#190: Boundaries, Worthiness & Business Growth with My Daughter, Rachel Lina “Lini” Schulz

FULL EPISODE TRANSCRIPT

With Your Host
Debbie Sassen

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You're listening to the Jewish Entrepreneur Podcast with Debbie Sassen, episode number 190.

Hello my friends and welcome back to the podcast. I have my absolute favorite guest on the podcast today. My daughter, Rachel Lina Schutz, also known as Lini. But before we jump into this, really fun, I really caught her off guard. I asked her some questions. I made her think. I didn't give her any notes ahead of time, or questions that I was gonna ask her, and we really had an excellent conversation.

About building your business worthy, feeling, worthy imposter syndrome, et cetera, et cetera. But before we jump in and I give away too much information, I want to let you know about a masterclass that I am running on Thursday, November 6th. Money versus wealth. The art of receiving and holding big money. I don't know when you're gonna be listening to this recording, but the replay is available for a few days after I actually do the masterclass.

So whether it's before the masterclass or after, and you wanna pick up the replay because I have a really beautiful masterclass. I have so many notes and ideas that like, I'm really wanna go deep on the difference between money and wealth. So go to my website, debbie sassen.com/masterclass and sign up for Money versus Wealth because it is really going to be epic.

it's really a topic that I love. You know, I love talking about money, right? And I haven't gone this deep before, so go there. Now lemme just tell you a few hints about this episode because it is really exciting for me as a mom, but also as a business coach and money coach to interview my daughter as she is building her business.

We did an interview together about three months ago. It was at the tail end of the summer. All moms are busy during the summer because your kids, are not in the regular schedule. And we were talking about what it was taking to build her business and actually how she decided to leave her job as an occupational therapist.

And the fears that she had to overcome what it took for her to leap. So we've gone a little bit further along her growth path, and she's really fully booked at the moment. I'm recording this in the beginning of November, and she's fully booked for the entire month of November. So we talk about how she is taking care of herself.

both in her business and at home, to give her more capacity to grow herself, to level up, to take care of her family and her business and what things she's delegating and outsourcing. And we also talk about boundaries, which as women, women who have kids, women who have businesses and husbands, and they wanna be involved in their community.

Sometimes we can take on so much. And we put ourselves last. So we talk about self-care. We really go very, very deep on all of these topics, and it's such a beautiful context for anybody listening

#190: Boundaries, Worthiness & Business Growth with My Daughter, Rachel Lina “Lini” Schulz

to this episode and wanting to really speak about women and boundaries, imposter syndrome, and worthiness around money.

And I also give you a little. Sneak peek into a new money community that I am gonna be launching very soon at the end of November. So dive in right now because I know that you're gonna take away something from this episode. All right, let's go.

Lini, welcome back to the podcast. Hello. Thanks for having me again. I am so excited to, to have you on the podcast for a second time because the last time we spoke, we were talking about like your business and making the decision to even start the business, like go all in, how you quit your job. Even that was a scary move and.

Your business is really thriving at the moment. So first of all, tell the audience, 'cause maybe they missed your, our first episode together. So just let everybody know what you do and then we'll talk about what has changed in the last three months since we last spoke. Okay, so I am a professional organizer, in Israel.

I work in mesh in these surrounding areas. my background, you referenced before I left my job, I worked as an occupational therapist for six years in rehab, and then. A year ago when I gave birth to my youngest child, Alicia, I left my job as an occupational therapist to pursue organizing full-time.

and I love it and I'm still doing it, and I'm very grateful that I'm busy and I have a lot of work. That's amazing. You know what I just realized? Mm-hmm. You did something. That I did for anybody who doesn't know, by the way, Lini's my daughter. Okay. Yeah. And sometimes, you know, we say the apple doesn't fall far from the tree, but you had your youngest, I mean, he might not be your youngest 'cause you still, you're still young, but whatever.

Yeah. But now you've started your business, but you actually went back to work. Then you decided to leave work. And I did that also with my youngest, who's now 18. I went back to work already knowing in my head that I was probably gonna leave. Did you know that you would leave? Wait, no. So I didn't go back to work after.

Alicia, after my youngest. You didn't what? No, I never went back. But Something similar did happen and that is after Yasi my third, I went back to the job I had before the last one. I went back for a month and already that was when I started my organizing business. and already then I wasn't sure if I wanted to go back.

but my organizing business hadn't kicked off yet, and so I was doing it as a side job. And then a month after going back to work, I got offered an OT position for a different company. And I took it and I left. And in my mind I was thinking maybe this is Hashem helping me leave my OT position because I was leaving the job I worked at for five years, went to work for a different place.

and then I wasn't as connected because I wasn't there for so long. I worked there for less than a year, and so it was easier for me to leave, but when I made the switch, I was thinking, this is

#190: Boundaries, Worthiness & Business Growth with My Daughter, Rachel Lina “Lini” Schulz

Hashem helping me leave. why do you think it's so difficult to just like break the ties and jump into the next thing?

well, I think. A big reason is leaving that stability of getting a paycheck every month of knowing that you have work, of not having to be responsible of finding the work. Mm-hmm. and doing your own marketing. there's a lot of stability there. I think also when you work in a, I was working for a government job essentially in the Kapo, it's like a government job.

and there is this, They do look at you as crazy when you go entirely independent, you know? Mm. I think there's also that like how could you leave like all the benefits and you know, and having, so many colleagues and all these things. I think that's probably also part of it. I. I totally get that.

'cause I worked a government job for 18 years. Yeah. And it was exciting. In the beginning I was doing a lot of fun stuff, but as I continued to listen, stay in my government job, which has cushy benefits. I have a retirement plan. I have my Karen, I have, other investments that the job offered me plus that steady paycheck.

But I wasn't growing and I wasn't developing and I knew like I actually, after you were born, I really wanted to leave my job. But that steady paycheck and the growing family, that's a really big deal. Very interesting. Third child syndrome must be the kind of like midlife crisis, that third child syndrome, something like that.

But I held on for. So much longer. I guess my husband is more of a planner than your husband. Yes,

you're the planner. You're the one who's organizing. I'm the planner. My husband was in full support of me leaving. Okay, so let's talk about marketing. 'cause that is something that's really comfortable about being an employee, is that somebody else is doing the marketing for you, regardless of the type of job you have.

I mean, you can be a barista at your local coffee shop, and the coffee shop is still doing the marketing for you. So. let's talk about marketing. 'cause this is a huge issue for people in their own business. Yes. It's very hard. It's. Really hard for me. I really don't enjoy social media honestly.

Okay. I find it very time consuming. I also find it very noisy. Yeah. Like, there's just so much stimulation. and I really, really don't enjoy doing it. I know we spoke last time. I was like, yeah, like I'm working at it. I'm getting slightly better, but thank God. And like I'm really grateful for this.

I just have gotten so busy that I don't really have the time to spend on it. and so I've been like posting like very infrequently. and so thank God I recently hired someone that. You have, I mean, she's editing this podcast, right? my podcast editor. Shout out to Krish now, could be doing a social media management for my daughter Lini, but let's just even talk about that because I have a very strong belief.

#190: Boundaries, Worthiness & Business Growth with My Daughter, Rachel Lina “Lini” Schulz

That, especially in the beginning of your business. Yeah. Until you find your voice, until you figure out how to talk to people. Yeah. That you should be doing your own marketing, because nobody's gonna love your business the way you do. Nobody is gonna talk about it, market it, so. let's just even think about like, how have people been finding you until this moment?

Because I know you're just about to start working with the social media manager. So if you didn't love the social media, what were you doing until now? Well, I was a bit on social media, but most of the people found me through referrals, other people recommending me. I would say probably. Most of it through other clients who have recommended me, and then also Rebecca Saltzman, who's a professional organizer and whose course I took when I became a professional organizer.

She's also sent a bunch of people my way. and then a little bit through social media because, you know, I did some collaborations, but for the most part it was referrals and. My social media has more been like proof of life, like people who hear about me and then they go on my social media to see my work, see who I am, see if they connect to me before reaching out.

Okay, so your social media has been beneficial. I think you have, you know, you have had new people reach out to you because of the content that you're sharing. Yeah. but I think that's really important, even for a referral based business. And I do have a couple of clients who have referral based businesses, like they were able to be fully booked without having any social media presence, or without even having a website.

There are definitely businesses that. That take off that way. Yeah. And you also have to know what kind of business you have. Yeah. I definitely think my social media is beneficial and I wouldn't give up on it because again, like a lot of the clients I have, I was recommended to them, but then they went to check me out.

like they Google your name, they go see what you do to see if you're the type of person that they wanna hire. So I definitely think it's important, and I think it's important to, stay on it and keep myself updated. And also the clients that I've had, they follow me now and, you know, and just always being in their mind will help them to keep referring me to people They're not gonna forget, like, oh yeah, that was the organizer who came to me five years ago.

Mm-hmm. because they'll keep seeing me. so I definitely think it's a very important part of my marketing. It's also interesting because you say they, they'll keep seeing you and as long as you keep sharing like really good organizing tips because people who are not naturally organized, like you're one of the people who is pretty naturally organized.

Like we, include myself in the not naturally organized, group. So I'll see things on your social media and be like, oh, that's a really good idea, and I'll follow it. So your people will continue to see you. And be helped by seeing you in their social media feeds. Yeah. and what about your website, because that was something that you also invested in the beginning of your business.

#190: Boundaries, Worthiness & Business Growth with My Daughter, Rachel Lina “Lini” Schulz

Do people go there? Do you have any idea? Do you look at your analytics? I don't even know how to look at my analytics, honestly. Okay, great. That's good to know. We'll have to learn about that. I love it. I had a two or three, I don't remember people scheduled consultations through my website, so I know that people obviously went there and scheduled consultations.

But again, I think someone recommended them to me and then they Googled my name, found my website, and they're like, oh, I can schedule a consultation here without having to call her. But yeah, honestly, I haven't gone on my website in a while and I should really update the case studies.

I only have like six case studies out there and I can, I can probably put 20 or more now. Yeah. But again, it's like so many hours of work and I just haven't done it. Okay. So you have to be organized enough to find a time in your calendar to do those case studies. I'm a little nudging you that it needs to be, that it doesn't need to be done, but it's a good idea.

The question is always thinking about like, what would be beneficial to your potential clients that don't even know you exist yet? Right. Of you putting the, the case studies up on your website. Yeah, and that's a big part of what I'm going through now, is trying to figure out this balance of, you know.

it's a lot. it's actually interesting. I think it was Thursday night Josh and I had this conversation. Josh is my husband, where I was telling him like, I feel like I'm being, I used the word crushed when I spoke to him, but it feels like a very strong word and I don't wanna. I don't mean it in a strong way, but in a very good way.

Again, like I'm very grateful, I have a lot of business right now and I'm working a lot and I'm a people pleaser. So if people like beg me like, no, can you please come before this date? I like squeeze them in and I am working, like I'm going to clients four days a week and then I have, you know, one CEO day.

so I'm working every single day and. I feel like I've lost that work life balance. I also feel like some work tasks, like for example, updating my website or bookkeeping or things like that, like there's certain things that are starting to fall between the cracks. Things in my home that are falling like between the cracks.

and I feel a little like lost, like I'm not managing my time well. And yeah, so I'm like trying to figure this out. And you know what Josh said you'd be very proud of him, but he goes to me, he's like, I think you need to raise your prices. Yes, yes. A guy after my own heart. I love it. You definitely married the right guy.

I told him, I was like, mommy would be so proud of you. I love it so much. Okay. I hope no one else is listening. I'm gonna make him my favorite son in law. Okay. No, it's not true. They're all good. They're all good. but I mean, the first thing I did was hire Krish, which I'm so happy for, and I'm gonna start working with her this month if she sent me a lot of homework I'm gonna do after this podcast.

#190: Boundaries, Worthiness & Business Growth with My Daughter, Rachel Lina “Lini” Schulz

But yes, I'm really trying to figure out, you know, it's funny because I have helped so many people, time management as an occupational therapist. Mm-hmm. And yet I don't feel like I'm doing very well right now. but you know what's interesting is that. We grow in our businesses to a certain ceiling.

And then in order to break through that ceiling, whether it's being able to pack more things in with time, or whether it's make more money, serve more clients, whatever it is, we're not, going into that now, but this is the same dilemma conundrum that your clients are dealing with. They've like packed so much stuff into their house, and now they're feeling disorganized and now they're feeling the weight, they're feeling crushed by the clutter.

Right. That's a great episode for you. Oh, I actually really love that you said that. I have to think of it that way. My time is full of clutter. I need to figure out how to declutter it. Well, you've done that a little bit now because you're gonna start delegating some of your marketing but it does mean that if somebody else is creating that content plan for you, as you said, you have a lot of homework.

Like Yeah, show up. Do a lot of voiceovers and recordings and, yeah. But it is so much easier. Just like when you go into somebody's house and you go into their cupboards and you like take things out and you put them into piles. Like one of your favorite things that you taught me is the time will tell Pile is that you just take things outta your cupboards and put it aside.

And after like, I don't know, three months, six months, you like, you've never looked for it, you'll throw this out. Like and I did that. I went through all those water bottles and coffee thermos in my cupboard that hadn't been used. We put them in a box in the garage. Mm-hmm. And. Time will tell that after, I don't know, it was probably there for two years.

Like we didn't use them, but Yeah. Well it was in the garage, so you don't look at this stuff so often. Right. But I was like, hmm, it's time for us to get rid of this. 'cause we never ever live for it. And you also get swag. You go places and you get swag, you get some, so more water bottles in Yes.

Coffee. You travel mugs come your way. So I definitely, yeah. Was able to let go of the ones that my kids took to elementary school, like my baby's 18. I definitely did not need to hold onto anything from elementary school anymore. Yes, that's actually one of my things I have with my clients is a lot of them hold onto a lot of grocery bags.

Because, I mean, bags are always useful. I have bags too. But when you hold onto too many, then they're taking up way too much real estate in your home and in your brain. Yeah. And then I always ask them, how did these grocery bags end up in your house and how often did they come in? And usually it's on at least a weekly basis.

And I'm like, then I promise you that you're gonna get a new bag every week from here on out. So if you throw out these 50 bags. A year from now, you'll replenish your stock. Like, you can get rid of them. so it's just because you said that about your cups, you always get new swag and new things come in.

#190: Boundaries, Worthiness & Business Growth with My Daughter, Rachel Lina “Lini” Schulz

Like it's a big thing when, you know, decluttering. Like new things will come in just like new things have been coming in all this time. And same thing with clothes, especially as women, we kind of love to shop, don't we? Yes. And I do like it happen as we're recording. I happen to be wearing a skirt that like I've had for like 15 or so years.

I know. 'cause now I exercise in it, the black color has faded to, yeah. I don't even think it's charcoal anymore. And now it's kind of like medium gray brown. But no, it's not brown. It didn't go that way. But now I used to exercise in it, but, yeah, but I don't need to buy like a new exercise group because I have the one that I used to wear to work like a, gazillion years ago.

So, yeah, but that's the way we have to think like, if you want to grow to the next stage in your business, something has to give. And you only have 24 hours a day. So either you're gonna say no to some things at home, and I know that you have someone who comes and helps you with whatever, cleaning dishes, laundry, whatever she helps you with.

So that's you delegating, that's a new thing. There you go. So it's been starting my business. Okay. It's nice. Yes. It's nice to have the help. And you have a young woman who helps you and she's earning money and she'll be able to put it aside for her future life or whatever. So that's great.

And then you also. Outsource or, delegate things in your business so that you can do what you are gifted to do in the world because you've been given that gift of, organization that you can help people with. Yeah. So where do you see yourself going in your business in terms of like, prices?

Like, have you even thought about that? and how does that feel to you? I mean, I definitely think I will raise my prices. I told Josh in December. Okay. What stopped? I'm just curious. What's stopping you from raising them like right now?

I'll tell you what Josh was like. 'cause I'm saying since I started working as an organizer two and a half years ago, every time I raise my prices, I raise it like 50 shekel and another 50 shekel. And Josh was like, I think you need to raise your prices. And like, I think you should raise it like 300 shekel.

Wait. he's like, stop doing these little baby steps. so I was like, no, no, that's like way too scary. What's scary about it? and this is such a useful conversation for everybody. What's scary about raising? I'm thinking about it. so I think it's twofold. I think probably the main reason is I don't feel worthy of that yet.

I feel like I need to have more experience. I need to be better. In order to be worth that much. I think that's one big reason. wait, wait. Tell me more then about this. No, because Wait a second. This is a little sneak peek. This is a shameless plug for me. Yeah. That I am launching a new money community that you don't even know about.

called Worthy Money. Wow, look at this. So I just love that you mentioned that you don't feel worthy, yeah, yeah. Synchronicity, what's it called? Segue? Yes. I guess I, well, synchronicity, serendipity,

segue, whatever. There it is. All these s words, but like, what does it mean to feel worthy of raising your prices by 300 shekels?

A, it's for a package or it's for an hour? Like, no. What, what would it be for a package? No, he was saying like, per session, raising it. Okay. wait, so what were you asking? because this is what happens is we have a thought. Yeah, right. That I'm not worthy of raising my prices by 300 shekels per session.

Yeah. Right. And when you think that thought, how do you feel?

Well, I'm saying I have like the reasons in my head why I am not worthy. Is that what you wanna know? Okay. I wanna know how you feel, because what I know what you're doing is you are convincing yourself that you don't have enough experience. You need to have more case studies, even though you told me you're have like 20 case studies to put on your website.

So I'm curious like how many like clients you need to work, work with before you feel worthy, but we'll get there, but are you like believing, like you really feel that's true. That you don't feel worthy of raising your prices? Yeah, because I feel like, I do believe I can raise it a bit, but I feel like I'm saying the more you charge, the more professional you need to be.

So obviously it's like in any professional when you're a beginner. You're gonna make more mistakes. Yes. Okay. So you're not gonna necessarily give your patients, your clients, whatever, the best recommendations. Like as an ot, I felt very comfortable working in a hospital setting or in the cuppa because I'm, like I'm saying, people know when they come to the cuppa, they might get beginner OTs and if they really wanted to make sure they got top-notch, service, they would go find a private ot.

and they would pay the money to know that they're getting someone who's probably not gonna make. Mistakes. We're human. There's no such thing as nobody making any mistake ever. Right. and so I feel like it's the same thing as an organizer. Like I know that, you know, when I first started, I gave clients some recommendations that weren't that good.

Okay. And I've learned from those mistakes and I'm much better now. and my recommendations are a lot better. I've also tested certain things in my own home so I can give, better recommendations now. And better systems. And also, like I have gotten more efficient and I work faster than I did at the beginning.

and I just feel like, you know, my efficiency, my, being professional knowledge, like all those things, like they improve with time and then you can also charge more because clients are gonna wanna know that they're going to the best. That they,are getting the best advice for them. Mm-hmm.

when they're paying a certain price, they wanna know that they really reached out to one of the best people. so I just feel like I need to have more experience to be charging more. 'cause I have learned so much in two and a half years, and I will keep learning. Okay, so when you're thinking that you're

not worthy yet of that price, but I think what you're saying is that you just feel inexperienced and then when you're feeling that, you know, inexperienced to, you're going to tell yourself you need to do more, you need to learn more and, be more efficient, make better suggestions.

What do you think will change in one month?

Okay, so I have, I'm working with a lot of clients over the next month. Okay. I'm working in November. I'm working four days a week, so I know that I'm going to be getting a lot of experience over the next month and I have a few new clients starting with Mace. So I'm like, okay, in a month from now, I will be a different person.

Yeah, that's totally true. I have to remind you though, that your due to give birth in November. Okay. So I don't know if it's a boy or girl. Nobody told me, but I'm just letting you know. That you might have to, you know, 50 50, you might have to move one of your, your meetings. anyway, I'm like, after November I need to take a little vacation.

That's also true. That is so true. Listen, after the Jewish holidays and everything, and visit from, my parents, your grandparents, like, it's been a very, very busy September, October. But, and I totally put you on the spot, so thank you. 'cause we had no idea this was gonna, we were gonna have that.

Discussion about prices. So thank you for playing along with me and letting all of our listeners know how our minds think. And a lot of people have this, they feel like an imposter. They feel like they need more experience, but more experience is kind of like an amorphous term. And, but if you tell me, okay, 30 days I have four clients a week.

For the next four weeks I'm gonna have 16 more sessions. And then. I'm gonna feel like I'm worth that much more money, or my services are worth that much. Like, here's your time in the next month to really focus on the way you're thinking and notice how valuable your services are. And this is for everybody listening is really notice how much.

Time you're saving your people when you help them organize their house. So we talked about being crushed by your clutter. I think you should have a program like that. We should talk about that. Scaling you, crushed by clutter, how to declutter your house and get your life back. Okay? And I'll take commissions on it 'cause I just suggested it to you.

so like, just notice when you're going to people's houses and you're helping them, how much time are you saving them in their life on a day-to-day basis by helping them organize their life and this might be a little bit more, you know, in like, not so exact, but how much money do you think you're saving people when you, I'm not talking about how much you charge, but once they know where their things are, once they're not buying multiples and quadruples of things 'cause they can't find anything.

Right. And how much money you're saving them. Or even if you save someone money, they have a parking ticket. God forbid, but whatever. And they don't have a place where they keep their bills and

#190: Boundaries, Worthiness & Business Growth with My Daughter, Rachel Lina “Lini” Schulz

you've now organized their desks for them and they're paying their parking tickets on time. So you've saved them all of those extra fees or their electricity bill or whatever.

So start noticing how valuable your services are for your people and what else do they get to do in their life when they're not being crushed by their clutter. I'm really getting to love that name. What do you think? One day. That's another thing that, that we can discuss was, 'cause I was thinking of starting some sort of course or digital product, and then I decided not yet.

I'm crushed by my own decisions of gno sticking to my boundaries of only seeing three clients a week.

how did that happen if you felt like three clients was your max and now you've gone to four, what happened that you let your boundaries slip a little bit, wanting to please my clients, but is there like money, fear that you're not gonna have enough money or you're not gonna be able to get through the month?

Is that part of it also? I don't think it's money, fear. I do think it's a like exciting, like, oh, like, I'll stick another client and I can make more money. Mm-hmm. so I don't think it's money, fear, but I do think that, you know, it is exciting to be able to make more money and be more successful.

Okay. and then. I think it has more to do with my people pleasing. Like it's a fear of if I tell this client I can only come a month from now, they're gonna go look for someone else. Mm. Yeah. and I wanna be there to help everyone. Yeah. so then I'm like, you know, and they're like, I can't wait a month.

Like, I really need you. and I wanted you to come before I move. And I'm like, so in my mind I'm like, so why did you only reach out two days before you were moving? but they're not organized like you are. I had to give them a little grasp. I'm like, this is the clientele I'm working with.

Like, they got overwhelmed right at the last minute and then they reached out. so then I. Squeeze them in. I'm like, okay, you know what? Like I'll give up on that day I wanted to put aside for myself and my family and I'll go see another client. So here's what we have to remember in life.

'cause we only have 24 hours a day. Mm-hmm. What you say no to is as important as what you say yes to. Right. Sometimes even more so. Right. I mean, just like your clients, you say no to this thing and let it go out the door. Right. When you, when you say no to a client, and hey, I'll see you in a month from now, because that's when I have a space available.

Like imagine, unless it's like a serious emergency, like you call the dentist and they're like, yeah, I have an appointment available in a month from now. You're like, okay. We don't. I know, and it's on a Wednesday morning at 10 o'clock and you look No, but on Wednesday morning at 10 o'clock, I normally go exercise and they're like, oh, well then if you don't on Wednesday at 10 o'clock, then the next appointment after that is three weeks later.

#190: Boundaries, Worthiness & Business Growth with My Daughter, Rachel Lina “Lini” Schulz

You're like, okay, 10 o'clock on Wednesday. Got it. I'll see you in tomorrow. Right, right. It's true. So we have to really believe that our clients will figure out how to adjust their lives and their schedule in order to fit with us. Or there's something else you're gonna say no to, like your time with your family, your time with yourself, right.

Going on that little mini vacation that you want to in December, after the November rush is done. it's really important, especially as moms. Especially as Jewish women, because we have, now we're in November and the month of hash, it's a very light. We don't have any holidays until we get to Hanukkah.

And, in Israel, most of us aren't celebrating Thanksgiving. Do you guys celebrate Thanksgiving in your family? Josh gets a shawarma. He gets a Okay, great. With Turkey meat. With Turkey, of course Turkey. He gets it. Okay, there you go. Okay. It wouldn't count otherwise. Okay. Your father is English, so there was like no way.

We were celebrating Thanksgiving in our family, so Ja was like, we need to do something for Thanksgiving. I'm like, huh? What is that? You just wanna say thank you 'cause you have so much gratitude for all your clients and he is like, great. I'll get a schwar. Yeah. He is like, it feels weird not to do anything.

He's like, I'm gonna pick up swarm up for dinner. Go for it. Okay. Knock yourself out. Thanks sweetie. Okay. But I think this is important for anybody like figuring out where your boundaries are and so many of us as moms and people who are like so involved in the Jewish community, Jewish calendars. Can I tell people that you also babysat for your sister, first of all, on Shabbat also last week, and you had all of your husband's students in your house the same day last week that you were babysitting for your sister, which is a big shout out to you.

but this is important is that we're so involved in so many things. 'cause we wanna be, we love it. Our lives are very, very full. And that's such a beautiful thing. And we have to figure out like how to take care of ourselves so that we're not turning into dish rags Like that is really, really important.

Yeah, that's like where I'm holding now is, this also like, doesn't really have to do with the topic of your podcast, but like I've had pelvic floor issues since my last birth and I've realized in recent weeks that my symptoms have worsened again. And that's because my self care has gone down.

'cause I've been so busy and it's just, it's all so connected. I feel like. It is totally connected to everything, and we're talking mostly to women here who are listening in, and we need to take care of our bodies. We need to exercise, we need to sleep. We need to feed ourselves really well.

I think the number one thing that we as women in business need to focus on is like keeping us, like in the zone, keeping your energy high because you are like you, stretching your capacity to serve so many people in your life, in your business. Right? That if we wanna be able to have that capacity, we need to take care of ourselves really well.

#190: Boundaries, Worthiness & Business Growth with My Daughter, Rachel Lina “Lini” Schulz

We're the most important asset of our business. Yep. And you're physically active in your business. Yeah. So if you're not taking care of you and keeping your pelvic floor strong and keeping your sleep strong and keeping your nutrition strong, so then your clients are gonna suffer. You're gonna suffer, like, then you will have burnout.

I actually spoke with one of my clients today, as you know, just before you and I got on, got on Zoom to record this, and she said like she's not sure, but maybe she is like moving towards burnout. She's not sure. and that's something that's really, really. Important for us to notice and we can trick ourselves that, no, we can go a little bit more, we can take on a little bit more that famous saying, you wanna get something done, give it to a busy woman, or give it to a busy person.

And we can really lie to ourselves and tell ourselves that we have more to give. And sometimes we do. We're more resilient than we think. We have a little bit more, fuel in the tank, but sometimes we're really, really not right. Yeah, it was just like, I was always like, okay, I'll get to, you know, the meal prepping and the cooking and my exercises.

I was like, okay, I'll do it next week. Like this week just got crazy busy. I'll do it next week. And then it was one week after another. I was squeezing another thing into my schedule and another thing and adding another thing. And then I'm like looking, I'm like, oh my God, I just did that four weeks ahead now.

It wasn't like, you know, last minute. And I'm, yeah, it was like, it was like over, literally over the last three days I've been having these conversations with Josh, where I'm like. I gotta stop, like this is becoming too much. I need to take care of myself. My body is starting to like suffer the consequences.

which is why like when you ask me like how I'm doing and I'm like, I'm still trying to figure things out. Like this is literally what I'm talking about, like the balance of taking care of myself and while growing my business, while also making my current business the best it could be.

Yeah. One of the things that I like to say is like women. Especially in these kind of positions when we're taking the world on like, we need to be well-resourced. Yeah. Right. You need to, whether it's your downtime, exercise time, go for massage. I know you like to go for massages, like things like that.

We need to be well-resourced and take care of ourselves so that we can pour into other people. So let's, switch the topic a little bit. I wanna know, since it's been like three months since, since we spoke, and you've told us about all of the successes that you have in your business and some of the dilemmas that you're having in your business, or how you're reorganizing, what are some of your favorite things?

And it can be in your business, it can be in your life. Like if you have a little like candle that you like, scented candle that you like. Just tell me like, what are some of the favorite things that you have going on right now? That is such a good question.

#190: Boundaries, Worthiness & Business Growth with My Daughter, Rachel Lina “Lini” Schulz

gosh, I don't even know where to start. I have no idea. Pause is important. Right? Exactly. It, it reminds me 'cause I've been listening to this podcast on marriage and the person who, hosts the podcast, she wrote a book and like, her first skill in improving your marriage is taking care of yourself.

Again, we're coming back to self-care. She just had someone on her podcast who like spoke about her own story, and she said when she first read this person's book and the first skill was self-care, she was like, I didn't even know what self-care was. I had to read books on self-care, and you're asking me what are some of your favorite things?

And I'm like, do I even know what my favorite things are? I'm like, that's great. That's good. She had that. I know. I mean, you have these great organizers I see on your Instagram. I'm like, oh, wow.

It is. Whatever. It was like such an open question. you could answer it however you wanted. But, I'll tell you what I did. I think I spoke about it on my podcast last week, is that I have you know, that they have these little packages with facial masks. You open it up and you put it on. It's like this kind of, I don't know, this kind of cloth kind of thing with filled with goo and you put it on your face.

So I did one of those a couple weeks ago, right before my parents came. My grandparents, came to visit and my skin felt so good after it. I loved it. And then, you know what I did? I was like, I have to go on Amazon and I have to buy more of these. And it was in my cart for like a whole day, and at the end of it, I'm like, Debbie, you are never gonna do this.

that one was in your cupboard for over a year. Like, don't clutter up your cupboard by getting more of these things good. You'll just be sitting there like, you know, hit 120. You guys are gonna have to throw them out. But anyway. but sometimes there are things like that, whether it's, you know, I don't know, essential oils that you like if you use those or just exercising and, and going and exercising.

I went for a half an hour walk this morning before I started work. Or as the seasons are changing, is there a new drink that you're drinking or a food that you're eating? What about something like that? Well, I love my coffee. Yes. But I feel like that's so cliche. Like everyone loves coffee these days. I do love weightlifting, which.

I should do more of. Okay. But I find it gives me like a very, like, I feel very empowered when I weightlift. I feel strong, I feel capable. I feel like I'm taking good care of myself. and I enjoy seeing my progress. Mm-hmm. so that's something I love. recently when I take my kids to and from their daycares,

So I love, instead of looking at my phone while I'm walking, just looking at the sky and I'm like, I haven't done this in so long. Like, we're always looking down at our phones. so that's like been really nice, but I dunno if it's like my favorite thing. It just like came to mind 'cause we were talking about exercising.

#190: Boundaries, Worthiness & Business Growth with My Daughter, Rachel Lina “Lini” Schulz

mean, I do love organizing. I love my job. Okay. Well that's good. And I think the thing about walking and looking, 'cause I say I have the best conversations with God when I do that. Right. Even if I'm not looking in my phone, but I'm listening to a podcast. Mm-hmm. It's so different. Like today I went for that walk, that 30 minute walk and I feel so free.

Yeah. Right. Like, and that can fill you up. That can be, the thing that just fills you up and gives you the energy for the day. Yeah. Yeah. Right. It's true. We're so used to being so connected all the time. Yeah, And thinking we have to do more. I mean, even if it's listening to a podcast on marriage.

Right. I mean, and I'm, I'm not saying don't listen to a podcast on marriage or listen to a podcast on business. Hello, all of my beautiful listeners. But I'm a huge podcast listener. I listen to business podcasts, merit podcasts. I listen to lots of different kinds. Yes. But yeah, I mean, I really love my job.

I do. We're talking about favorite things. I think my job is one of my favorite things. Amazing. Yeah. You still have that spark, right? that like helped you to take the leap two and a half years ago? Yeah, like I still got excited every day when I come to organize the client's house. I'm like, yes. Like, you know, like having the vision of the transformation I'm gonna like create in their space and it, and in their life.

It still excites me. Amazing. Yeah. So if you were gonna give our listeners like two to three tips, organizational tips, right. That they can take away and they could use them in their business. They can use them in their personal life. Like there's the time will tell. So what are the three things that you like?

If you do these things in your home or business, this will make, I don't know, an 80% difference in the way your life is organized. What would those three tips be? Okay.

So, first work in small spaces. Don't try to conquer. Conquer through your whole office or your whole room or your whole house. Of course, in one go, you know, you choose one little corner, a few shelves, a few drawers, whatever it is, like one little space at a time.

Set a timer for like. Up to 15 minutes, 5, 10, 15 minutes, whatever you have, take a bag, a garbage bag. A really good term I heard from a different organizer is trash bag therapy and nice. Just look for trash. Okay? We're not talking about maybe items or thing. You know, where you have to start questioning, do I use this?

Do I not? Like, just look for trash. Every home has trash. I have trash. You know you have the clothing in your closet that are. Torn. You have expired products, you have wrappers, the kids like art they brought home two years ago. Like every house has trashed in my house. You know what happens to art?

The kids brought home two years ago. It's because daddy gave it to us. Yeah. And I wanted to throw it in the garbage. Right. Your father's a very sentimental person wanting to look. Good. It's been to

yours. He hasn't looked through it yet. Oh. We have to respect other people. So even in my house, I have things I wanna declutter that haven't been decluttered yet.

Okay.

I love it. yeah, so trash bag therapy, like literally like choose a few drawers, a few shelves, take a bag, go throw out the trash. I love that. It's like the antidote to retail therapy. I love that so much. Trash bag therapy. Yes. Okay, sign me up. That's one tip. so another tip for decluttering.

So once you've cleared out all the trash, now we're up to the maybe items. Mm-hmm. so I'm saying there's so many questions that. You can ask yourself to know whether or not you should declutter something. you brought up the time will tell. so I can just like explain what it is, which is also a great thing.

Yeah. so things you're not sure about, put aside in a time will tell bag, bin whatever you find and put it out of sight. stick those thermos, you don't use those mugs, the clothing you haven't worn in a long time, but maybe you'll go on a diet as the way to fit back into it, but you don't know.

there's all these things that we haven't used in a very long time, but yet something inside of you doesn't feel ready to part with it yet. So we put it in a time will tell. Box. and we put it out of sight. So it's gonna go on the top shelf, in the closet or in the storage room, or, put it out of sight.

you can write on it. Time will tell, put the date on it. so you haven't thrown it out. You still own it, it's still in your possession, and then come back to it in six months or, between six and 12 months, whatever you're comfortable with or less if you're comfortable with that. and if you haven't used those things, you know, within the deadline you gave yourself, then time has told you you don't need them and you can get rid of it.

And if you do need it, you're like, oh, I actually do want that kitchen appliance I thought I don't use. Then it's still in your possession. You can go find it in whatever shelf or closet. You stuck it in, pull it out, put it back in your drawer, and now it's part of your kitchen again. so that's another good way to know if it should declutter something nice.

What's another good organizational tip? what about bringing things into your house to help you organize, because that's what I saw suddenness, like you, were you helping someone organize their, I call it my messy shelf or messy drawer, like all the pencils and the scotch tape and the paper clips?

Like is there a specific thingthat you love to use to organize? Okay, so probably my favorite organizing products, well probably my top. Favorite one is adjustable drawer organizers. Okay. I love them because they're adjustable. and I use them in so many different places in my house and where like a bin kind of limits you to the space.

You know of the size of the bin. An adjustable drawer organizer just splits the drawer and then you can move it. So if your winter things take up more space, you can move it. And if you know now

you're into healthy cooking and you have it in your pantry, you can give the healthy ingredients space in your pantry more space, and then you can move it when you have more snacks in your house.

Because our lives are so dynamic and things change all the time, and I just found this to be the best product, the best investment for the long term because there's. So adjustable, where do you get them? Is this an Amazon product? So I found really good quality ones on Amazon. I've tried different Israeli ones that I picked up on local stores and I didn't like them.

They fall apart. Mm-hmm. I found really good quality ones on Amazon, that ship, and they lasted me so long. Like I haven't had to replace any of them. I have bought more for different places in my house, but the ones I have bought a few years ago, I haven't had to replace even one. They really holds up really well.

so we're, I think we should put a link to that in the show notes so that people can know what we're talking about. You'll send me the link and we'll do that. Sure. that's probably my favorite organizing product. I love shelf dividers, which is also very good in Israeli kitchens when we don't have a lot of cabinet space, so it kind of makes a shelf within a shelf.

And then you have two layers in a shelf, right? I love Lazy Susan's also amazing. I guess I would probably say those are my three favorite organizing product. Okay, we'll put a, we'll put a link 'cause you really, really like that shelf divider one. The drawer divider one. So we will definitely, and I like the way you say things shift in our life.

So this week we might be in truly healthy products, so we might be eating like Quinan Bulgar, and next week we might be back to the cookies and the chocolate so we can just adjust it accordingly. I love that. Alright, Lee, thank you so much for being on the podcast this week and I'm gonna have you back again.

I think this is fun. Have you, every two to three months because I think that all of our listeners are gonna wanna know what actually happened with your price rise. And I think that that's gonna be something that's really fun to. I feel like this is like the bachelor series. I don't even know what it is, but like we follow people going on dates or something.

Okay. We're gonna follow up on you and see what's actually happening in your business and it's gonna be such you're not making a goal for before our next podcast, December. Prove myself care. Well suffer is like next month. You know, you gotta gimme a few months to improve my selfcare and to raise my prices and there's a lot festival.

Hold me accountable. Okay, you're on. All right. Ready, steady go and I'll see you next week at the Jewish Entrepreneur Podcast.