



channel mastery

#165: Live Feisty's founder, Sara Gross, on the importance of knowing your target audience

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Kristin:

Hey everybody! Welcome back to another episode of the Channel Mastery Podcast. I'm your host, Kristin Carpenter, founder and CEO of Verde Brand Communications. And I have a visionary go-getter guest to share with you today. I know you're going to be so inspired by what you're about to hear. I'm hoping that you will just welcome Sara Gross with open arms. She's the founder and CEO at Live Feisty Media. Sara holds a doctorate in Women's History. She's a mom to daughter Rosalee and is also a two-time Ironman champion. Welcome to the show, Sara. It's great to have you here.

Sara:

Yeah, it's great to be here, Kristin. Thanks so much.

Kristin:

You have so many amazing things to share and I thought we could start our conversation by talking about Live Feisty Media, the company that you founded in 2017 if you could talk about what Live Feisty is, and maybe give a little bit of your background as a pro athlete and then why you chose to found Live Feisty, that would be a great way to start today.

Sara:

Yeah. Thanks. Thanks for starting with Live Feisty. I love it. Lots of people want to start with a sport when we're talking. But this is my passion and it's what I'm doing right now. So I'm so happy to start there. Live Feisty let's see, in 2014 we asked to have equal slots for the female pros at the Ironman World Championships in Kona, Hawaii. Because we have equal prize money in, triathlon and Ironman, but we didn't have equal access to the world championships as pro athletes. And we were turned down and they told us no. And so in 2015, we sort of at that, at that time, it's sort of before Instagram was even popular. So we went to Twitter and we created a campaign where we asked lots of people to support us and share certain things on, on, it was actually on international women's day. So close to this time six years ago.

And that is when I really learned the power of the media. And even though we never really, we never got the equal slots. So our iron man still doesn't allow the female pro's equal opportunity at the, at their world championship, we did manage to make quite a big impact, you know, and I talked to lots of journalists from Sports Illustrated, Forbes, you know, the full gamut across the board. And I thought, you know, when I retire, I was about, I guess I was 39 then I thought, when

I retire, I'd really like to work in media. So I thought about doing journalism and going down the normal paths. And then I realized I worked with a startup in women's sports. And I realized I kind of wanted to start my own thing. So we started, we just started with one podcast. I was called, it's still going. And it's still our most popular podcast. It's called Iron Women when we talk to the female pros in triathlon. But I think what my real observation was that especially, especially as women, we didn't really have a place for active women to kind of find themselves in the media. So we have sports coverage, you know, and women's sports coverage is still like a massive need for a reshuffle. There needs to be more of it, like more people actually covering women's sports. But what I wanted to speak to was more all of them, I mean, active performance-minded women that I'm surrounded by. Didn't really have a lot of sort of content created for them and didn't have a voice in a place. So that was sort of what I, where I was starting to get focused on. And that's why we sort of started with a lot of podcasts, just like talking to each other, creating written content, and not worried so much about bringing new women into the sport as about talking about what we do in our lives and, and how feisty we are, effectively.

Kristin:

I love that. And that actually, like, I think, I, I know that I must be in your target audience. The feisty part of it is actually like a really key identifier that you can latch onto as part of your, how you self-identify as an athlete, right? As a female athlete. So I totally think that that's, I can see why that has been such a sticky, like welcoming and moniker part of your name.

Sara:

Yeah. You know, why I, I had, I did the whole brainstorming thing where I had sticky tabs, like all over a wall, you know, and what should we call the company and what is going to, what will be our keywords for marketing and stuff like that. And, you know, that word association thing. And I eventually, I didn't come to anything. I spent three days in this room just surrounded by sticky tabs. And then I Googled one-day words that had been used to speak negatively about women. You know, I forget exactly how I phrased it on Google, but I came up with these lists and these articles about ways that we've, that culturally derogatory words towards women and feisty came up as one of these words. And I thought, Oh, what an interesting word. It's kind of like on an edge there where I had good associations with feisty. But I also understand that there are, that sometimes it's been used in a way that's like, Oh, "*you're feisty, she's feisty*", you know, in a way that could be bad or she's argumentative, or, you know, kind of negative and angry. So I think I kind of liked it. I love reclaiming language. It's sort of my favorite thing...reclaiming those kinds of words. So I ran with it

Kristin:

And looking at your, you know, having a doctorate in women's history, that's interesting to me too, because I feel like you, even though you have a doctorate in women's history, you as a pro athlete and, you know, a visionary entrepreneur and as a mom of a daughter, you're not looking at the past as what the future could be.

Sara:

Mm yeah. Interesting. Yeah. Yeah. The great question. Yeah. You know, the questions are the same. So for a long time, I had two parts of my life. I had this part where I had done a PhD in women's history, and then this part where I'd been an elite iron man athlete, and they didn't really overlap too much. And so this has been this wonderful coming together of my two passion points. What I learned from studying women's history was to, you know, to ask questions in a different way, and to look at a historical narrative and, and who had done the who's done the research and what questions are they asking? And is there anyone asking, like, what did women

do, or what were the women doing? So, a lot of what I did for my Ph.D. was looked at, like, I was literally looking at clay pots in the ancient world, trying to figure out how a woman may have been how their lives may have been, you know, what you're looking at Epitaphs like literally tombstones trying to decipher who someone might've been because a lot of women didn't write. But essentially you're asking different kinds of questions. And I think that's what we do if we have different voices as women or different questions that we might ask someone doing an interview, or, you know, just different ways of looking at things and those things all deserve a voice in a place. And so I think that that's where it overlaps. It's just a different perspective.

Kristin:

Oh, I think it's a perfect jumping-off point to product-market fit. You started in 2017, that's when you kicked off Live Feisty. I'm curious to know, like a lot of questions probably marked that journey and studying data and getting feedback, coming back with different questions. I'm a big believer in like the quality of the questions that you ask creates literally the quality of your life experience, whether it's work or relationships, et cetera. So you're a media company that a lot of it interviews. A lot of it is research. I'm curious to know if you could share a few keys, like how did you know you were really onto something with this product-market fit for Live Feisty?

Sara:

Yeah, that's a great question. I think we knew we were onto something because of the way people responded and we spent a lot of time, like I regrew a brand called Feisty Triathlon first. And we knew from being on the ground at events and talking to people...people would come up to us and shout "*feisty, feisty, feisty.*" You know, you don't get that real-time feedback of like, there are people who are here who are feeling heard by what we're doing and who are hearing us, you know, and I think that that's now we're broadening that further out into sort of talking about female performance into the grapple space. Like you talked about, we have Feisty Menopause too, and it was the same it's I, sorry, I can't offer an amazing research development plan for what we did was we sort of, we kind of looked around to our audience that we already, the people that were in the room. We were like, Hey, look, these, these active women in menopause like they don't have a place. They don't have a lot of information. There's a need to start talking about this. So we're like, let's do it, you know, and low and behold, of course, all of those people were like, Oh yeah, you know, how do we get through menopause and stay as active as we are? And so then we had that whole, we have that whole podcast in kind of brand out.

Kristin:

The Selene Yeager. Correct?

Sara:

Mmhmm. She is amazing.

Kristin:

Talk about a visionary. I love her. That's fantastic. So that, that totally makes sense. And I feel like that's more important than ever. And it's one of, I think one of the foundational things we're going to be chatting about today is you've really stayed disciplined to serve this target audience and understanding, even if there are different ages within this active female you're serving and she really wants to belong to this community. And there are different facets of that and ways to like nurture her, for example. And I think as we're coming through COVID, and we've all been so tethered to our search engines and our computers, as we're in lockdown and unable to really be part of events, et cetera, and see our community or be with them, I feel like your tenacity to like really keep that focus has really probably carried some expansion that we're going to get into

here. So I guess I'm just really first before we get into that. Have you ever had a time when you, you were a little tempted to maybe broaden the scope a little bit more than your person you're serving or has it always been just very clear to you because in some ways you are your target audience?

Sara:

Yeah. I think, I don't think I've been too tempted to broaden the scope largely because like, as a media company, that is what that's, the beauty of what's allowed us to continue to grow is that we're talking to people, but we're also listening to people and we're not talking about a massive audience. Right? So I don't have, I don't have a million people on my Instagram, although I hope someday that I, where I'm like, *"Whoa, all these people need all different things"*. You know, right now we're very niche and we're talking to people directly more hearing from them and then we know what they, what they need and what they want. So we can continue to like, sort of follow that pathway. I also like to, I like to hire people who are good at reading the zeitgeists, if that makes sense. Like, if someone can read the room, it's almost a, a skill that's under like that's misunderstood or undervalued in a way, like someone who can read the room and know what people want and act on that in, in a variety of ways, whether that's creating content or creating a good product, or like, that's a skill that, wow, you know we need that. So that's, that's kind of, we were willing to follow the path because we're a startup. And that's been part of it. I think we have been asked to diversify or, or go more broadly, or we've also been turned away by sponsors who think that we're not necessarily, some sponsors, who think that we're not, we're too niche. And they don't think that they don't necessarily see the value or see the whatever product we're trying to launch, whatever show we're trying to partner with them on. They don't understand that. Like, actually we see that, that we think there's, we think there's going to be hundreds of thousands of viewers. And if they don't then, you know, usually we're right.

Kristin:

I almost see it like it's like the tip of the iceberg might be the size of your audience, but when you look under the water and how expansive the experiences like let's take girls gone gravel that you launched that with Catherine Keeler and Kristi Mohn, obviously the co-hosts of that show relatively recently, and it has grown like wildfire. And I almost feel like you have immediately, there was a community that had two way conversation in a private Facebook group. And it, you know, you have pro caliber women and our journey manager, sorry, journey women writers in there, and they're really supporting each other collaborating. And that's something that I think maybe more traditional sponsors or traditional brand leaders in endurance, in cycling, et cetera, like maybe don't have all of the faith or experience in, but that's an example of something that has just blown up in my opinion. And it's because of the exact approach that you're talking about. It's like a flat approach where people are growing it together, you know?

Sara:

Yeah totally. And I think what a lot of people are missing or I've seen other brands perhaps slightly, slightly get it wrong. If I can.

So someone who's just bought a bike and is doing her first gravel race. Right? She doesn't want to be talked down to like she's probably, she's a highly intelligent person who's been, you know, who's been probably very successful in another area of her life. Right? And I, and I think that often we associate bringing new people in with needing to, I don't know, somehow make them feel more comfortable by talking down to them in a certain way, or be people don't want to be condescended to, you know, like always always treat your audience like they're intelligent. Right. So I think for us, like with girls come and travel, it's like, you are, you're feisty with feisty

menopause, right. You're feisty. You're here. You're an amazing athlete. It doesn't matter if this is your first race, you are physically capable and we're here to help you on your journey.

Kristin:

And you're welcome here.

Sara:

Yes.

Kristin:

I see posts that are, you know, from people like Selene Yeager in there. And they're about a specific topic and she's an expert in a lot of topics, but then we also just have people who are like, Hey, I went out and rode, and this is a picture of me and isn't it pretty? And it's like, both of them appeal to me. And I think that that is a cool part of what you're doing. It's like, you're really creating an approach that is with your audience. Not like let's lead the audience over here. And that's, I think one of the key points that I think is so, so important to the part today is yes, we're going to talk about channels and yes, we're going to talk about like ways to deliver content, but really it's like the, of how you're serving that I think is amazing. So you're creating a place for women to gather, they're ready to raise their hand. They're like, okay, I've, I've read enough. I've Googled stuff. I'm ready to join up. Am I, can I join this community? And like, they immediately come in and they're like, Oh wow. There's a whole bunch of me in here.

Sara:

Yeah, exactly.

Kristin:

So I think that's, that's no small feat then I just really want to say that that's fantastic. So let's get into 2021. Like we started in 2017 that we're now in 2021, there's some obvious expansion going. And I was hoping you could talk about how you're hoping to build and nurture and resource your community through this expansion.

Sara:

Yeah. So we definitely...2020 COVID hit. We recognized we had some opportunities cause we were already doing a lot of work online. So we thought, you know, how can we be in this online space? How can we serve our community better? So we did various things, free happy hours and talked again, it's like that, that thing of like, instead of trying to bring in hundreds of thousands of people at the same time, it's like, let's just like, we also serve the smaller community too. Like, let's serve the 30 people who want to join us for happy hour. Cause those are the people that are gonna tell their friends and, and help us grow as well. So yeah, we, we like podcasts are amazing for, for what to do when you're, you know, when you're working at home or when you're, you know, doing chores at home. So we just, we really just expanded into this virtual online world pretty quickly by launching the Feisty Menopause brand. And then now we have the Womxn's Performance Summit, which is I don't know when this podcast comes out, but it's going to be March 26th to 28th. So we're really it's our first virtual summit. Okay.

Kristin:

So the one that you did in 2018 that we talked about in our, before we hit record was an in-person summit. And that one was called outspoken is called outspoken women in triathlon.

Sara:

Yes. So we do have, yeah, we do have two summits now. So one is the outspoken women and triathlon summit, which we had 2018, 2019, 2020. We just did an award ceremony. We didn't have a virtual summit. So this is our first time doing a virtual summit. And yeah, it's fun to see like the tech basically when COVID hit, there's kind of like this, it fast-forwarded a lot of attacks for these platforms.

And so I love now being at, so the thing that like I wanted, you know, a year and a half ago, I was like, where is, how, how would we ever do a virtual summit? You know? And the platforms were kind of struggling and they didn't know what they were doing, but now they just like fast forwarded. And we have all these amazing ways of creating like a great online experience for an event on the platform too. So that's actually been something that's been really important for us is to use those tech tools out what the best ones are. And because they have changed a lot as, as you probably know, in the last year or two to create a great experience, which is almost like you're in person, you can do networking, we can have happy hours. We can have presentations that aren't kind of just boring sitting in front of a zoom screen so

Kristin:

Well, and this podcast will come out literally right before that conference. Other people might listen to it after, but let's go ahead and tell people where they can go to learn about like the lineup is incredible. That you have.

Sara:

Yeah, I, yeah, we were really, we've been really fortunate to get a lot of combinations between people like Mirna Valerio who's our opening keynote, she's an ultra runner. Who's going to talk about belonging, you know, Dr. Stacy Sims, who's an academic, we have, we found quite a few academics in certain areas, like in women's physiology, nutrition, science mental health. And we're also exploring cultural and the cultural and social aspects too, of all around this, this idea of women's performance. Like how do we, as active women get the best out of ourselves throughout our lives? So we're looking at it from the point of view of life from puberty to right through menopause, to older age. But also from those four pillars to like nutrition, physiology, mental health, and cultural social. So we found it actually, we were so lucky we found we've got 20 people, 20 experts who are doing some networking, like, sorry, breakout sessions. And then the main stage presentations are more broad; they're perhaps more the inspirational piece. So it's yeah. It's so it's Friday, March 26th. I should remember this because it's my birthday until Saturday, March 28th.

Kristin:

Happy Birthday!

Sara:

Thank you. You could go to womxnsp performancesummit.com. That's where all of the information is.

Kristin:

Woman's is spelled with an X, correct?

Sara:

Yeah. We decided to go with the X spelling most, mostly because there's that conversation around who should be included in women's sport right now. And that was kind of our way of saying if you're, if you identify as a woman, we consider you a woman. And just, just creating a little line in the sand around that inclusion.

Kristin:

That alone is a really important point to bring up because of a lot that's happening in endurance sports, especially one like this, well, all of the endurance sports on the global competition level, I know there's a lot happening in that regard. So it's awesome that you're bringing that in and just, you know, being super straightforward with that. So just to be clear, it's for anybody who identifies as a woman athlete can join.

Sara:

Yeah. Well, and anyone could join our conference. We have, you know, we have male coaches who coach women. But it was sort of our, it's our way of saying women's performance is like, and who we identify as a woman. That is I mean, I understand, I understand why people still go with these issues. But I think I really believe in inclusion in sport. And so I think we need to start with inclusion first. Like how do we find a way that everyone can compete? So I think that anyone who, yeah, for us, anyone who identifies as a woman, we consider you a woman.

Kristin:

I think that's great. We had Rach McBride on our podcast with our leader from Diamondback Jill, and she gave a great, she just did a great leadership talk to brands, frankly, like here's, here's how some great ways to be inclusive with your branding and how powerful your brand can be for that.

So you mentioned earlier in our conversation that your audience is really like so passionate and connected that they will bring in more people that they want to recommend. Hey, bring, you know, you should watch this or, or join this. I love this, et cetera. So they're like bringing people in, like, I feel like you're going to be really putting out like a strong and powerful network to get the word out on this, as it, on this topic, as it evolves, it is a really interesting one because some of the traditional media outlets are not maybe handling it in a way that is the whole story. So maybe what you're going to be providing I'm imagining might give us some insight into that more so, you know, cause you're really going to be, it's like by women for women and some of the speakers that you've lined up, I think are living this every day.

Sara:

Hm. Yeah. We had a really interesting speaker at our outspoken summit in 2019 called Rachel McKinnon. She's an academic and she studies trans rights and sports and, and she's also a trans athlete herself and she won a Masters world championship. And she really opened our eyes to that idea of starting with inclusion first and, and her, you know, her catchphrases "*sport is a human right.*" We all deserve access. Yeah. Yeah. So yeah, and I think, and, and another thing that we've talked about at length in some of our podcasts and stuff is, you know, it's one thing to say who doesn't get to be in women's sports or who doesn't get to be called a woman for the purposes of sport, but how do you police that? Like, are we going to go back to the days when, you know, we're bringing people, women into a closed room and checking their genitals? Like, is

that, is that the direction we want to go? Like how, how does that seem like an extreme example, but how do you, and then how do you police it in it's one thing for elite sport, right? Where people could have, you know, like we know that the Epstein-Barr Test the one that tests chromosomes like that didn't work because not all men have, you know, X, Y chromosomes and not all women have XX chromosomes, so that didn't work. And now we're talking about testosterone levels and controlling that and sports like, and how do you, and that's the discussion, how much testosterone is a woman allowed to produce. And then she's not a woman anymore. And, and then, and then do you get to decide who gets to decide that and what, and from whose viewpoint are the male scientists from the Western world, does he get to decide like, is that fair? So you do have a lot of questions, not just around like, not, but around like, actually, if we were going to decide on these certain limitations of, of who should be considered a woman for sport, it's just like, but what are we going to do? Like if someone says they're a woman and they show up, or what are you going to do about it?

Kristin:

Right. And that the train has left that station. I think we're all dealing with it. And maybe COVID was a bit of an accelerator on that front too. I, you know, with, it seems to have accelerated everything. So that conversation might've been maybe moved, moved forward or moved ahead. I definitely have seen a lot with this year's 2021 International Women's Day. Just in terms of looking, I think it was a week and a half or two weeks prior to it, there was a blow up in the women's. And it was, I think one of the spring classics in Europe and the pay was like in ordinarily upside down for women versus men. And so they, you know, basically someone got a crowdfunding campaign together

Sara:

Oh I saw that.

Kristin:

and they were able to like it, even in which is really cool and the women's teams actually donated the extra proceeds. And what they said was like, thank you. This is super generous, but really what we need, isn't equal prize money. It's actually media coverage for the sponsors to step in and do this, et cetera. And in some ways like, that's you six years ago, you know, like you saw a different need, six years ago, you built it. And I have a feeling you're probably going to be at the precipice of some pretty big growth because what you're building is very trusted by the people who know it and love it and are part of it. And I feel like that's something that women athletes need today is something they can trust like that. Because so often we're like, here's ESPN for women. Here's women's sports and fitness, really old examples. I'm dating myself. I used to work for most of those publications when I was a journalist, they went away because they couldn't get the sponsorship. Then Velonews has always kind of had a lot of criticism because they weren't covering women's and men's cycling the same way. And, and I think like so much of it is about to change, right? It is, but you are not a legacy, you know, a legacy male dominated media.

Sara:

Exactly

Kriatin:

And I'm really curious to see how you can balance that conversation.

Sara:

I think what it comes down to is that women need to own things, right? Or any demographic that you want represented have to be in the leadership team of making decisions around what happens with whatever the thing is, whether it's media or big corporations or, or whatever. So I think that, in this case, one thing I love and that I'm seeing happening is women with a lot of money buying sports teams, you've seen celebrities and stuff, starting to buy soccer teams. And that to me is really encouraging because that's, what's really going to make lasting change. It's the same thing with media companies, you know, is women led women, owned media companies are because we're going to bring our perspectives. And we definitely need diversity in those things. So diverse women from different places, making decisions different demographics within those teams. But yeah, I think, I think you, I think you're right, like, that's, that's what makes a really big difference

Kristin:

And we have to get more people to discover that you're there. So hopefully this podcast will help.

Sara:

Yes, hopefully.

Kristin:

And as we're kind of, I want to make sure we're touching on channels because our audience loves when we talk about channel strategy, and here we are in March, mid-March going through COVID in 2021. I know that there's almost like, you know, the time change happening yesterday. Literally people are waking up today and they're like, Oh my goodness, like warmer weather is on its way last year that equals this. And now there's the vaccine. And I just think people are feeling lifted all around and I'm hoping you can share with our awesome audience, like, what are some of the different channels that you're seeing, like have the strongest success with building emotional connection, because you're such a trust-based entity. I'm curious to know, like, usually it's, if she can see it, she can be it. So like the visual channels, but like, what are you seeing from where you are?

Sara:

Oh, great question. I think that what are we seeing? I think we're seeing a lot of the community-based programs working really well. So for us, we'll do, we'll do multilayered things. So we'll definitely do like we'll work on Instagram and Tik Tok and do that kind of stuff, but also like deeper down, I think I said this earlier, like to start with a champ, like the people that are in your immediate, like your number one fans around you, right. That channel for us, how are we if we're, if we're giving value to those people, then we know that we're on the right track. Right, right. So I'm hoping that podcasting as a channel is going to start to go back up. I don't know if you've found the numbers have changed during COVID

Kristin:

Last year. They were definitely down. I, for all of our clients who have podcasts as well.

Sara:

Yeah. And I think podcasting, as you probably know, too, is a great way to talk to your community and get that real-time feedback and get people to ask questions and you can answer them. And that's it. And so I'm hoping it's going to go, it's going to start to go up again. And so yeah, for me, I think it's just like serving your, like the people who are actually in the room, like the people on our email, the people that we hear from, right. Like the ones that are buying the t-shirts, the ones, the ones that are like responding when they hit reply on our newsletter, you know the ones that send us voicemails on our on one of, one of the podcasts, the podcast, IG we get people to send voice memos to us and we play them. So that's kind, that's awesome. Feedback loop. So I dunno if that answers your question about channels, but

Kristin:

I know that you do video, you do written word so blogs, and then obviously the summits, but it sounds like podcasts have really always been almost like a foundational approach for you. And I'm imagining if you're anything like we are over here with ours is like, we turn our podcasts into written word. We're starting to do more videos. I know some podcasters have success with videos. Some, some don't, it really depends on how, you know, just their audience and what their audience wants. And I'm super curious to see, like how I feel like the Feisty Womxn's Performance Summit could be like a link that brings all of these things together.

Sara:

Ya. That's how we're seeing it is that that is the umbrella. So of a lot of the different brands. So as you talked about Girls Gone Gravel so the cycling community, our triathlon community, our menopause community, and any active woman interested in performance can, can find content for herself under that channel. To go back to your channel's question. I think that I love the 15 second video. Like I love reels. I love Tech-Talk YouTube is coming out with something similar to and I think that's been, it's super shareable. It's easy to make and sometimes funny, funny content, or just like those isolated moments where someone says something cool on a podcast. So we've had some good, call it results, with that as a, as a channel. But I'm hoping to do more of it. We're going to see that's one of the things we're testing, testing out. And I think also as the world opens up, like w one of the conversations we have is like to be ready. So like when the world's shut down for COVID, we pivoted really hard, really fast into like, what can we do to serve our community when everybody has to stay home. And I think we need to be ready also for that, like when the world opens up and everybody's ready to travel again, like, what do people actually want? And the answer might not be as simple as we think it might be. Like, it might not just be straight up live events. Like it might be hybrid events, or it might be combining up the things that we do. So like, we used to do a lot of live coverage of, of triathlon races, or now we're going to live, cover gravel races. So doing that, but combining it with the things we learned, so making the 15 second reels and tick talks or, you know, doing live podcast recording, so our community can be there, but also we have that. So I think there's going to be some new approaches that come out of this strange opening up world that we're about to head into.

Kristin:

And I love that because you're not throwing out what you've learned along the way. I mean, we talked, we had budgeting, a couple of things we did on budgeting, which sounds so boring, but it's super important to our audience last year in Q3 and Q4. And it was specifically around like,

how do you budget when like, everything has gone from a six month plan or an annual plan to a weekly plan through COVID and like, how do we, your earmark resources for how we know things are gonna change? And we talked all about like, take what works and build on that. And that's exactly what I think you're talking about doing is like, we can't ignore what we just learned because the consumer was being trained through this entire experience of COVID. And it's not like they're just going to have one day wake up and put on a new jacket and be the old person they were, they are going to be this new person.

Sara:

People are going to have different responses to what just happened. Right? Yeah. Like there's, people may have a little PTSD, like they might not, everyone's going to want to leave the, leave the house and be open and back in the world, the way that we used to be in travel the way we used to. So how do we serve those people too? Yeah, there's a lot of, I, it's interesting, like, I think a lot about how much do we want to grow as a I don't know how big your team is, but we, you know, last year I think there was three of us, maybe full-time, and, and now we're at six full-time people and I've got 15 contractors, you know? And so I'm kind of thinking, do I want my team to grow so big that we can't pivot and make those decisions? Like, I'm not sure that I do, even though I do want, wanna, I do want to grow as a media company. I want to be real careful about how fast we're growing, just because of that, because of that ability, that lack of ability to, to pivot quickly when we need to or change something which I see happening with other, you know, other friends I have where people who work in various industries who are trying to change something, and they're just, you know, they're just now figuring out their subscription model for whatever they're creating that they should have. They should have launched literally last April when COVID first hit. They couldn't do it. So it's, if the ship's too big, you can't turn it. Right. So that's what I'm thinking about a little bit too, as we grow,

Kristin:

That's very smart. And, you know, we like to think, I love just the notion of entrepreneurship, right? Like I think if ever there was a time to hold onto your inner entrepreneur and like, make that person external it's now. Like always having that beginner's mind. And I also think that sometimes entrepreneurs do things because they didn't really know better. And they ended up being fantastically successful with it because they didn't know they couldn't do it that way. Yep. And I think you and I could agree that the same is really true with your athleticism and goals with athletics. Like why not set something and go for it and not listen to people who are like, there's no way you could do that as a working mom or whatever, you know, or someone coming from socio-economic background, you can't do that. No. If you're passionate about, and you have this goal, sometimes you just blow doors on the goal and like it, get it because you really didn't think about the obstacles. And that's what I think the entrepreneurial spirit really is. It carries us into like the uncharted territory a lot more successfully than like, *"Oh, here's my blueprint. I better follow this blueprint."*

Sara:

Oh, totally. And in the world, you know, in the world of elite athleticism, I did manage to win a couple of ironmen, but I was also surrounded by people who were multiple world champions. And I trained with those people. And like some of the observations that I took from them too, were, you know are quite useful for me now. So, I know that, for example, a lot of people who do become world champions are the people who are willing to believe that they can become world champion with very little evidence. Right. Like they, they might go for a race and come 15th and

be like, I can be world champion. Like what? Yeah. Like this isn't even, this is just your local thing. Like, you know, far from being a world champion. But that, that actually like if, and, and you actually have to believe it, right. So that ability to say, put evidence-based thinking on pause a little bit, and just say, okay, how do I do that? What do I need to do now? How do I find the best coach in the world? You know, how do I find the athletes to train with who are going to help me on that journey. So a lot of that is the same as entrepreneurship. It's the same as, like, you know, I have right now I have \$0, but I'm going to build a hundred million dollar company, like what that's crazy, you know? But it's that same ability to think several steps ahead of yourself and to go, okay, I may not see the path right now, but I'm going to be able to follow it.

Kristin:

Yeah. What you just said is the key, as we close here, I'm going to be able to follow it. It is that person. Now I am the founder of a hundred million dollar company, even if I made a thousand dollars this month.

Sara:

Exactly, exactly. It's that? I guess it's yeah. Yeah. You said that really well. Like people say to fake it till you make it, but I don't think that's, it's like a willingness to work in the dark. Yeah. Like just to see something and go, I don't know where to understand the path, but I trust my own ability to learn and I trust myself. And I think that's, that's the piece for that. That can be successful for a lot of people.

Kristin:

Yeah. That's awesome. I am so inspired by this and I did sign up to participate as an attendee in your conference. I can't wait to see it! That Catherine's pulled together. So tell us where we can learn more about Live Feisty and then specifically let's call out that conference one more time.

Sara:

Ya sure. Yeah. So livefeisty.Com. I always say I before E except if you're feisty, cause it's one of those where it's, it can be easily misspelled. So it's EI. And that's where you find all of our content. All of our podcasts, all kind of life there from one place. And the Feisty Womxn's Performance Summit is under women's performance, summit.com. And like you said, we do spell women with an X for the for the summit, but the website, if you, if you accidentally spell it with an E, because that's how it's been spelled for all of eternity then yeah. That, that site will get you there too.

Kristin:

Oh, good. That's good to know. Thank you so much. I really wish you the best of luck on that. I would love to have you back on the showed in like six months to talk about like, here's where we are now, you know? Cause I do think that in 2021, there will be a lot of tea leaves to read like every couple months or so.

Sara:

Yeah. I would love to come back. I bet we'll be nowhere near where I think we're going

Kristin:

Probably far beyond it, I would think. Yes. Well, thank you so much. It was wonderful having you on Channel Mastery today.

Sara:

Yeah. Thanks Kristin.