



**TWYD Guest Expert: Pamela Wilson**  
**“The Simple Stress-less Roadmap for Online Business Success”**

**Pamela Wilson (to Everyone):** 7:03 PM: Hello!

**mou (to Everyone):** 7:03 PM: Hi hi everyone!

**Roxanne Steed (to Everyone):** 7:03 PM: Hi there! I'm fairly new to the group!

**Roxanne Steed (to Everyone):** 7:03 PM: yes

**Beth Cunningham (to Everyone):** 7:04 PM: Same here...new to the group as of last night.

**Tia Ingle (to Everyone):** 7:04 PM: Hi Everyone from Oz got breads in the oven so I will be in and out!

**Roxanne Steed (to Everyone):** 7:08 PM: oh my yes!

**Beth Cunningham (to Everyone):** 7:09 PM: I refer to myself as a recluse.

**Vicki Robinson (to Everyone):** 7:09 PM: I see the presentation and Debbie, but not Pamela. Is that right?

**Debbie Hodge (to Everyone):** 7:09 PM: Vicki, That is right

**Debbie Hodge (to Everyone):** 7:14 PM: oops Vicki, I can't read. I needed to turn ME off :D

**Alice (to Everyone):** 7:14 PM: Yes!

**Debbie Hodge (to Everyone):** 7:14 PM: YES

**Beth Cunningham (to Everyone):** 7:14 PM: no

**Vicki Robinson (to Everyone):** 7:14 PM: not at all

**Carol Webster (to Everyone):** 7:14 PM: oh yes!

**Mary Anne Cowan (to Everyone):** 7:14 PM: no

**Debbie Hodge (to Everyone):** 7:14 PM: My first online marketing instruction came from them

**Roxanne Steed (to Everyone):** 7:14 PM: I've heard of it, but not familiar with it..

**Alice (to Everyone):** 7:15 PM: Whoa!!!

**Mary Anne Cowan (to Everyone):** 7:19 PM: I love this analogy!

**Roxanne Steed (to Everyone):** 7:19 PM: exactly!!! ACK!!!

**Vicki Robinson (to Everyone):** 7:19 PM: Sigh. exactly

**Beth Cunningham (to Everyone):** 7:19 PM: perfect analogy!

**Mary Anne Cowan (to Everyone):** 7:19 PM: and they also say to get laser focused!

**Roxanne Steed (to Everyone):** 7:19 PM: hahah!

**Tia Ingle (to Everyone):** 7:20 PM: Just had poached eggs on homemade bread :)

**Debbie Hodge (to Everyone):** 7:20 PM: yes!

**Debbie Hodge (to Everyone):** 7:22 PM: [bigbrand.info/roadmap](http://bigbrand.info/roadmap)

**Debbie Hodge (to Everyone):** 7:22 PM: <https://bigbrand.info/roadmap>

**Beth Cunningham (to Everyone):** 7:23 PM: ...and the Smoky Mountains!

**Laura Lynne Dyer (to Everyone):** 7:28 PM: Love it, made sense, well done.

**Mary Anne Cowan (to Everyone):** 7:28 PM: that adds a great level of clarity

**Debbie Hodge (to Everyone):** 7:29 PM: what a great test! esp when shiny objects appear

**Laura Lynne Dyer (to Everyone):** 7:29 PM: What, running squirrels?

**Vicki Robinson (to Everyone):** 7:29 PM: lol. both sure that's possible

**Debbie Hodge (to Everyone):** 7:29 PM: yes, squirrels

**Nancy Sanchez (to Everyone):** 7:29 PM: Definitely appreciate hearing that I can ignore things that are not pertinent to the stage I'm in...this is exactly what I needed to hear.

**Beth Cunningham (to Everyone):** 7:30 PM: squirrelitis!!!

**Roxanne Steed (to Everyone):** 7:30 PM: same here Nancy!

**Vicki Robinson (to Everyone):** 7:30 PM: NOW you tell me??

**Debbie Hodge (to Everyone):** 7:30 PM: hah, Vicki!

**Mary Anne Cowan (to Everyone):** 7:30 PM: this message is very timely- I'm a squirrel on a hamster wheel!

**mou (to Everyone):** 7:30 PM: DITTO

**Nancy Sanchez (to Everyone):** 7:31 PM: LOVE the learning...and shiny new things... like a kid in a candy store...

**Carol Webster (to Everyone):** 7:31 PM: I'd forgotten completely about my motivation.

**Nancy Sanchez (to Everyone):** 7:32 PM: Agree w/ Carol. Big motivation...getting message out

**Clare Winslow (to Everyone):** 7:32 PM: Highly motivated, I drive all over town teaching one on one or two on one. Tired, and need to make more money.

**Clare Winslow (to Everyone):** 7:33 PM: Yes, there's a mission too. Not just about money

**Laura Lynne Dyer (to Everyone):** 7:35 PM: For me it's more which direction am I going first?

**Debbie Hodge (to Everyone):** 7:36 PM: <https://bigbrand.info/roadmap>

**Laura Lynne Dyer (to Everyone):** 7:36 PM: Yes, sounds good.

**Vicki Robinson (to Everyone):** 7:36 PM: So project plan like I would have done when i was in the business world

**Laura Lynne Dyer (to Everyone):** 7:38 PM: Yes, and finding the most productive time of the day helps. I am an early morning woman.

**Beth Cunningham (to Everyone):** 7:39 PM: Changing sleep patterns also contribute

**Mary Anne Cowan (to Everyone):** 7:41 PM: learning is my happy place)

**Clare Winslow (to Everyone):** 7:41 PM: Yes, I could learn all day, listening to webinars!

**Clare Winslow (to Everyone):** 7:41 PM: Need to act

**Laura Lynne Dyer (to Everyone):** 7:42 PM: Money is a commitment and showing up is the exciting part. Not having the specific tools has been tricky. So excited about the course.

**Debbie Hodge (to Everyone):** 7:42 PM: glad you're here Laura!

**Mary Anne Cowan (to Everyone):** 7:42 PM: yes- results only come from action! I know this 'cause I learned it in a webinar! HAHA!

**Heather Matthew (to Everyone):** 7:44 PM: This is a long time commitment so I'm going to take it slow instead of going at a bull at a gate. I like the excitement of the planning but need to pace myself better

**Laura Lynne Dyer (to Everyone):** 7:44 PM: I live on a farm with 70 free range animals that look in the window and moan until I go feed them. Staying focused is a beautiful way to get things done.

**Laura Lynne Dyer (to Everyone):** 7:45 PM: I see her.

**Roxanne Steed (to Everyone):** 7:45 PM: yes, I'm seeing her

**Diana (to Everyone):** 7:45 PM: I see her!

**Laura Lynne Dyer (to Everyone):** 7:45 PM: Did you test market your tag line, fonts and colors to see how others reacted to your creation?

**Nancy Sanchez (to Everyone):** 7:45 PM: Love your clarity and authenticity. Thank you.

**Roxanne Steed (to Everyone):** 7:46 PM: I appreciated what you said about dropping some parts of your biz to be able to grow in the direction you wanted.

**Laura Lynne Dyer (to Everyone):** 7:46 PM: Squirrels.

**Heather Matthew (to Everyone):** 7:47 PM: I just bought a huge desk planner and it is sitting on my studiodesk for organising

**Laura Lynne Dyer (to Everyone):** 7:47 PM: Yes, that is a question for you and Debbie.

**Dianna Fritzler (to Everyone):** 7:47 PM: I need to create a logo for my studio and then online class. I don't have a lot of money to create a logo. Is there a less expensive and easy way to create logos?

**Clare Winslow (to Everyone):** 7:48 PM: Agree about keeping the look gender neutral.

**Laura Lynne Dyer (to Everyone):** 7:48 PM: I am so creative that I design and design and design and then don't seem to finish. Maybe there is perfectionism in the background, but when I get it I love it.

**Laura Lynne Dyer (to Everyone):** 7:50 PM: Did you say Words Mark? Is that a program?

**Heather Matthew (to Everyone):** 7:50 PM: I realised I already had a logo which I used on all my invoices and receipts, very simple, three boxes with coloured paper which I then just added to my new business name

**Tia Ingle (to Everyone):** 7:50 PM: Perhaps we could have a logo sharing discussion and find out from each other a bit more and get comments in a safe environment

**Clare Winslow (to Everyone):** 7:50 PM: Do we need a logo?

**Laura Lynne Dyer (to Everyone):** 7:50 PM: Perfect, giving myself permission to change helps my ENFP.

**Nancy Sanchez (to Everyone):** 7:51 PM: whew. thx re logo freedom...

**Alice (to Everyone):** 7:51 PM: I'm doing a revision now... but it's been 3 years!

**Dianna Fritzler (to Everyone):** 7:51 PM: Sorry - you may have already covered the logo part...!

**Beth Cunningham (to Everyone):** 7:51 PM: This will evolve as our lives have.

**Diana (to Everyone):** 7:52 PM: I feel like I have permission to not try in learn everything as it shows up, rather that focus on my immediate daily goal, and do it step by step. Thank you!

**Alice (to Everyone):** 7:53 PM: It's easy to change letter spacing if you use Canva. ;)

**Laura Lynne Dyer (to Everyone):** 7:53 PM: I am so excited thank you! That helps the visual artists in me. Perfect.

**Beth Cunningham (to Everyone):** 7:53 PM: Think about Coke-Cola...red and white.

**Heather Matthew (to Everyone):** 7:54 PM: There's a whole theory of colours based around the chakras - red is the base

chakra, the body, food - look at the Chinese restaurants always in red

**Beth Cunningham (to Everyone):** 7:55 PM: no

**Laura Lynne Dyer (to Everyone):** 7:56 PM: This was fabulous information and so timely. Thank you, yes, if I could buy some left brain energy that would be wonderful. Have to jump off to a meeting designing T-Shirts. Blessings and love.

**Debbie Hodge (to Everyone):** 7:56 PM: bye laura

**Pamela Wilson (to Everyone):** 7:57 PM: <https://smartblogger.com/how-to-make-a-logo/>

**Carol Webster (to Everyone):** 7:58 PM: I appreciate so much how you have simplified this process. I have definitely created a lot of chaos around my business.

**Vicki Robinson (to Everyone):** 7:58 PM: Thank you so much, I feel a little less overwhelmed

**Roxanne Steed (to Everyone):** 7:58 PM: This is the kick in the rear I really needed!- very motivational.

**Dianna Fritzler (to Everyone):** 7:58 PM: Thanks tons! Love your permission to focus on only the step I am in!!

**Heather Matthew (to Everyone):** 7:58 PM: no thanks - like your background for the video view

**Nancy Sanchez (to Everyone):** 7:58 PM: Too many questions...but agree w/ Carol re how you simplified...

**Roxanne Steed (to Everyone):** 7:58 PM: feeling very relieved!

**mou (to Everyone):** 7:59 PM: Thanks Pamela!

**Tia Ingle (to Everyone):** 7:59 PM: Everything is a lot of hard work and it takes baby steps to get there, there is no such thing as getting stuff done overnight

**Mary Anne Cowan (to Everyone):** 7:59 PM: I like coming up with ideas- need to work on the follow through!

**Mary Anne Cowan (to Everyone):** 7:59 PM: This has really helped

**mou (to Everyone):** 7:59 PM: So true, Tia!

**Beth Cunningham (to Everyone):** 7:59 PM: I feel overwhelmed...changing my direction is scary.

**Nancy Sanchez (to Everyone):** 8:00 PM: "do do".....love it, debbie!

**Debbie Hodge (to Everyone):** 8:00 PM: hah, Nancy

**Nancy Sanchez (to Everyone):** 8:01 PM: Love this community. So grateful. Thank you!

**Beth Cunningham (to Everyone):** 8:01 PM: I'm counting on this guide!

**Vicki Robinson (to Everyone):** 8:01 PM: Rabbit holes everywhere ...

**Mary Anne Cowan (to Everyone):** 8:01 PM: I found that when I was working I got things done efficiently and in a timely fashion- now that I'm retired my brain functions differently

**Beth Cunningham (to Everyone):** 8:01 PM: I printed off the first module.

**Roxanne Steed (to Everyone):** 8:02 PM: I think I could KonMarie some things in my studio to clear some distraction, too.

**Debbie Hodge (to Everyone):** 8:02 PM: Deep Work by Cal Newport

**Mary Anne Cowan (to Everyone):** 8:02 PM: great- thanks so much!

**Nancy Sanchez (to Everyone):** 8:02 PM: "Deep Work" - sounds GREAT!

**Nancy Sanchez (to Everyone):** 8:03 PM: I play my guitar when I get foggy and stuck...

**Heather Matthew (to Everyone):** 8:04 PM: ahhh thats when you need the 5 minute collage to get the creative juices going!

**Mary Anne Cowan (to Everyone):** 8:04 PM: yes- getting in the groove- then I'm good to go...

**Alice (to Everyone):** 8:04 PM: I just watched a good TED talk about this! Tim Harford: A powerful way to unleash your natural creativity.

**Debbie Hodge (to Everyone):** 8:04 PM: oh, Heather, another niche for you to serve

**Nancy Sanchez (to Everyone):** 8:04 PM: I feel so validated re working, taking breaks, focusing, taking breaks, noodling things over....not marathoning always (agree w/ Pamela)....allowing the osmosis...

**Alice (to Everyone):** 8:04 PM: Spreading it out is exactly what he talks about too Pamela!

**Tia Ingle (to Everyone):** 8:05 PM: Time lines help and deadlines are good to stop procrastination equally there is a fine line with overwhelm. I have realised that often it is the second day of doing stuff that can make things go squirrely! It's getting over that hump of things

**Heather Matthew (to Everyone):** 8:05 PM: yes Debbie, I think that might be the first offer rather than the travel

**Beth Cunningham (to Everyone):** 8:05 PM: My writing improves leaving it overnight or a couple days.

**Beth Cunningham (to Everyone):** 8:06 PM: And coming back to it.

**Mary Anne Cowan (to Everyone):** 8:06 PM: it's also easier to come back to when you've got a first draft

**Heather Matthew (to Everyone):** 8:06 PM: no just 5 minutes

**Vicki Robinson (to Everyone):** 8:07 PM: Funny - I just wrote that exact thing to a customer who wrote me saying she gets stuck on her art and is frustrated its not where she wanted it to be. i told asked her if she could walk away for a day or two

**Debbie Hodge (to Everyone):** 8:08 PM: Tim Harford Ted Talk A powerful way to unleash your natural creativity.

**Roxanne Steed (to Everyone):** 8:08 PM: That's what I tell my students, don't rush the results, allow yourself time to think about the next step.

**Nancy Sanchez (to Everyone):** 8:08 PM: Yesssss....love the revisiting...

**Heather Matthew (to Everyone):** 8:09 PM: Yes whenever I do my exhibition applications I do at least four drafts

**Nancy Sanchez (to Everyone):** 8:09 PM: I would add that getting enough true sleep can help the creative process....

**Roxanne Steed (to Everyone):** 8:09 PM: I need more sleep as well....just another hour or two more

**Tia Ingle (to Everyone):** 8:09 PM: Yoganidra power naps are good

**Heather Matthew (to Everyone):** 8:10 PM: thankyou nice to see a face to the voice

**Vicki Robinson (to Everyone):** 8:10 PM: thank you so very much

**Beth Cunningham (to Everyone):** 8:10 PM: And the squirrels!

**Debbie Hodge (to Everyone):** 8:10 PM: [bigbrand.info/roadmap](http://bigbrand.info/roadmap)

**Roxanne Steed (to Everyone):** 8:10 PM: Thanks so much - this has been so helpful!

**Mary Anne Cowan (to Everyone):** 8:10 PM: the road map will be a great help- thanks!

**Alice (to Everyone):** 8:10 PM: I appreciated thinking about my business in stages.

**Diana (to Everyone):** 8:10 PM: Thank you Pamela, this is so helpful!

**Clare Winslow (to Everyone):** 8:10 PM: thanks