



Become  
a  
*Radical*  
*Girl*  
in  
Business

# What Is a Radical Giver?

Jennie wanted to quit her job so she could spend more time with her twin boys. So, she began to investigate work-at-home opportunities. She heard about the virtual assistant industry and knew it'd be a great fit for her.

She started a website, began blogging, and became active on social media. But after almost six months, all she had were a handful of low-paying clients that didn't seem to respect her. She was frustrated and wondering whether she should give up when she met Anita, a coach for virtual assistants.

Anita was offering a free discovery session to prospective clients, so Jennie took her up on the offer. During the call, Jennie shared her frustrations about becoming a virtual assistant. While they were talking, Anita reviewed Jennie's website and social media accounts. She explained that Jennie wasn't serving anyone but herself.

## Radical Givers Serve

"Your business does exist to make money, absolutely," Anita shared, "But it should also be about serving your community. You need to discover how you can help your clients rather than chasing dollars aimlessly."

Radical givers in business are entrepreneurs who want to do more than simply make a profit—they want to be effective. Whether you're serving your clients as a virtual assistant or selling digital products and memberships, you can practice radical giving.

## Radical Givers Focus

Jennie signed up for coaching with Anita later that week. Even though it was a big investment, she knew Anita's guidance could help her grow her business. The first thing Anita did was work with Jennie so she could discover the types of clients she wanted to work with.

One thing that sets radical givers apart is their focus. That's because radical givers know who they want to serve. They have a target audience in mind that they're excited about giving back to and are passionate about serving them.

## Radical Givers Invest

Once Jennie knew who her ideal clients were, she made a list of places where these ideal clients spent time online including Facebook groups and LinkedIn groups. Then she joined these groups and began investing time in the groups.

She answered business questions, joined in the discussions, and made sure to welcome new members to the community. As Jennie put her roots deep into the groups, she began attracting her ideal clients and earning a much higher hourly rate.

She asked her coach why she was attracting so much positive attention and Anita said, “People are naturally attracted to givers. When you’re generous with others, they want to be generous in return. Kindness always comes back to you.”

Being a radical giver in business doesn’t mean that you never make a cent or that you must work for below-average rates. You can earn a lot of money and still be a radical giver. It just means that you’re dedicated to your clients and customers. You’re willing to go the extra mile and you truly care about the community you’re serving.

### ***Journal Your Thoughts***

1. Who are you passionate about serving?
2. Where do your ideal clients spend time online?
3. What products or services would you like to offer your ideal clients?

# Developing the Radical Giver Mindset

Deidre joined a business group on Facebook where members read a business book each month. Every Monday, the group leader uses Facebook Live to start an interactive discussion about the book.

Over the past month, Deidre's group has been reading [The Go-Giver by Bob Burg and John David Mann](#). When the group leader started their usual Livestream, she asked if anyone was struggling.

Deidre quickly shared that she was. "I grew up in a single-parent household. My mom struggled just to make ends meet every month. I like the idea of being a radical giver, but I'm worried there's just not enough goodness in the world to go around."

Deidre isn't alone. Many online business owners struggle to become radical givers despite really wanting to. The problem is often linked to a poverty mindset. Here are three beliefs that keep you stuck in poverty and how to overcome them:

## Poverty Mindset #1: There's Not Enough to Go Around

When you believe that there is a limit to the money or goodness available in the world, you can approach every situation with a belief that you must hoard things. You must hold tightly to your money, your time, and your gifts.

But what if you flipped the script? Instead of telling yourself, that there's not enough to go around, embrace the belief that there's more than enough to share.

What you focus on will always expand. That means if you focus on one belief, it will become self-fulfilling. The more you tell yourself there's enough to go around, the more your life and business will begin to reflect this belief.

## Poverty Mindset #2: Helping Others Shine Means I Can't Shine

It's easy to think that if other people are awesome, you can't be awesome, too. That's because most people imagine the world as a small stage where only a few, truly gifted entrepreneurs can show off their talents.

But the stage is big enough to support everyone. Your brand or product could be exactly what someone else needs. Instead of viewing other entrepreneurs or brands as your competition, see them as your friends. Going solo is lonely but a journey with friends? That's so much fun!

## **Poverty Mindset #3: I Need to Take on Every Client or Project**

Sometimes, a poverty mindset can show up as taking on every client or project that comes your way. It often stems from the fear that if you don't, you might lose out on money or experience.

But the problem with this belief is that it keeps you from doing your best work. If a project comes along that's not a terrific fit for you, say no. You open room in your business for projects that truly light you up when you do this.

Moving past a poverty mindset and becoming a radical giver isn't something you can do overnight. It often takes a few months of practice and support from a loving community of like-minded business owners. But rest assured that if you stay focused, you can embrace a new mindset.

### ***Journal Your Thoughts***

1. What poverty beliefs do you hold onto?
2. How do these beliefs affect your business?
3. What are some positive beliefs you could use to replace the negative ones?

## 3 Questions to Ask to Become a Radical Giver

Brandy had built a successful online business as a web designer, but she found herself wanting to stretch and grow. She was hungry to do something new and when she came across the idea of becoming a radical giver in business, the idea resonated with her.

She shared it with her mastermind group and asked for suggestions on how she could find opportunities to give back to others. Another member, Linda, advised Brandy to ask three key questions to determine how she could radically give...

### What Do You Know?

Sometimes, giving back can be as easy as creating a list of things you already know how to do. For example, if you've set up membership websites for your clients, then you may already be familiar with software like [aMember Pro](#). You could browse Facebook groups and forums to find users asking questions about this software and answer them.

Don't think this is about the software you use though. You'll also want to consider what skills you have. If you're great at copywriting, then you could review another entrepreneur's sales page and give her feedback on how to improve it.

### Who Can You Help?

You may already have an idea of the community you'd like to help. When Tricia got started online she was a single mom with a tiny budget. As she looked for a way to give back, she would take other broke single moms under her wing. She'd spend a year with her intern, teaching her how to put together an online business.

Of course, this doesn't mean that you can only help a narrow demographic. You can give back to anyone you choose. But if you're passionate about helping a certain community, lean into that instinct and trust it.

### How Can You Assist?

Sometimes, helping others may be simple like converting a file to a PhotoShop format for a business friend that isn't skilled at graphics the way you are. In other situations, though, you may find yourself wanting to give more in-depth help like mentoring or coaching someone else.

But before you commit to helping others, consider your own life and what season you're in. If you're in the middle of a huge move and you're about to welcome your second child, you don't have time to extensively mentor someone else. That's OK.

There are plenty of ways to give back that don't require investing a lot of time. You can write a 'thank you note to someone who helped you grow your business, promote a product offer for a struggling solopreneur, or join a giveaway event.

Becoming a radical giver is fun and energizing. It can give you ideas for new websites, inspiration for your current projects, and help you spot fresh solutions for your clients.

### ***Journal Your Thoughts***

1. What skills would you like to share with others?
2. Is there a certain community you long to help?
3. How can you share your time and energy with someone else?

# Becoming Part of a Community of Givers

Arielle was committed to being a radical giver in her business and she wanted to build a community of like-minded entrepreneurs. So, she started looking online for groups that she could join.

She found one Facebook group filled with positive, encouraging posts from members and decided to join. Once she was accepted into the community, Arielle focused on doing a few key tasks...

## Answer Questions from Members

When another member posted a question about publishing a blog post to her WordPress website, Arielle responded and explained how to do it. She even linked to a helpful tutorial she found on YouTube.

Someone else wanted to know what landing page software the best was. Even though Arielle wasn't using software for her landing pages, she did some research and shared the three most popular options.

## Share Your Journey with the Group

Arielle didn't just focus on helping other members. She also openly shared her journey with the group. She posted about searching for a new WordPress theme, then she posted again when she'd decided on one that fit her needs.

As she was installing the theme, Arielle asked a question about customizing themes and received several responses. She finished the edits to the theme and then posted a link to her new site, thanking everyone that helped along the way.

## Try a Test Run for Someone Else

Dana posted to the Facebook community that the shopping cart software she'd just installed didn't appear to be working correctly. So, Arielle took a few minutes to test out the cart and created an account on Dana's site.

Arielle wanted to share what she was seeing with Dana, so she used [Screencast-O-Matic](#) to take a quick screen capture. She uploaded the video to the site and shared it with Dana so she could see exactly where in the order process the error occurred.

## **Welcome New Members**

Whenever Arielle saw new members join the group, she made it a point to welcome them. Then she went on to ask about their business and who they enjoyed working with. This gave her a chance to get to know new members and meant Arielle knew who to refer a client to when they needed a specialized service or product.

Arielle went a step further and would follow up with newbies after a week. She'd listen to their ideas, ask about their goals, and share suggestions if they were stuck on a particular project.

## **Create A Thriving Community**

Within a few months, Arielle had built a strong network of entrepreneurs on whom she could rely. She loved being able to support them and receiving encouragement in return.

If you're like Arielle and you want to give back to others, consider joining a group like Kelly's community, [Business Is Better Together](#). Then actively participate and engage with members, so you can build your thriving community.

## ***Journal Your Thoughts***

1. What are you currently struggling with within your business?
2. How can you share about it online?
3. Is there someone you know struggling with a tech task? Could you schedule some time to help them or brainstorm solutions?

# **Don't Wait, Create: Radical Giving in Your Content**

One simple way you can practice radical giving in your business is to be generous with your content marketing. Instead of making all your content focused on you and what you can do, focus on providing value to your readers or listeners. Here are a few easy ideas you can use to create content that serves...

## **Curate Content from Other Bloggers**

Don't be afraid to tell your community about the bloggers you admire or link to their amazing content. You can't serve everyone and even if you could, that would quickly get exhausting. There's more than enough attention and applause to go around, so take some time to focus on content curation.

Curating valuable content lets you share brilliant ideas and fresh insights with your community. Plus, it gives you a chance to introduce your audience to experts in your niche that they should follow.

## **Interview Industry Leaders**

Another way to practice radical giving in your business is to interview industry leaders. You can do this through podcast episodes or by creating webinars where you feature an authority in their area of expertise.

When it comes to interviewing others, create a list of questions. Try to avoid questions that can be answered with a simple yes or no.

Instead, make sure your questions invite detailed responses from your interviewees. Questions that start with "How...?" or "Why...?" get the most interesting answers and can create thought-provoking conversations.

## **Add A Bonus to a Great Product**

When you find a product you'd like to promote to your community, go the extra mile and give back. Offer a juicy bonus that only your buyers will get. This bonus could be a short report, an audio course, access to an upcoming webinar, or any other product which you can think of.

The important thing to do with this is to make sure your bonus is relevant to the actual product being sold. For example, a great bonus for a product all about Facebook Advertising would be 50 Facebook-ready images.

## **Promote Others on Social Media**

Don't be afraid to use social media to promote others in your industry. If you're reading a great article that is challenging the way you view your niche, tweet about it. If you stumble on a funny video that you think your community will relate to, share it on Facebook.

Make sure to tag the original creator on social media so they'll see your promotion and be encouraged. You also want to do this so your audience will be able to click through and follow the thought leader you're linking to.

Therese Kienast of [Radical Leadership](#) recommends that online business owners create more content. She says, "Don't wait, create!" If you wait, you're less likely to follow through and publish excellent content.

Instead, try to capture inspiration the moment it strikes. If you can't right then, try to do it as soon as possible. This will keep your enthusiasm and energy revved up as you create and share your new content.

## ***Journal Your Thoughts***

1. Whose content always impresses you? How can you promote this person on your blog or website?
2. Who would you love to interview on your podcast or Facebook Livestream?
3. What products are being released that you could add a juicy bonus to for your community?

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