

## The Blueprint December 15, 2024

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Good morning, good morning, Obie, what up? Seiko, what up? Thank you for joining. I was running late this morning. The school pickup line had me like behind schedule. More so than I wanted it to be. All right, I'm going to give it another few seconds and then I'm going to kick off. Thank you. Oh, LV thank you for the reminder, I did not, and I need to do that because someone was very kind to call that out, so thank you, I'm making myself a note. Right now, as sweet Jamaica would say, say good, I'm going to put a reminder in my book.

Now, because I don't know what it's doing, I'm assuming it's just not even taken, whoever was trying to find me on LinkedIn, I'm assuming it's just not even taken them there, so I will take care of that today. Say, do you know the last time you, like, do you have an idea the last time you looked at your LinkedIn? I will tell you, I look at mine at least four or five times a day, and more when I'm actively like working, like right now between jobs, so I'm not actively working, so I'm only in a couple times a day, like for news, but when I'm actively working, I'm there at a minimum four times a day, first thing in the morning, lunch before I put my head to the pillow, and then once during the day to reference something, so, all right, well, I'm going to kick this off, so thank you both for being here.

I will spare the introduction, the long introduction, and just tell you guys that my name is Kim Blue, and this is the blueprint, this is a safe space where we come, and we meet, and we talk, yes, yes, I have done some, but I haven't done it super public quite yet, and wanted to let this week to get my legs underneath me, and now feel like I've got a bit of a better rhythm, and kind of get comfortable with the time, today's the time switch, so I think people might think I'm still coming on at one, and I switched it, I did tell them eight this morning, so I'm going to have to play around with that, and see if that time still works best, right, so, but yes, I did hop into Clubhouse a little bit, and just tell some of my regular followers that, you know, they could find me on Twitch, and so can do some promotion there, but they're used to a certain window, listen, I did, right, don't worry, they're going to know, they're going to know, like, people are already starting to hit me up and say, I heard, I heard, I heard, right, so it's coming, but I will do a splash, don't worry, I will do a for real splash, so that the people will know, don't worry, I will do a splash, for real, right, I think the real question is, do I hang in, it's a little bit of polish, and a little bit of figuring, it's not going to be in vain, I think the real question is, do I stay on this morning, or do I hop on at one, because I did one both days this week, I did one on Tuesday, I mean on Monday and Tuesday, the work is not in vain, LV, don't worry, that's

for you, not me, oh man, I think the word that came to my mind was tickle, get at what LV, like doing my stream now, or hop off and go on at one, is that what you're saying, because that's what I was actually thinking about.

I could stay in here with the both of you all and just be entertained happily, I think. Thank you. Oh, but people don't, okay. I'm on it. I promise that will happen. More, I'm working on some... I'm happy to stay. Hello, Redbone Queen, how are you? I think I'm always happy to stay and chop it up with you guys, right? So, yes, Redbone Queen, welcome. Thank you for joining. Happy third stay. All right, Elvie. So, I will commit to putting a splashy banner up tomorrow and a little bit of a banner up on Sunday in advance of Monday's Blueprint, right?

Because I'm going to do them next week since Christmas is over the weekend. So, I will do them and they'll be a little bit more of like people just getting to know me that way. But by the time January comes, it'll really be like, ah, I can't believe it's back and there'll be enough of a buzz that's out there. So, Sega, the floor is yours. Go for it. Yes, sir. All weekend. It's a great question, Sega. So, for folks who are listening, all right, if you're coming in, and I'll start. This is an AMA, right? Which isn't ask me anything.

So, we'll just roll with it that way, which I love doing AMAs. I love hearing where people are and then giving guidance or thoughts to think about or consider in that. So, Sega, I think it depends. And I was actually talking to MyLockJourney about this. There's a lot of ways, about this yesterday. There's a lot of ways to do this. So, my first question to you is, do you have a core business idea? Like, let's say, for example, you know, Black Knight Enterprises LLC.

Like, is that your core idea? Or do you have another business that's already established? Thank you. you don't have another business that's already established like then I would say start whatever your main business is going to be and then each of those business ideas depending on how they connect to your main idea so let's say for example you decide that right your DJing is your main business but then underneath DJ you have merch and you've got you know events and you've got whatever else if all of those are things you can promote from your main business which is being a DJ then yes you can put all of those underneath one umbrella and have subsidiary businesses underneath there if they are different businesses meaning my DJing is completely different than something else right okay so current core idea music producer yes so if that is your core idea then how many businesses do you have our business ideas do you have underneath this core business and the second question is okay right so that's a new one but that's separate from music producing and brand building right so how does your dank brand connect to your music producing business because ultimately sega what you have to do is tell this story right the narrative has to make sense for people so how do you tell people hey I'm a DJ and at the same time and this is my music production but what's the tie -in to and here are the other four things that I also do because that makes it easier for people to be like oh I'm going to sega for like all my

needs trying versus trying to go and get four or five things from different people And the other thing to think about is if music is if you're going to have like merch for music or merch for right You're you're dang butter, right?

Maybe the merch is the central business that goes across all of them, but then everything else kind of stands alone So it doesn't matter what you do with music or what you do with whatever the case may be right like The merch is the core connector And so you can promote your merch and then tell people about your business through businesses through all the stuff that you're doing Is one of your businesses, right? Yes. Okay. So the merch links you as an artist perfect Then if that's your narrative then use that and then you can put everything underneath your main core business That way when people go to look you up they can see oh, okay.

So sega's got merch for this. He's got this right. Yes Okay, so there he goes So if that's what you're known as then that's how you can promote it and tell the story so you start with music That's your right, right That's your big thing and then when people hop up underneath the umbrella and go what sega got going on underneath here They see all of your verticals there and now they can be like oh sega's got a whole situation going on I didn't even know that and so then they can get the merch they can get the dank butter They can get the dank whatever it is that they need But they got it and they can book you for Whatever. So it's like your one -stop full service, whatever you want to call it Does that help? Okay, good good And then the other as you figure out like what your businesses are You don't have to launch them all at the same time That's the part that gets overwhelming for people You could get the music off the ground and then use the music to promote every single thing else that you're doing right and then decide Right in June i'm going to launch this thing because it's around some big event, right?

And then in the holidays i'm going to do something else and there's going to be something big and splashy, right? Oh, good question Seiko so you you would want to start with an llc first Because when you get into an s corp you're going to have more Requirements like from a tax standpoint and reporting on how you do your income. It can be a little dicey I'm not a super expert in all of that side of the house yet So you may want to consult like someone who does tax or cpa or someone who really does like small businesses Like I use legal zoom and I just had a consult with them and they were great when I was setting up the when I was Setting up kblue consulting because I need to figure out how to bake the blueprint as a subsidiary underneath there But what I want to do with it because i've got three i've got kblue consulting I've got the blueprint in my website Which is boss of your blueprint .com and then I have a third one.

That is just all of my media and content So how you take everything that i'm talking about this ebook that i'm going to write all of that has to go somewhere But is all that a part of kim blue or is all that separate from kblue consulting exactly? So Redbone queen i'm glad it was helpful to you. Feel free to drop a question into the chat, right? But because it can get complicated when you're trying to figure out how do I brand myself

and I talk a lot about branding Personal branding values branding all of that, but it gets really hard when you're talking about how do I link my business?

What I want to do and how I want to market my brand and not let it all get lost in the shuffle or You know, I get confused now about like where I need to start So the llc sega the other thing about that is the llc is going to be the fastest for you to get established Like in pennsylvania pennsylvania's got wacky Business and labor laws. So you're going to have to go through a little bit of red tape in order to get that Started but it's the fastest one s corps tend to take a little bit longer because then you have to identify if you're going to have Other people doing certain types of businesses for you or marketing or providing some of those services So just keep that in mind. The llc is going to be faster Oh, yes, you could absolutely establish it there They turn things around quick and they've got some of the best the best Like regulatory practices for business owners The one thing you're going to need to think about is what the rules and pens say, right?

So if you you need to look like I was going to establish mine in de but the state of georgia is like Here it is. No, no, no, okay You've got to actually establish it here because unless you plan to do business in all 50 states If your primary state of residence in business is going to be in Georgia, then you have to have it established here and then branch out to go do business in all 50 states. Like in the new year, I may have the opportunity to do some business in California, but Georgia's gonna be like, but you're gonna run us these taxes though. Okay, right. So that is all of the things that you gotta think about, right, when you establish it in DE.

So they're gonna ask you that when you set that up. So yeah, Redbone. And so that's a great distinction, right? You've got an LLC for this, and then you can choose it, choose to change it in S Corp and E Corp, right? Whatever it is for whatever parts of your business you want. And that may actually be better from an income management approach, right? Yeah, Delaware is great. Like a lot of people go to Delaware to get started, especially if it's their first one. This is not my first one. I actually had one in Seattle when I lived there. And the only reason that I shut it down was because the pandemic had just started. And so I knew I wasn't gonna get any business to the capacity that I wanted.

So I shut it down, let it sit for two years. I wanted to get familiar with what the laws here in Georgia were like. And then I went back and established it, but I looked hard at Delaware as well, so. So Redbone Queen, how did you decide to do an ink for your marketing business versus your crafting business? I'm really curious about that. Man, I wanna call Coppin' Cutie into this. She just hit me up the other day and asked about starting her business. I feel like these are all things that she needs to be hearing so she could be taking notes. And I gotta hurry up and get the blueprint journal out, because this is where she needs to be documenting this.

So Mama Barnes, good morning. How are you? Thank you for being here. I appreciate you. These are all great questions, right? And this is exactly what this space is for, so that we can talk about it openly and do things the right way and make sure that we are absolutely learning from each other because it's not easy and one person's mistakes or missteps or learnings become another person's blueprint for how to get it done the right way. So I'm happy that you asked that question. And I will tell you from me, when I did mine here in Georgia, and so I have an assistant who helps me with all of my K-Blue consulting stuff outside of here, it was really quick. The hardest part for me was the name selection. And I don't know, Rebel Queen, or if you've run into that, or anybody who's in the chat watching, but if you've run into identifying the name selection for your LLC.

When I was in Seattle, it was True Blue Consulting, which was what I wanted here. There were, in Georgia, there were 46 versions of that and it was absolutely unavailable. I tried to play with the spelling of true. I tried to play with the spelling of blue, which I did not want to because blue is my actual last name. I tried to move the words, nothing worked. And so finally I ended up just going with K-Blue Consulting, which is fine because it's my name, but I couldn't do Kim Blue Consulting because somebody else had that already, so.

Yeah, Rebel Queen, so that makes a ton of sense. Depending on how complex or not your business model is, and really getting in there and being super straightforward with what it is that you do, and if you don't offer too much of variety, and businesses are gonna be like, oh, I'm picking from A, B, C, or D option, great to go in as an LLC, because now you're not tweaking the model too much, and heaven forbid you have to attest to that, or really be in a space to say, this is how I'm identifying what my business is responsible for, so both you and the event person can, or you and your clients can attest to that, keeps it real straightforward for legal purposes, and then you reduce your risk, right?

Thank you, Walker, good morning, welcome to the Blueprint. We were doing an AMA this morning, it's an Ask Me Anything, so right now we're talking small business, shop, my experience, people are putting their things in the chat about what they've experienced and kind of how to get started. So if you've got a question, drop it. I'm happy to answer, and just free flow, chop it up with folks this morning, so. Redbone Queen, yes, that is. A hundred percent and I think it sounds like that's what your experience has been versus your marketing business because marketing is so unique. You may actually get into a project or a client engagement with someone and they may need some Specificity and you may need to call in some different resources or a different person or it may get really big or the scope May get really small and so being able to do that as an ink allows you a little bit more of that flexibility Versus an LLC where you're a little much more kind of Straightforward in the fold.

It's it's sort of a this for that type service Meaning I'm going to be able to provide all of these services a little less room on the creative side versus in the marketing space Where you've got some flexibility does that help say because I know you're paying attention to this Yes, Sega, so you would have an LLC for you as an artist and you could have something for everything else You could also look at saying could I put? Subsidiaries underneath this LLC that gets into tax stuff. And so you'd want to look at what Delaware says about that just to make sure that Right. It's not gonna hit you in the pocket in the wrong way later on. Yes So right rebel queen so a lot of that experience right where your where your clients are saying I think I want this one thing But now that you're talking to me I can see this going into my vision or that going into my vision So it changes the whole scope and now you've got to think differently about how you can accomplish what it is Sometimes that's just not a solopreneur deal, right?

You got to bring in some additional muscle to help make sure so It could be an ink Sega it could be multiple LLC. Sometimes that can get complicated You may want to look and see like is it is one an LLC and is one? You know something else because you can do an ink you could do you know There's a variety of them. I think it depends on what you're going to be offering right like in Redbone Queens case she's saying because my Crafting business is straight. Here are the four options that I offer an LLC makes sense Because she may not flex from that too much. That's gonna be consistently what it is But if tank butter is gonna evolve and you start, you know if it's blueberry tank butter and that's all you offer right now and then you decide I want to offer dank butter and oil and Moisturizer, right and that now changes it and then you want to go into oh well now I want to offer oils and juices or expanding out it may then be that you need to start an ink or Keep it as an LLC.

So I think it depends on What you want to put underneath that specific business That's going to determine how you classify it right as an ink and S corp Are other people going to be helping you in these other parts of the business, right? That is where? That's gonna be in right into Redbone Queens Point, right? The marketing kind of blew up and so she's needed that space to move in an ink It sounds like if you're looking at operating The other parts of your business and you're gonna need a couple of extra hands You want to have the space to say I got everybody covered underneath this and I can tell my story about why Does it make sense?

Yes, okay, so if you're talking about expansion Sega then maybe think about like an escort because that allows you to have Employees in a different way. It really just gets into taxes, right? Yes, Redbone Queen. Okay, so feel free to chime in I know I'm guiding I know I'm hosting us this morning But feel free to put your own experience in there because you're added adding to it and this is this is stuff So bonjour.

No Brax. Welcome to the blueprint. How are you? We are chopping it up this morning If this is what I call an AMA and ask me anything so you can drop your questions into the chat It can be about business. It can be about something we talked

about Monday or Tuesday I had planned to talk about avoidance today as a part of not being a strategy, but we can absolutely get to that any other we can get to that next week because this is just as valuable the way we spend our time here Answering your questions.

So So Sega, it looks like you got some stuff, right? All of that is coming together as you think about your business. DK, good morning. Happy Thursday to you. Happy Friday Eve, should I say, right? That's what it really is. Welcome to the Blueprint AMA. We are doing an Ask Me Anything, so put your questions out there in the chat. Chopping it up on this Thursday. No specific topic quite yet, but answering questions. Sega kicked it off with a question about business and how we think about structuring some business models and some frameworks, right? So the red tape in the paperwork Sega is what's gonna like really get you down, like get somebody to help you, right? What do you say? Get you somebody who can do both, right? Can talk you through the business side and can help because all of those moving parts really, really get to be, and you gotta know where your strength is.

If quality product and knowledge is what you do, great, but if you need somebody to help make sure that stuff gets signed and documented and shipped, get you somebody who can do that because that's gonna be just as important to your business model, right? That's all the key parts of it. That's the primary reason why I have an executive assistant is she is phenomenal. I have a ton of stuff in my head and I can execute, but when I talk about my time management, my cognitive load that I have to manage between the things, my ideas that I wanna get out there, the way I wanna spend time in this space, right? And then I need to be, you know, I need to save time for little man. I need to save time for, right, the four-legged kid and then make sure that this, right, right, the blueprint space is right, all of that, right?

Delegation, exactly, you were paying attention earlier in the week, so all of that, which is why I just delegate out to my assistant and we have a meeting once a week and I prioritize my follow-ups, my communications, right, the things that I need to get locked in and then I commit to what I'm gonna do and then I just pass all that off to her because she's excellent at it and that's what she wants to do. Come on, Redbone Queen, I'm gonna go ahead and stand in agreement with you because an executive assistant, baby, will save you time, energy and it will just give you the space to be able to do that. Yes, Brax, we can absolutely talk about balance because balance is one of those things that people don't often have a lot of, so if there is a statement that you wanna put in there to kick us off and pivot us into balance, Brax, drop it in the chat and we can go there, so let's go ahead and create this support around Redbone Queen that she can continue to get the things that she needs to further her businesses because she's got two of them and you wanna be able to manage that, right?

So, Nikki Walker, did you just put in the chat that you would be able to provide some support there? Are we making connections in the blueprint already? Come on,

people, I love it, I love it. Yes, SEGA, there is a budget for an executive assistant and so it really depends on how much time in a week you want them. If you want them a minimum of eight hours, right, and just say in the course of eight hours, these are the things that I want you to be able to get done, absolutely, you can budget for that. I have my assistant 10 hours a week, I have her 40 hours a month instead of 40 hours a week, so she dedicates her time to that for me because she's also got other clients where she may have less time with other clients or if some of her clients are not meeting their accountabilities, she will take those hours and give them to me for free because we have a committed Friday meeting, we have a strategic plan by quarter about how I want to accomplish things, she keeps up with all of my contact lists, she's got access to my LinkedIn, all of my things, so as I go in and make moves, I set it up so that as I execute, she then has her marching orders.

So when somebody reaches out to me and says, "'Kim, I'd love to have coffee with you,' coffee is a buzzword for her, so when she sees coffee, she automatically knows, I need to schedule this person coffee with Kim at the gathering spot, it's a 45 - minute meeting, so she has 15 minutes to travel, and then I book her on the back, because we've already talked about that, and I budget that into how we roll so that I don't have to spend an extra hour now going back to do that. Jen can do that within her 10 hours a week that she has me, so all of that goes into that. And SEGA, I say SEGA because you asked the question, but everybody in here, as you're thinking about the benefit of an EA or having an assistant, right?

You decide what those priorities are going to be, because all assistants are not created equal, ladies and gentlemen, okay? all you you have to get clear on what it is that you need and if you go in and say my budget is i'm making this up 2500 dollars that's okay right for the month for the week whatever your need is but get clear on what you want to do that way you're not paying above for less work or you're not paying for the quality of partner that you want right so Brax what is it that you want me that you want me to repeat and you were asking about balance and i want to know what it is that you would like for me to talk about when it comes to balance mama bee thank you for being here we appreciate you and what is it that you want me to repeat i'm happy to repeat anything and for anybody in the chat um drop your questions in as we we keep rolling with our with our ama today i love this y 'all thank you for like leaving it fluid this is these these these are some of my favorite conversations it's just to be assistant levels.

Brax yeah so you can get um so my so my assistant let me tell you about her so my assistant has her MBA she has her own business she is also a working mother she will travel sometime i asked her if i needed her to travel would she travel with me she said yep i do go into the field um she is very thoughtful she's got experience in marketing um interestingly enough when i told her i was going into this twitch space she was like great i can help you all three of my sons are gamers they spend a ton of time on twitch right so those were things when i was interviewing i wanted now jen is considered an



executive assistant which means that she supports people at a certain level with very high you know who perform at a high level who have a lot of complex scheduling needs and in -demand requirements when it comes to things like me so for me i do things like keynote speaking i do consulting i do executive coaching she manages my calendar she builds things like my capability statements right and then i've had assistants who just focused on communication scheduling and then execution of things so there was none of that engagement in the strategy or the mindset part of it it was just here are the tasks that i'm capable of doing i will take all of those administrative tasks off your plate and that was it and so she would i would not have considered her an executive assistant right she was just an administrative assistant because everything that she was doing did not involve me discussing strategy with her like a roadmap or a how we need to do it with my current assistant every week we have strategy so it's a recap of here is what i have done for the week here is what i need to do and these are the things that i'm thinking about.

Jen what kind of tools or resources are you seeing out there these are the tech platforms that i'm doing i really want to connect the dots here so that when people go here they can do this word excuse me what are you saying she helps me think through that she helps me think through that part of this strategy so that i'm not doing it by myself or she's the one that does the research research in real time excuse me everybody that helps me think and she sends it to me if i say jen can you review all of these like when i was thinking about twitch and stream yard when i when y 'all nudged me and said you got to do this right i immediately went to jen and said here's what i know about it can you add to my knowledge she said yes kim twitch costs this much stream yards cost this much here's the annual stuff and you can multi -stream and based on the way that you've streamed across linkedin over the last six months or the here's the last set of podcasts you can do you could connect all of this content to your website and then it's available there right do you like that level of cognitive load that i did not have to have because she did all of that was amazing she also informed me so does that help sega in terms of the differences there because i would have had someone to just execute and only say here's the information you ask for for twitch and stream yards let me know if you need me to do it versus jen who said here it is and i looked at the data of how you perform on linkedin it looks like you could have a lot of success there financially and from a marketing standpoint when it comes to that because you're able to link everything together Yes, Redbone Queen.

It is fantastic. It is so nice to be able to have that level of engagement one set, right? That is, that ladies and gentlemen is how I am, right? The boss of my own blueprints. My t -shirt that I'm wearing today, right? So I'm happy about. But that's it. That helps me stay on top of my own blueprint because I know where I want to go. It's just a matter of how I'm going to get there and how I manage my time. And that Brax is how I get balance back in my day, right? Prioritization and balance really go hand in hand. And we don't see that relationship often because people don't think about prioritization,

creating balance, but really it does. Every day I say out loud, these are the things that I absolutely know that I'm going to get done.

These are the things that I may not get to, and that's okay. And then I manage those expectations with whomever is in my life or the people that I need to be around so that I'm clear on these things are going to get done. And here's why these things are not going to get done. And here's why so that at the end of the day, I don't sit down focused on the things that I didn't get done because I've managed my time, right? And I've managed my ability to be able to get that in place. That's what helps me have balance, especially when some things are out of balance. And when some things are out of balance, those are the things that I prioritize so that I can re-achieve my balance, right?

Buenos dias, stirs. Happy Friday, Eve. Thank you for joining. We're doing an open AMA today, so it's an ask me anything so you can drop your questions in the chat. We are talking right now. It's a lot of really good just information shared. We're talking starting businesses, the difference between LLCs and S -corps and how to get those done, bringing in support, an extension of the conversation we had about delegation. And Brax asked a great question around balance and what that looks like and how we weave this all in. And I just started talking about the relationship between prioritization and balance and how you get there. So we are looking at that. So McKee, good morning. How are you? Thank you for joining. Welcome to The Blueprint.

Happy Friday, Eve, to everybody. Any other questions that we have that you want to ask before I go back and talk a little bit more about balance and prioritization? And then Brax, she told me if that kind of lands with you or if you want me to talk a little more specifically about something else. So when I think about balance and I think about prioritization, for me, what I was saying is that every day I know there are things that I need to get done. And I know that there are things that I don't get done on certain days. The things that I know I'm not going to get done, what do I do about them? I immediately understand if I need to call someone, send someone a text, set expectations, whatever the case may be around saying, hey, I know you would ask me to get this done or hey, I know I had intended to get this done by Thursday.

Here are the things that came up and I can get them to you by Friday. But today, I'm not going to. And then sometimes it's a matter of really saying, is that okay? Or do I need to hand that off? Right? Do I now need to delegate it in a different way? Oftentimes, people just want the communication so that they know, because it's when they don't know that they are left wondering. And then that's what activates people's systems, right around worry, frustration, shade, petty, whatever you want to call it, right? But that's where they meet you when you don't, when they don't have that transparency and that visibility. So you put this, put in the chat, what is the hardest thing for you about achieving balance or what makes achieving balance difficult?

Or in your mind, what is balance? And is that realistic? Right? Do you try to strive for something that might not actually be as realistic as, right? What's ideal? Because in our, I think sometimes we envision what balance is. It's this whole WUSA thing when really it, it might not be that. So we're putting that in the chat. I'm going to answer Seiko's question, which is, speak a bit deeper into organizing time, phone calls that may run too long. So time management is directly related to balance and prioritization. And when you talk about, so let me sidebar for a minute and say this, right? Time, energy, And there's one more right, but those both of those things are currency does everybody understand that like time is a currency Energy is a currency.

I think those are those are things that we use in exchange for right? That's what currency is it's something that helps us exchange for direct. We pay money for a good right we pay You know money for this we give our time in exchange for this we put energy into something in exchange for this right? So time and energy are currencies ladies and gentlemen right and and if that's not something that Makes sense to use put that in the chat so we can spend time because you you give them freely It is a choice to spend your time right I spend my time doing this just like we spend money I spent my energy doing this right like those are thing Yes, Sega presence can absolutely be one presence can be an extension of time right space is absolutely a currency because not everybody is worth Your space your energy your time right your presence all of those things are Yes stirs emotion is a currency.

Oh y 'all y 'all came ready today. I see it right all of those are currency people Especially as we write and all of those things disrupt you from having balance if they are not prioritized and When other people take advantage of your time your space your energy your emotion all? Of that impacts your ability to feel balanced right as we go back to Braxis question around balance Because if you've given too much of your energy away That means you've also spent your time giving that energy away, and then what you're exhausted mentally emotionally physically and You can't prioritize you can't delegate you can't do anything because you you don't have what it takes to be able to do that right?

So all of those things are currency people and please know that and if you're not writing some of these notes down definitely write these things down because they start to Be reference points for you to come back to when you say man Is this what is this how I want to give my time right absolutely Nikki right? We're gonna talk about boundaries, and I will give you all my personal blueprint before I end the stream today I promise so that you can Put put into practice whatever your blueprint is and that that's where this phrase came from right you got to be the boss of your own blueprint say go so when you talk about organizational time Yes, absolutely right when we talk about time say it really does come down to boundaries and being able to upfront say to people This is what I'm able to give you and Here is what I need to do or are we gonna you know we're gonna do that sometimes It's really about like do I know what to say or you know

what I don't want to cut this person off Or this you know that you know that you know these are my people's or what you know that right whatever the case may be And so folks don't want to do that.

Yes SEGA Right right. I'm your favorite impacts favorite empath right I am and so think about right I can only imagine what it must be because your vehicle in some instances is music and music is a connector And I can talk about you know at some point Maybe not today But I have a theory around the things that connect us on this earth is humans, and there's five of them and and music is one of them for sure, but It is about setting boundaries and so my personal blueprint, and I'll tie this in because Nikki already talked about Boundaries for sure right is Every day When I wake up I need to do fourth thing or I need to do three things that equates to a fourth thing right so my Algorithm is I always need to be in a I need to be in working in alignment with my values the minute I'm in opposition with my values.

I've now freely allowed people to manipulate and take advantage of all of my currency time energy Emotion space Fill in the blank with whatever your currency is right so if I value honesty And you ask me to do something and I say yes when I really want to say no now I'm working in opposition of my values This a wrap now You've got me okay And I there's no and then it's difficult for me to come back from that because then the guilt Seeps in and starts to hold me and all of these other things become really really real Right so I always work in alignment with my values And if you don't know what your values are I would encourage you to spend time doing that work What are the things you know and when we talk about values folks?

It's real simple right we get all in our heads about it But ultimately it's the things that you say when you rock what Kim blue you're always going to get somebody who is honest who is empathetic who values integrity, right? If I tell you I'm gonna do something, I'm gonna do it, right? And I value communication, I value right quality. There are things that I value. And there's nothing wrong with updating them, Seiko, because they evolve, right? The things that you need in your life, in a current life stage, you need to value, respect, time, all of that, right? Then that's it. But it's all about saying that. And then sometimes some values will be with you for every season of your life.

Others will take priority, others will take a back burner. So you should be evaluating your values. And here's the thing, when I am doing my job, like when I'm chief people officering, I always talk about organizational values, right? Are our values for the organization the same? Do the people who work here, are they showing up knowing that transparent leadership is a value? Because y'all not saying nothing, right? So how are they gonna know that they can trust you if you're not being transparent in your communication, in the way that you are visible to them, in your actions, right?

If there's a misalignment there. So I always work in an alignment with my values, not in opposition, right? That's the first thing. When I am in alignment with my values,

that allows me to be vulnerable and state what it is that I need or what I need to move away from or what's not in service to me. Hey, guess what? That vulnerability ties directly to my value of honesty, okay? So if I can be vulnerable with you, that means that when somebody calls me and I know that I need to be somewhere or I know that this person tends to drain me or I know that mentally, I'm gonna need to prepare for the experience that I'm gonna have with them, not the experience that they're gonna have with me because that's not the same thing, ladies and gentlemen.

Let's be clear about that. If I know that, then I need to mentally prepare myself, right? Yes, sirs, values do not have to necessarily be universal. Not at all, right? And in fact, if they are, it might lend itself to a level of stagnation that's not supportive, right? And that's not good long-term. So I'm glad you called that out, right? But that vulnerability allows me to then speak up and ask for what I want, right? One of the things that I say and you will hear me say this as long as you participate in the blueprint is your voice is your greatest currency. Excuse me, your voice is your greatest currency. Knowledge is your greatest teacher. Excuse me, knowledge is your greatest asset and experience is your greatest teacher. Your voice is a currency because your voice is the vehicle through which you're able to then be vulnerable and advocate for your needs. And then that brings me to boundaries, right? To go back to Nikki's point, right? So I work in alignment with my values. I am vulnerable so that I can ensure that I am prioritizing myself. And those boundaries allow me to keep inside the things that I need to keep whole, tried and true, that I need to protect.

And it also allows me to keep out anything that's going to suck away that, that's going to eat that away. Hello, empaths. Hello, nice people problems. Hello, people who sometimes can't use their voice as their greatest currency because their lived experience may be there. Both may have not taught them that. And all three of those things, if I'm operating in alignment with my values, if I'm being vulnerable and I'm establishing boundaries, that then is my algorithm for self-care. That is how I am the boss of my blueprint. Because if I do every one of those things that I just mentioned, that then means that I am caring for myself at the highest level. And I see that in the chat, right? Say guys, you're talking to Redbone Queen and they work to teach you how to take care of yourself. That's why I start with my values. Then I can be vulnerable and own setting the boundaries to hold things in, to keep things out.

That's how Kimberly takes care of myself every day. Now, do I get it right every day? Absolutely not, I'm a human. I have human moments. I make mistakes, whatever the case may be. But I do my best to start with that blueprint every day. That is the Kim Blue Blueprint. That's how I'm my own boss every day. I start with my values. Vulnerable. Hey folks, today I got it. Today I ain't got it. So this is what I'm gonna give. Boundaries. Kim, can you? Yes, I can. Or Kim, can you? No, I cannot. But I am able to do this thing and then I have someone that I can absolutely introduce you to. I can get that to you by this day. But if I do this for you, then I can't prioritize the gym.

I can't prioritize this walk with my dog. I can't prioritize my meditation. I can't prioritize the blueprint. The space that gives me energy, right? All of those things. are a part of my personal blueprint. Each of those equals how I care for myself so that I don't give myself away fully every day to a world that's not gonna give back to me, right? We spend so much time, right? People deposit into me all day, a ton of deposits, right? Or people withdraw from me what it is that they need. So if I don't balance that with my own blueprint, then I'm gonna be off and I won't have anything left to give. And that is where self-love is impacted, folks, which is a whole different conversation. We clearly do not have time to get into that because it is A55, right? Yes, Nikki, right? Talking about being a catalyst, like that is exactly what it is. Yes, STRS, I absolutely can. So when you engage with people, there is a way that people expect to experience you, meaning if someone says to you, tell me about Kim Blue.

You might say, man, she is high energy, she is warm, she's empathetic, when she puts on her red lip, you know she is, right? I tell people I'm NFA when my red lip is on, right? So I'm not fucking around, right? You see me, right? Red lip hair up, right? I come ready, right? But you can say that, right? She owns her stuff. She's capable, she's driven, she's ambitious, she's whatever the case may be, but she's also a great listener. And she has a really keen ability to meet you where you are. That's how people experience me, right? Sometimes we as humans may expect that people are going to be the way that we are. And when we don't experience people in that same way, sometimes it can cause conflict or disruption or whatever the case may be.

And so when we have expectations about how we think people are going to be instead of just being like, nope, this is who Kim Blue is and I'm going to meet her there, that's that. That is what I mean when I say the experience that I'm having with you is different. Or if people show up and they don't have self-awareness, right, if you were in Monday, I think I talked about intent versus impact a little bit, what I was talking about shifts, right? A person's intention may be to come across a certain way. The impact though may actually determine how that experience is for somebody else. And if there is not a level of self-awareness there, right? If I raise my voice at you in a conversation, my intent may just be, oh, I'm super excited and I'm passionate, right? And I just want you to know that I really feel this. The impact may be Kim yelled at me as if I was a child or as if she felt like she was inferior to me and she wanted me to like do something. And so now I don't know if I want to talk to her because sometimes she like tends to yell or raise a voice, right, so those are different experiences that you may have with someone.

And so what I'm doing and saying may not be the way that you experience me, right? I may say that I'm warm or somebody else might be like, nah, Kim's actually a little bit like brash, right? She's pretty direct or whatever case it would be, but part of my warmth might be honesty. If honesty is not something that you've experienced directly, you may receive it in a different way. You may also give things in a different way, right? So yes, what SEGA is saying, what you see and hear is yours, right? And they may get it

in a completely different manner. I always talk about, is that the way you want things to land? When I coach people on messaging, I may say to them, if before you send this email, read it out loud or let me read it out loud to you.

Now that you've heard it from a voice that's not your own, does it still get to you the same way that you intend for? And sometimes people will be like, wow, it never occurred to me to think about it, right? Like that, so, all right. And I hear you search, right? There is a level of intention. You use the word deliberate there, right? When it comes to words, right? LV says words matter. I talk about word economy. I talk about this notion of if you want people to experience you a certain way, be intentional with your words, your messaging. Think about how, what it is that you want to say, if you heard that, would it land the same way?

Because you're right, right? Your last sentence is so powerful. Every reinterpretation moves away from what your original point is or could have been. And that's something that I don't think we can take for granted, especially when we talk about our value system. And when we talk about, using our values to help prioritize and get us to a space of balance. Because let me tell you something people, when you're operating in alignment with your values and you can be vulnerable and vulnerability is the vehicle towards setting those boundaries, that's the ultimate expression of self-care.

Then you get into a space where prioritization becomes a part of the way that you live, work and play. And that helps you keep that balance, mentally, emotionally and for the empaths in the group and I'm talking about myself as well, that can be something that can be hard for us to hold on to because we're givers, we wanna see people happy, we wanna make sure people have that. But it's a Pyrrhic victory, right? It comes at the great, right? And if you know what a Pyrrhic victory is, shout out to everybody who's seen 187, right? But they talk a lot about Pyrrhic, excuse me, Pyrrhic, excuse me, Pyrrhic victory is in that movie. It's a victory that comes at the greatest expense. Now in the movie 187, the Pyrrhic victory is the expense of a life, right? But that's what it's called, right? It comes at the greatest cost, loss, something.

Oftentimes that is us, our currency, our time, our energy, our space, our emotion, right? Whatever that is, as opposed to operating in our values and prioritizing ourselves, we give that away. So don't do that to the best of your abilities. Get in alignment with your values and if you don't know what they are, spend the time doing the work. If you want a thought partner, happy to be that to you because that's the work that gives me energy. And I think it's important for us to really be grounded and know who we are, what we're doing, right? And establishing what our own blueprint is, right? There's a level of accountability that we have to ourselves.

And that is really, really important when we talk about establishing our own blueprints and making sure that we are prioritizing ourselves, right? Good talk today, everybody. This is awesome, right? I love AMAs. I love just being able to freely chop it

up and hear what's on your mind for you to be able to say things in the space where you're gonna get from it what you need, so. Any final questions before we wrap up? And I'm gonna, listen, I'm gonna attempt to write us into somebody else's space today. I didn't get a chance to do it on Tuesday, but I think I got the right instructions. I think Holly Rock gave them to me so I can figure out what it is that I need to do and make sure, so.

So hopefully everybody found some value in this and hopefully this made sense. I actually like doing these types of conversations at this point in the day because it kind of sets the tone and sets our intention as we think about how we want to invite things into our day. So when we talk about values, now you're starting it early to be like, no, everything that I do, all my conversations, this meeting, that meeting, do I now need to go back and relook at my calendar and figure out what things are or what things I need to readjust or reevaluate to make sure that I am doing myself a service and not a disservice in any way, shape, or form, right?

So I think I'm going to hold the blueprint here next week, Monday, Tuesday, Thursday at eight o'clock. It'll be eight to nine. And then we'll set our tone and intention for the day. And that might be a practice that we bring into this, which is like, what's the intention that we're setting for the day? What's the thing that we're holding ourselves accountable for? And then sometimes it's just gonna be as simple as what's our word and everybody can have their word that they're holding onto because it's unique to you. But that is how we own our blueprint every day and how we show up, okay? So thank you everybody for coming, for supporting me this week. You have made this first week of the blueprint super special, especially to me because this is a space that I love and I look forward to spending more time with you here. I'm gonna do my side off and then I am gonna attempt to write us into DJ D-Man's stream, I believe. I think he's coming in today. So thanks, Elvie. I appreciate you. So I am sending you into your day with all of the good energy and light that you need to guide you.

Take very good care of yourselves. Have a beautiful weekend. We will speak again Monday morning at eight o'clock, okay? Let's see if I can get us out of here successfully. All right. All right, so I think I dropped it in. There's our raid message. Thank you, Sega. Thank you, LV, for kicking me off this morning and rocking with me over this hour. All right, well, OK, I tried. I will figure it out. So places to go, D-Man, right? Shout out to DJ D-Man, right? You can certainly roll into the house. OK, thank you. Thank you, Sega. Thank you, Sega. Sega, do you just want to? I don't know how to do that, LV. I'll figure it out in just a moment. All right, let's try that. I think my mod stuff is set up, Sega, in StreamYard. So I don't know. This is why it's all experimental. So let's see what happens. Nope, OK.