getting more that just sounds better. Yeah. And they have their SEO like on point, but I want to become a better coach because I just do, obviously.

**Elaine Lou Cartas:** I was watching their YouTube videos, even though they have barely any following, but I was researching. I'm like, okay, if this is what I'm doing, I know other people are doing it. And it's not even like the beautiful graphics of why my clients decide to work with me. I have no makeup on while doing this YouTube, this podcast.

**Elaine Lou Cartas:** Yeah. It's, they want to know the depth. They want to know that they're going to get results. And see, I'm, I was even showing Monica like the edited or I'm working on the sales page, but it's like a business and career leadership mastermind to help women of color and allies go from not having a life outside of their career and business to having one in six

**Monica Schrock:** months.

**Monica Schrock:** So simple. It's so simple. But Who it's for, what the challenge is, what the outcome is, and then the timeline, which is amazing. And I think what You

**Elaine Lou Cartas:** know? I think what I want all of you to hear too is that we're just getting to know our audience more. So how do you get to know your audience more? Pay attention To what's happening.

**Elaine Lou Cartas:** Listen

**Monica Schrock:** to them. Give them opportunities to tell you. It's not you can't listen if you're not asking. give them

**Elaine Lou Cartas:** opportunities. And if you don't have, a survey, when I get on calls with people interested in working with me, I'm like, Hey, how'd you find me? What made you want to work with me?

**Monica Schrock:** Yeah, just ask casually.

**Monica Schrock:** Simple question. I think your client who said two people had asked to do one on one sessions, I would have been like, send an email out to everyone in your program and be like, Hey, would you be interested in this? Exactly what I told her. Yeah. you don't have to do a whole thing. Just ask people, and when they say yes, just give them the link where they pay and schedule.

**Monica Schrock:** it doesn't have to be a big promo. You can just be a question, Yeah. Yeah.

**Elaine Lou Cartas:** Monica, what is one takeaway? A reflective question, yeah, that you would want people to have.

**Monica Schrock:** That's a good question. I don't know. I'm having trouble thinking of one right now. I think, you know what? I think sometimes we get caught up on what we think should be happening based on what we see. So I think asking yourself, what would, yeah, What, business model would make you the happiest?

**Monica Schrock:** Ask yourself that question. and that could mean, What Elaine's saying like I have this many one on one clients and this many in a group program or for me It's like I would love at the end of the day to have five consulting clients and I never do any more implementation So it's if that's what I want eventually then it's like doing those small things over time to get there, right So it's ask yourself like what do you think would make yourself the most happy?

**Monica Schrock:** When it comes to a business model, because I think if you have your own business, and I know we're not, I'm not talking about career people at this point, so you could probably speak to them, but you need to know where you want to go to know how to get there. Yeah,

**Elaine Lou Cartas:** I feel like I am just an annoying parent because this question comes from all my podcast episodes.

**Elaine Lou Cartas:** It's what do you want in your life? And also acknowledge that you're in a different chapter, we're older, so it might be a lot different from even, not just five or 10 years ago, but even a year ago, what you want in your life.

**Monica Schrock:** 100. Oh, I can tell you right now from what I wanted, like a year and a half ago, it's so different.

**Elaine Lou Cartas:** and the unfortunate thing as we've gotten older, but Monica and I have gone through like people who are transitioning or that have passed. Yeah. That we know in our life and that changes perspective of life. Oh,

**Monica Schrock:** yeah. That changes perspective on what you want to be doing on a daily basis. Yeah.

**Monica Schrock:** Yeah. Yeah.

**Elaine Lou Cartas:** And for example, I got a message, a friend invited me to this meetup and I know five years ago, Elaine would be like, sure, let's go. But I'm like, I want to have dinner with my boyfriend. Yeah. Is that what I really want to be doing tonight? Yeah. I. I need to. Yeah. I don't need to do that.

**Elaine Lou Cartas:** I don't need to be constantly on. So what do you want in your life? And that includes for a career? Yeah. Yeah. My, if you're a career leader, director and above,

**Monica Schrock:** because, especially now, because now we have, there's options, right? Yes! Even to the smallest, this is not a small detail, but even to, do you want to work in an office?

**Monica Schrock:** Do you want to be hybrid or do you want to be totally remote? this is a question for your career, because if you work in a place where they're making you come into the office and you're like, that's not where I want to be in my life, then that's a question, right? How do you want your career to be set up?

**Elaine Lou Cartas:** Yeah, for example, I have a client who thankfully is leaving, she found a new job that is paying her a lot more. Oh, that's exciting. Leaving a very toxic work environment where they, email post 5 p. m. on the weekends. During vacations, there's this, need to work. No. And it was interesting because she was about to negotiate via email, on salary negotiation.

**Elaine Lou Cartas:** And I told her, it's 7. 30 p. m. Do not send the email. Schedule it out tomorrow at 8. 45 because you're setting boundaries now. You're setting boundaries

**Monica Schrock:** now.

**Elaine Lou Cartas:** Yeah. Yes. And then she was so nice because the hiring manager didn't get back to me because she was on vacation. I was like, perfect. That's perfect.

**Elaine Lou Cartas:** Yeah. I was like, so it's not just for business owners, but it's like, you want a job where you don't feel the need to have to work on vacation. Yeah. That should be one of your dream lists. And if it's not, have that conversation with your work. hey. I'm gonna be on vacation. I know there's a work culture of responding via vacation.

**Elaine Lou Cartas:** I'm not gonna do that. I'm not even bringing my laptop.

**Monica Schrock:** Absolutely, and I think for me when I'm thinking about, because, having my own business, I don't work a 9 to 5, I actually have very, erratic hours that I like to work. Amazing! And that's how I like to work, sometimes a Saturday or Sunday is when I feel most productive, so I will work because that's when it is.

**Monica Schrock:** But if I'm doing something at 3 o'clock on a Sunday, and I'm, like, answering emails, Like in my mind, like I'm thinking, would someone want to get this email on a Sunday? no, I'm going to schedule it for Monday morning, probably super early. So it's in their inbox when they get in there. But it's maybe they have notifications on their phone for emails.

**Monica Schrock:** I don't because I do not want to see what comes to my email at any moment in time. Only when I check it. But I don't want to send some email to someone on Sunday at 3 p. m., asking for something or giving whatever. And they're enjoying their Sunday and it pops up and then they get Stressed, not that I, my emails are stressing people out, but emails stress us out because they require something of us a lot of the time.

**Monica Schrock:** So I think for me, it's not just my boundaries. I think about the other person and I'm like, would, I want to get an email at 8 p. m. 9 p. m. at night? Most of the time the answer is no. So let me schedule this for the next day unless I know that they want it ASAP.

**Elaine Lou Cartas:** There's I'm typing if you heard that in the background because Monica has a beautiful like signature line at the end of her.

**Elaine Lou Cartas:** All of their emails. Oh, yeah. And I'm going to read it out loud. Is that cool?

**Monica Schrock:** I'm asking. Yes. It's my version of a signature line or two lines that I, that was presented to me in a trauma informed space holding workshop.

**Elaine Lou Cartas:** it is your line, so do you want to read it or can I read it? No, you can read it.

**Elaine Lou Cartas:** Okay, it's, award show season, so I feel like I have to, try to interchannel Monica right now. Yeah, for sure. Okay. Okay. The signature is. Before business owners, we are humans. I strive to put people over productivity and honor boundaries. If you're getting this email in a time of rest or can't address it, I want you to know that I respect your boundaries to time and energy.

**Elaine Lou Cartas:** Don't feel you have to respond to this immediately or on any timetable that doesn't honor your humanity. Did I win the Oscar for

**Monica Schrock:** that? Did I? That was really good. I would have stumbled. I know I would

**Elaine Lou Cartas:** have. You didn't stumble

**Monica Schrock:** at all. I would have been like, blah, blah, blah.

**Elaine Lou Cartas:** Those are Monica's words, not mine.

**Elaine Lou Cartas:** Blah,

**Monica Schrock:** blah, blah, blah. Yeah, and when people are like, I love it, I'm like, copy and paste it. I don't care. put it in your, email signature. I want as many people to do it as possible. Cause you know what's funny is I think sometimes people would be like, but then no one's ever gonna respond to me.

**Monica Schrock:** But it's not true. I think people just feel the, They can, exhale after seeing that and I've never had any, I've never had any problem with people just, taking forever to respond. It's just, that, Oh, I don't have to email back immediately. they don't even expect it. It's just relieving,

**Elaine Lou Cartas:** Yeah, I always have to remind my clients and myself, I'm sorry, people are not thinking about you all the time.

**Monica Schrock:** Oh, yeah. I actively do not answer emails immediately out of, Principle. No. even if I have an answer right then, I'm like, I'm gonna wait. Because I don't want people to expect for me to answer so speedy every time.

**Monica Schrock:** And if you're setting those expectations, they're gonna pre they're gonna act like something's wrong when you're not acting that way, which isn't the case, So I think it's like being really intentional. Like you said, set those boundaries now. I got a new client recently and they were like, Oh my God, I forgot to put you on this like calendar invite.

**Monica Schrock:** Can you hop on right now? And I was like, I can't actually. and I, even if I honestly, even if I could, and I think I could have, but I was like, no, that's not a precedent that I want to set with a client. So no, you got to invite me like in advance.

**Elaine Lou Cartas:** Damn, I can't just invite you to a 2 a. m. call,

**Monica Schrock:** Monica.

**Monica Schrock:** Right now. Yeah, and if you have your own business, it's really important. Like I just did a new thing, and Elaine, I don't even think I've told you this, because I've done many projects where I'm working hourly, because sometimes that just makes the most sense. I don't do it if I don't need to do it, but sometimes an hourly.

**Monica Schrock:** Project is what makes the most sense. So I've noticed in the past that, sometimes people drag out projects, and it's not necessarily because of anything. It's just they don't have time to look at things, and then it's been a week, and then it's been two weeks, and then the project doesn't end for two months instead of two weeks, and I don't get paid until the project ends.

**Monica Schrock:** I'm done with that. No. I've done a lot of work already, right? So my new policy is I bill for hourly work every two weeks, and you pay me for what I've done. So that's my new policy, because I'm, like Yeah. Monica, I'm getting turned on. I don't need to wait for money. Yeah. Yeah. This is really sexy.

**Monica Schrock:** Why should I wait for money for work I did two months ago? Like I'm not doing that. So that's my new policy. I didn't learn it from anyone. I just made it up. So hopefully people will be okay with it. But I think they will because I'm not going to ask them. I'm going to tell them. But I think that's what it is.

**Monica Schrock:** Yeah. That's so good. Yeah. So I'll report back on that, but I'm sure it'll be great.

**Elaine Lou Cartas:** And that type of boundary, though, has your audience respect you? Yeah,

**Monica Schrock:** even more. Yeah, like I'm gonna get paid for the work I've already done, in a tiny manner. Yeah.

**Elaine Lou Cartas:** for both of us, I know we have forms, I have forms and people schedule an introductory call with me if they're interested in working with me.

**Elaine Lou Cartas:** And if you're interested in working with us, you go to [elaineloo.com](http://elaineloo.com) forward slash call. Yup. But if people don't fill out the form within 24 hours, I cancel the call. And if you do fill out the form and you answer it. And for example, I didn't even tell you this, yesterday, I had someone fill out the form, like, why do you want to work with me?

**Elaine Lou Cartas:** Because I, actually am looking for a collaboration, I could help bring 10, 000 more per month in your business. And I was like, yeah, so they were clearly

**Monica Schrock:** weren't understanding what it was.

**Elaine Lou Cartas:** No, and then so I like canceled the call, hey, I read your form, we're not looking for collaboration, so I've canceled this call.

**Elaine Lou Cartas:** Oh, do they answer back? No, they didn't. Yeah, no. They respected that. But because of the form, I even canceled four other calls. I am just very Yeah. We work with 24 clients at one time. Yeah. And we get to choose who we work with. Yeah. It's not because I'm just gonna, willing to take money, everyone, and anyone.

**Elaine Lou Cartas:** No.

**Monica Schrock:** And not just money, but energy. Yeah. It's energy. Yeah. Absolutely. And

**Elaine Lou Cartas:** we're not meant for everybody.

**Monica Schrock:** No. And now when I see a budget that the deliverables exponentially would cost more money than their budget, I'm like, no, I'm not even, because you didn't even take the time to see what the industry like average is to pay for these things.

**Monica Schrock:** So you're just saying I have this much money and you actually don't care how much work it is for the person you're trying to like contract. You don't care how much work it is. That's what that's telling me, you don't value our time or our skills. So that's where I'm at now.

**Elaine Lou Cartas:** Look, going back to why we decided to bring back the mastermind and simplify our business, it's actually, what do you want out of your life

**Monica Schrock:** and setting those boundaries?

**Monica Schrock:** That's what all these boundaries are. It's never too late to set boundaries. No, never ever.

**Elaine Lou Cartas:** Yeah. And it's still constantly learning from it. But for those of you listening, as we brought the mastermind back in a new Pokemon form. Yeah. It's a little business and career mastermind, but Monica, how do you, I would love for you to share how this mastermind is different, one, and two, even your experience when you've worked with me in this mastermind.

**Monica Schrock:** Yeah. I think like you were saying, or like I was saying earlier, I really liked that it's a mix of career and business cause I think there's something valuable to learn from. Everyone. And I also really like that there are group containers as well as one on ones with you because I think, a lot of times people will come to my office hours for marketing and messaging.

**Monica Schrock:** Oh, yeah. And how often do you

**Elaine Lou Cartas:** do office hours? For how long? Monthly. Yeah. For an hour and a half. So you get Monica once a month.

**Monica Schrock:** Yeah. And they're really good sessions. And people, we make sure everyone gets like a turn to be, to get one on one. Yeah. Yeah. Advice from me, but also there's, I always ask if anyone else has to add because so many people have the experiences of their own experiences and what they see and what they like.

**Monica Schrock:** But my point is, that a lot of times people won't have something to bring to the table necessarily, but they say oh, I'm just here to listen because I always learn something from other people's questions. or it spurs a question in their mind once they've already, been there. So I think, what I love about it is the mix of folks, what they're doing in their businesses or careers.

**Monica Schrock:** I also love how everyone really is, wants to be intentional about how they set those things up. And. I think it's just like a really good opportunity to learn from a lot of people and you have opportunities with not just Elaine, even though you get one on one with Elaine and two office hours, which is really important because we know a lot of coaches will just outsource that work and you don't.

**Monica Schrock:** And you also get all these other, opportunities with other coaches that Elaine thinks brings a lot of value. And I think having all those things together is just a really good opportunity.

**Elaine Lou Cartas:** Yeah, and for those that know, we have someone that does systems and operations. Yeah. I have someone that comes in that does intuitive guidance, so it's very holistic.

**Elaine Lou Cartas:** Yeah. And then we have our retreats, and that was something else we simplified. I used to do monthly events. We just do two retreats a year. That's it. Yeah. Really intentional.

**Monica Schrock:** Shorter now. it's just, everything's really intentional, and the containers are very, they give space for people in those.

**Monica Schrock:** It's not too, packed, but it also, like. is short enough that people can get a lot out of it, but aren't just feeling like they're like dragging on several days and are tired and need to get back to their lives and whatever.

**Elaine Lou Cartas:** Yeah. And I will say the first retreat I had with both business and career coaching clients was the one last year.

**Elaine Lou Cartas:** So I tested it even before. Oh, so fun. It was. It was super cool. I'm really curious because you've known me for a while. How have my clients evolved? How is it different now versus before? Yeah. I,

**Monica Schrock:** and this is this is not a negative thing. I just, like I said, I like the, I like having a mix of, what people are doing because it just really is there's a lot of variety and a lot of diversity and experience there, but a lot less of your clients are coaches.

**Monica Schrock:** Yeah. Which I like. I love it.

**Elaine Lou Cartas:** Know what? Which I like. Monica and I had another call where she was like, I cannot work with coaches. You're the only

**Monica Schrock:** exception. Yeah, most of the time because, I think, I like variety a lot. So that's what I like about your group now is, and not only are there people doing different things, like there are people who like use the services that someone's offering.

**Monica Schrock:** So you get all this feedback and if you have like a, echo chamber of everyone being That's awesome. Coaches, you're not getting a lot of variety and you're not getting a lot of like outside advice or experience or, value. So that's what I like about.

**Elaine Lou Cartas:** So you can check out the Mastermind at [elainelou](http://elainelou.com).

**Elaine Lou Cartas:** com forward slash mastermind. Ay. And Monica, if people just want you all to themselves. Yeah. How can they contact you and what does that mean?

**Monica Schrock:** What does it mean? Yes, you can go to [MonicaSchrock.com](http://MonicaSchrock.com) and the homepage will have you choose your own adventure. So just go to the homepage and see, where you land.

**Monica Schrock:** Yeah. I'll put Monica's website

**Elaine Lou Cartas:** on the show notes and I always ask this, but why have you, what have you loved about my coaching for those of you that are possibly interested in working with

**Monica Schrock:** me? Yeah. I think what I love about your coaching is, I've said before, just Because you don't

**Elaine Lou Cartas:** like coaches, because that's what we learned five minutes ago.

**Monica Schrock:** I, I do yeah, I'm nice. Okay, that's, I guess that's another episode. I do love coaches. And also, I think there's a lot of other, valuable service providers. I think there's like a, there, I have opinions and we have another episode of it. But, I think about your coaching specifically, I've always loved how supportive you are in, not pushing people to do things that they don't want to do.

**Monica Schrock:** Because sometimes it's no, this is the thing that coaches do and you need to do it. You've never been like that. And I think also just being really I don't know, just flowing with, like, how people's lives change, we were saying, things change year to year, maybe it's five years, maybe it's every year, you've always been really open to where I'm like, I don't think I like this anymore, and I want to do something else, it was like, oh, I don't think I want to have clients anymore, I think I want to work in sports, and we, did a session on how I can, start doing that, and then I did that, and now I'm like, I actually don't want to do that, and I want to get back into freelance full time, and I want to do it this way this time.

**Monica Schrock:** And it's you're never like, what are you doing? You're all over the place. You're like, cool, let's, see how we can do this next evolution of what you're doing. I think that's, something I like a lot. It's so cool.

**Elaine Lou Cartas:** It's like different Pokemon. I don't know why. This episode's not sponsored by Pokemon, I hope you realize that.

**Elaine Lou Cartas:** Oh, we wish. It's gotten popular again. It's true. Yeah. I wouldn't be mad at it. Monica, thank you. Make sure to check out [monicashock.com](http://monicashock.com) if you want to work with both me and Monica. You go to [elainelou.com](http://elainelou.com) forward slash mastermind. It's always a pleasure, Monica. Always. We'll catch you next month, right? Yeah,

**Monica Schrock:** definitely.

**Monica Schrock:** Definitely. Bye.