

Rachel Rofé: Hello everyone. Today we're here with Jordana Jaffe. Jordana is co-founder of magical business academy and is not your run-of-the-mill business coach. She's a business savvy, affectionate and magically centered creator of life transforming business strategies that not only make your business sparkle but also your overall life. Through inspiring and cozy retreats, Jordana and her co-founder and life, Gena uplift female entrepreneurs into the spirit of centering on their passions, living out every dream they desire, and transitioning their businesses into successes with ease. Through glitter, comfort and undying support and belief, Jordana gives her clients what can only be described as the best and most magical support you'll ever find. I have known Jordana now for nine or ten months. We met in the mastermind together and after we met it turned out that we live four blocks from each other and had a bunch of random people in common. I just absolutely love getting to know her. I think that she's just going to add so much value to this podcast because she's just crazy brilliant and such a spectacular job at combining both hassle getting a lot of stuff done, but also she makes time for this being cozy and having so much ease. She just makes things like cycling and having fun living, all the things that she loves. She makes this as important as her work and she's still crazy successful. She's super organized and have so much practical pieces to share. I think this is going to be phenomenal. Thank you so much for being here Jordana.

Jordana: You're so welcome. It's such a pleasure to be here so thanks for having me and thanks for that introduction, it was so awesome!

Rachel Rofé: I mean it, usually I actually write down a few notes but I mean I didn't have to. It'll be really easy to say all the great things about you.

Jordana: Well, I love you too.

Rachel Rofé: So the intention behind this podcast as you know, is to show people that if they have a choice that they can choose a better life. Could you just take a minute to share with us some of the few things that you're most proud of in your life?

Jordana: Yeah, there's a bunch of things. I guess generally speaking some things that I'm really proud of is that I have found that I'm like an epic community creator. I really feel like I'm one of the ultimate connectors and people apparently come to me a lot to see if I know someone or if I can connect them with someone, and nine out of ten times I can. I've done Facebook threads connecting people and it's just really cool to know that by doing some things as kind of simple and quick as putting up a Facebook thread of like, "Where does everyone live?" or "Who needs to connect with who?" that best friendships can be formed. You could buy your web designer and I really like that, I love that. Also I'm really proud of the fact that I'm a pretty open book to begin with but recently I've really been navigating a lot around, shame and guilt and secrets and things that we keep to ourselves and how much a burden that is. Also the masks that we put

on especially as entrepreneurs and on social media, nine out of ten times on social media have great things really beautiful and pretty.

So what I am proud of is that I've forgotten to be really intentional about sharing vulnerable stories about the hard times in my business, the times that were really scary with the hope that it will inspire and help others which I think it is doing hopefully. I'm getting good feedback about that. Other things I am proud of is that I recently have my first \$50,000 month which is something that I never thought I would ever have. Even if I did it, it became real but just like a totally different playing field than imagining it. I think that just in general I'm really proud of the fact that I've always kept the faith in matters of love and business. I'm sure a lot of people who are listening can relate. There's ebbs and flows and there's time that you're not in a relationship and you're like, "Am I ever going to meet anyone?" or there's times in your business that you're like, "I am like tooth I can do away from throwing in a towel." I've been in both of the situations but I am proud of myself for kind of staying in the game and keeping the faith and really honoring and keeping the vision very clear and focusing on that.

Rachel Rofé: Those were some great answers and seriously everything you're saying, not only 100% true but, I mean the connection part, I actually just got back last night from a meeting with our two friends that you introduced me to, and the very amazing people in Vegas and I'm feeling so nourished just thanks to your connections so it's amazing. As far as your \$50,000 month and you're being vulnerable I keep thinking that. So like about it because do you know I've been going through a bunch of stuff and I just keep thinking more, "Jordana did it and look what had happened to her in the other side?" and just because you're so vulnerable with everything both in our mastermind but also on your Facebook. I know you've inspired me and I know that you've inspired so many other people too. I think that leads us right into the next question that I was going to ask you because I think it's a little inspirational. Can you tell people about a time, maybe even the most recent time when you were just feeling super trapped and like things weren't going the way that you want it and kind of just what was going on then?

Jordana: Yeah, only a few months ago I was just in this place where I just felt tired. It wasn't tired like sleepy tired, it was just emotionally drained and I think I was at a point that I had been business coaching since 2010 so we're going on a few years and I knew that what I was doing, not that I didn't want to be a business coach but just that what I was doing and the way I was doing it, like something wasn't fitting right. I was just so tired and I remember speaking to [our coach Nisha](#) who I think you've interviewed already, and I was just crying to her, and I was crying and I said, "I don't know what to do, I don't know what to do" and she's like, "Well you know you're not going to get a job" and I was like, "Of course I'm not going to get a job. I've been an entrepreneur for eight years." like, "Of course like duh, I'm not going to get a job." We know that. It's kind of like I just had to keep pushing on.

I was so worried, not just like I was just so worried about my emotional capacity to do anything from an energetic space, that I created this whole plan over the course because I'm pretty obsessive planner for better or worse. I created this whole plan, I have to take the summer sabbatical, I was like, "I have to like make \$200,000" I don't know. It was nuts. It was just like this crazy plan and my life and I we found places in California to rent out, it was just kind of I needed a rest. I wish I knew exactly what the turning point was because that would have been really cool to share and also to remember, but it's all too easy. I know what the turning point was, yes, so the turning point was during that conversation with Nisha when we decided that it was time to join forces with my then fiancé Gena, because we always knew we were going to start a business together but we just didn't know when, and once Nisha was like, "Well why don't you just start now?" It just kind of added structure to everything.

So I was like, "Okay great." Now I'll deal like one more program for the rest of 2014 and then 2015 we'll get started. Just that direction and structure, somehow all the emotional draining-ness and there's nothing like it disappeared. Then the following month was the \$50,000 month.

Rachel Rofé: The \$50,000 month, you didn't do anything with Gena at that point. That was totally just your program. What do you think contributed to that? I mean that you were saying that the energy like all the drain-ness went away is it just because you knew that you had a plan after you did the program the last time?

Jordana: After I spoke to Nisha I didn't have a plan yet about what exactly to do. I think I just started probably brainstorming and what not and then in terms of what I attribute that month... like why that month was so successful, I actually wrote an article about Huffington Post because I thought that was important to share, and when I attribute it towards a few things, and it's just so funny because a lot of them are not business-related at all, for weeks, for multiple weeks while I was speaking to lots of people about potential list participating in one of my programs, I needed a point to either go for a long or go spinning every morning. So it got my endorphin going immediately.

The other thing that I did was I made a commitment to write at least three thank you notes a day. I also did that first thing in the morning, and what was so great about that is that what I found, during times when you're in like a crappy money mind side and you're just like, "Whatever." Now I have a great space writing thank you notes or just like writing I-appreciate-you-notes or whatever. Number one is a very grounding experience because you have to do it with your hands. I'm like, "How many things do we actually do with our hands nowadays, we're so digitized."

Beyond that it really anchored me into like, "Yo! There's like things to be appreciative about." The practice was really transformative. The third thing that I attributed it to was that I longed enough to switch out. I made a point to take a stand for whoever I spoke to

on the phone. One thing I really stand for is people just making empower decisions and that doesn't mean saying yes. I think a no is a great decision if they feel they don't want to work with me. A lot of times in the past, if someone's like, "Oh, I can't afford your services" or whatever, I feel like, "Okay, bye take care." I don't want to bother them or ruffle their feathers, I don't know. I don't want to step on toes.

I've learned over the years that if it doesn't really serve me or them to end the conversation that way and I feel like both parties probably get off the phone feeling crappy. So I've made a point if people were to say that, I felt like that's when a real conversation began. So really being brave enough... because I don't know I think it's kind of scary to have that kind of conversation with someone that you don't know very well, but to be brave enough to take that stand for people. What ended up happening was like a lot of people who initially said I can't afford it, ended up paying in full. So there you go.

Rachel Rofé: Wow, that's amazing! And how are they doing? Are they happy now that they did it do you think? I guess I just love to hear more about the mindset even for people listening behind mike. Initially being like, "I can't afford it." and then changing their mind and going after, investing in themselves and going full after it.

Jordana: Well, I think a few things. I mean I have a potentially radical view on the notion of like... I think the four words "I can't afford it" or "Toxic" and this is again my opinion so take it or leave it, but I think they're an unintentional lie, which means that we're not being entirely honest with ourselves. Now I'm not speaking about humanity at large as I'm sure a lot of people could make arguments about people on third world countries and not being able to afford stuff, I'm talking about people that have resources and can be resourceful with their resources. So using that as a disclaimer, I believe that when someone says that they can't afford something it means one out of two things. It either means that they actually don't want something badly enough, they don't want what they said they can't afford badly enough but they're just not taking ownership over it. So instead of taking personal responsibility and being like, "You know I really don't want it badly enough." It's just blaming on the money right? "I can't afford it." So that's part A, that's one accepted... why Jose can't afford it."

The second part is people who really want it super badly but just haven't thought creatively not kind of make it happen. Too often we just look at our bank account and we're like, "Okay well the number say this", "The investment is that..." Two plus two equals four right? But there's so many ways to make money, there's so many ways to find money. When you want something badly enough or something is urgent enough you make it happen. One thing that I say to people on the phone which totally sounds melodramatic and hopefully is never a scenario for anyone, but I think it really shift stuff for them. As I say to them, "You know if you had to come up with truly any amount of money..." but let's say if you have to come up with \$25,000 in the next two days or the

person nearest and dearest to you would die or would get sick or something, you wouldn't be like, "I can't afford it." You wouldn't say like, "I don't know if I can make it."

I mean it's no longer a question. It's like, "Okay I make this happen... it's totally happening and now I just need to forgot how to make it happen." That's high, high urgency. That's why I feel like urgency can feel really uncomfortable, can be such a gift because it's a catalyst to make you do stuff. I feel like if someone wanted something badly enough then suddenly if you open your mind enough, you'll make things happen. Then what I believe, I'm pretty spiritual and I believe that when you start taking those actions stops and the universe sees you doing that I feel like that's when the real magic happens.

So that's my own take on the concept of not being able to afford something and I share it with people when relevant on the phone with them. Most people I've spoken to are open, resonate with it. But I totally get it people are triggered by it or people don't really wouldn't resonate with it. To each his own. I just feel like it doesn't feel good to say that I can't afford something and it doesn't feel good to hear that someone can't afford something right? Why don't we change that? Why don't we shift that?

Rachel Rofé: I personally love that and I can see where other people were to get triggered by it, they could make an argument like this is a way to push me to buy something or something but the thing is then you just say like, "No, I don't want to afford it" and that's it. It's not about being pushed. It's about just owning your power.

Jordana: Yeah, exactly. What I said to them is I'm not committed to you saying yes. That's not the goal of this conversation. The goal of the conversation is for them to make an empowered decision. If their decision is like, "You know what you're offering really isn't what I want." That's awesome! Because that's an empowered decision, because it's aligned in empowered decision. I would rather them saying No and feel empowered than saying yes and feel disempowered. So that's what I take a stand for, I take a stand for empowered decisions not for their Yes and I share that too, and I think that when they hear that they're like, "Okay well she's not trying to sell me she really just has my best interest at heart.'

Rachel Rofé: Exactly. I think that whether or not people sign up with you after that conversation it's just the perspective changing thing to think about further the rest of their life, anytime they automatically start to go to, "I can't afford it." Because really anytime you have a thought that's disempowering it's probably just the story that were telling ourselves about it...

Jordana: That's for sure.

Rachel Rofé: ... I mean that's great. I'd love to switch gears and talk a little bit about how you're able to schedule so much fun into your life but still gets so much done. So one of the things I'm curious about is, what is an average day look like for you?

Jordana: That's a great question. I don't how many people who are listening are familiar with Myers-Briggs but it's okay, for those who aren't it's a personality test and I am an INFJ. The reason this is relevant to the conversation is that J, one of the things J represents is high need for structure in organization and I am a very strong J. I love spreadsheets; my signature to my email is loving spreadsheets. I use spreadsheets with all of my clients. I was a professional organizer before, I was a business coach, so I just really like being organized and I totally get that a lot of people might think it's mega weird and not relate to that. The way that I do it if I really just schedule things in advance and I honor scheduling like client calls, just as much as I honor scheduling spin causes, and just as much as I honor scheduling yoga classes.

That was the first part of your question in terms of that kind of stuff. I think that it's a matter of, for me, scheduling and drawing boundaries and then making the schedule reasonable. Whenever I work with clients and we're doing their schedule I always say, "This is not the schedule of the perfect you because the perfect you doesn't exist right?" So if you're not a morning person let's not say that you're going to be doing yoga in the morning because you're not. You're just going to end up feeling crappy because you'll never get to yoga because that's not your natural sanity.

So it needs to be realistic right? I know I'm not getting to a spin class before 10:30. I'd like to, it's just not happening right? It's rarely happening. So a typical day nowadays. My wife Gena and I recently got a dog Ruby she's adorable, six months old. So a typical day is I will wake up and get Ruby, Ruby will wake up with me, and we're going to the kitchen and I feed her breakfast and while doing that I will oil pole and I make myself a creamy smoothie and I stretch. While I'm stretching I write what I'm grateful for. I write on one page of my journal and then on the next page I'll write what I'm excited about for the day ahead. At that point usually my wife is up so then she can handle Ruby.

Sometimes I'll bring her over to doggy day care, and then it depends, some days I'll have like I don't know, five to seven client calls and that's kind of the bulk of the day. Twice a week I schedule and going spinning, at some point I'll meditate, I mean it gets kind of murky but basically at least for the past three days, it's going strong, I shut my computer off at 6 p.m. which is really nerve wracking but it's really great. I don't know how I do that but I won't look at my email or Facebook on my phone either. It's really made me aware of how much of an addict I am and I'm sure a lot of us are.

So that's what a typical day looks like. So now the cool thing is that after 6 p.m. I get to play even more. So it's like it's an invitation for me to say to myself, "Well after 6 p.m. what do you want to do? How do you want to play?" Some nights we'll watch TV, I



started knitting, I started reading a book so it's all fiction book and some hope books so it's a nice invitation to give yourself a space and navigate what you want to be doing when you're not working.

Rachel Rofé: I think that that's probably a big problem for a lot of entrepreneurs; it's just not knowing who they are when they're not working.

Jordana: Yeah.

Rachel Rofé: Were you going to say something about that?

Jordana; Well, I was just going to say that I felt that a lot. I think it's really easy to get carried away on that. I found myself in that place two years ago and I was like, "I don't remember what I like to do for fun." That does not work for me. Also the tricky part of it is that so many entrepreneurs truly love what they're doing so they're like, "This is fun. I don't need other fun. This is fun." I love playing on Facebook with certain clients but even if it's fun or just awesome I think what I've learned and continue to learn is that taking a step back and doing something like knitting or whatever else, even though it seems wildly unrelated to your business, will actually end up making you a better business owner. Because it refills you in a way that, working endlessly in your business will never be able to.

Rachel Rofé: How did you start to remember or find out what you like to do for fun again?

Jordana: That's a great question. I mean this is not a surprise, probably just sort of less. There's been many times in my life that I've just decided to anchor myself in writing a happiness list or can be a list that starts out with saying I Want, and then I just kind of let my head grown wild. I just started really reconnecting with myself and saying like, "What do I really love to do?" And that's the thing, when you give yourself the space to pull it with time and just like brain space to think about what do I love to do, it comes back to you pretty quickly because you've once accessed it probably not that long ago. I just discovered it like what I really like to do and I started doing it. That's the cool thing. It's one thing to know you like to net but then I was like, "We're going to the knitting store and we're going to get yarn and start a new project." So I think it's knowing what you like to do and then whether you love pottery it's then signing up for the pottery class. It's actually taking action on what you then discover.

Rachel Rofé: Now for things like knitting because you do them at home and I mean like with Facebook and email and all these things, we get oxytocin when we get new messages and stuff and that's one of the reasons why it's so addicting, so when your natural inclination I'm sure it would be to go reach for your phone and check and see if you got any messages, is there something that you tell yourself to stay connected to the knitting?

Jordana: Oh, that's interesting. If I'm engage in the knitting I'm not going to go to my phone, but for example before I go to bed I always check my phone. I guess what I tell myself when I haven't been doing this, what I've been telling myself is like... what I crave is space, I mean I also crave connection which is why it's tricky because Facebook gives connection, but I guess I tell myself like, "No one's going anywhere." And I've much rather handle the new emails and handle all the Facebook posts when I'm calm and centered at my desk tomorrow morning. What I realized is that when I don't step away from my phone, that as quiet as my surroundings may be which actually are not that quiet because I do live in New York city, but even no matter where I am, Facebook or just email inbox, the digital world is basically a never ending time square.

It's just this endless, endless noise and it's this knowledge like I don't care that much to have that noise. It's not worth it because the noise can be so harmful, oppressive. And then what happens is you see an email and you're like, "Should I respond? Dah-dah-dah-dah" or you see a Facebook, "I should respond." It prevents you from being fully present.

Rachel Rofé: Absolutely. Well, two questions on this, but during your day first, how much do you work? And are you used to be stopped at 6 or are you working pretty much from after your free writing until 6 or how does that work? And then I may use it also it's spinning in stuff too but besides that.

Jordana: Yeah, so it depends day to day. I mean work is a funny thing right? In some ways I feel like I'm always working just because my brain is always spinning like, "Oh...." Even if my computer is off I could be like writing like ideas on my phone. Right now I speak to clients six days throughout the month, so those days are pretty felt. It's interesting, if you look at there being 20 days in a month, six days of the month I'm speaking to clients so now we're 14 and Fridays I really don't like to work so now we're at ten. So I guess for the remaining times, I won't really open my computer before ten and I'll shut it off by six. So I guess that's the longest I would go but I will for sure take a break for either picking Ruby out from doggy day care or having lunch and stuff like that. So it's not like the straight ten to six. So it's kind of what it looks like.

Rachel Rofé: That's pretty awesome! I mean you're not working that much at all really. I mean compared to the regular 40 hour compared to a \$50,000 month. I'm sure that's just because you've structured things so amazingly. How do you schedule time for let's say marketing your business?

Jordana: So I'm an introvert and so unfortunately it took me many years to be okay with the fact that I just don't like going to networking events, I just don't like it. It's a very confusing contradiction, how I like to create connection and yet I'm an introvert, but I know that there's sense in all that regardless. Wait, can you just repeat your question one more time?



Rachel Rofé: Yeah, I mean I was just wondering, you have your time for client.

Jordana: Oh marketing.

Rachel Rofé: Yeah.

Jordana: I do a lot of my marketing on Facebook, which is tricky because you can also be playing on Facebook. So I think for me it depends. It's not like a standard everyday thing but what I have been doing recently is everyday I think of the top three things that I need to do that day and usually two out of those three are marketing related "ish" probably. I'm in the midst of slash... I want to have eventually have a business where you're not always marketing. I know they say it'll always be marketing and I think there's various levels of marketing. For me I guess just being visible on Facebook is a very subtle way of my marketing.

Rachel Rofé: You said you have three things on your list each day, a lot of people say that, can you talk a little bit more about how that works for you?

Jordana: I just paired up with someone else and I used to be really bad at accountability. I think because with someone else because I always thought it was like a phone call and I just found the phone calls to be annoying so we just text each other in the morning-ish, before noon I guess, and we'll say like, "What are the three things you're doing? What are the three things I'm doing?" We'll check it out at the end of the day and what that really just does for me is that it really focuses me. It A-focuses me. So we need to get really clear on what are these three things and it's not easy for me because I'm like, "I want ten things" but I have to decide only three things that are the most important. It also holds me accountable, and she's holding me accountable too. And lastly it's a good practice in just acceptance. I don't know who always gets the three things done. I mean usually I'll get two out of the three things done minimum. I don't know who always get three things done, that's fine.

Rachel Rofé: Yeah, I mean that's hard to come by. I know I felt I don't even get my things done so it's great that you can just say that's fine. It's great. I'm also curious; when you're working with people do you find that that's one of their biggest problems? It's like creating the to-do-list with the three things and not having this list of like 500 things?

Jordana: I mean in terms of the people I work with, I think their struggles varied even if they're one with established business, the lack of clarity of what they want to do/what they want to do next. I think a lot of what I worked with is money mindset stuff, and creating a plan. There's the mindset part of it all and then there's the logistical side of it all. So making the plan, working through their schedule... sometimes it's the to-do-list but not always so it's really case by case. I think something across the board would be just a plan which I guess in the end becomes the to-do-list. But it's not like they come

with the to-do-list and they're like, "I need help with this to-do-list." It's like together we create a plan which becomes our to-do-list.

Rachel Rofé: Yeah, that makes sense. When you guys create a plan do you have any tips for people who want to create one who are listening? Just about how to kind of get structure on their life?

Jordana: I think the most effective plan is first you need to know where you're going to go, right? So the more specific you can get the better. It's kind of like saying, "Oh, I want to go to California." But when you get to California, where in California do you want to go. And you wanted also to get a place where you're going to an address. So the more specific you can be and where you're heading, where you want your destination to be, the more supportive the plan can be and the more deliberate and clear. The other thing that I really, really focus on with people is breaking things down until like kindergarten level baby stuff, because a lot of times people either don't execute plans because the task in front of them seems too large and too overwhelming or they're not really clear on what they need to do.

So if you force yourself to just break things down into smallest stuff possible then everything seems kind of like dilutes at the charge that any of the task can happen. It's a little crazy because one thing might be like going to the gym right? So we should just go to the gym, but for someone at that like sentence has a lot of charge then it might be really helpful to be like, "Take out my sneakers from my closet" and like, "Put on my socks." I mean it sounds ridiculous and potentially beyond tedious and I don't know, a little nuts, but I always say like, "Is it working for you?" and if that's what you need to do to make it work then that's what you should do. So I always say the smaller the stuff the bigger the progress.

Rachel Rofé: You know as you're saying that I can totally get it but because when I think about like making time for a class or something versus just, "I have a treadmill at my house." and usually I just use that. Because when I think about going to the gym I think about, "Oh it's going to be like an hour and a half because I have to go to the class, I have to go here, I have to drive there, I have to drive that, change, shower, whatever" but when you're talking about it, it does somehow seem really easier to be like, "I have time now, how long things are going to take and write them on my notebook or like take out sneakers, change into workout clothes, get into car, drive to gym it's like a series of small, no brainer tasks at that point.

Jordana: Exactly.

Rachel Rofé: Yeah, that's a great point. Awesome! This has been really, really helpful. I'm just so in love with practical stuff and I think you've given people so many different things between just like shutting your phone or your computer and shutting your phone after six, and how to make time for fun and how to structure your days so that you get

your things that you want to get done, and the gratitude. There's just been so much, it's been so great. So thank you so, so much. I know that people are going to want to learn more about you, so can you let people know how they can do that?

Jordana: Yeah so we're in the midst of building our new website which will ultimately be [magicalbusinessacademy.com](http://magicalbusinessacademy.com) but there's a chance that when you hear this podcast that you won't see anything. So the other best place to then go is... Gena and I created a really awesome private Facebook group where you can learn about us and you can hang out. It's just really a really fun place to hang. I think the link is [rachelrofe.com/jordana](http://rachelrofe.com/jordana) so you can spell my name J-O-R-D-A-N-A it's like Jordana with an A at the end of it. So that's where you can find me.

Rachel Rofé: Perfect. Thank you so much.

Jordana: You're so welcome.

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