

Speaker 1 ([00:00](#)):

Hello, hello, hello friends, and welcome to the She Finds Joy podcast where we reclaim the super shiny lights that burn in each of us. I'm Kim Strobel your truth telling, real talk, happiness coach who believes in the power of showing up as our flawsome-selves even, and especially my friends, when it comes to working through our hard stuff. After all, when we're playing in our arenas of bigness, life gets better as we get bolder. So buckle up for the no BS, zero fluff advice that gives you the small steps for big joy. One of the best things about She Finds Joy is our community. So be sure to join us in our free private Facebook group to connect with other women who are creating more joy in their lives, just like you. You can find us at kimstrobel.com/shefindsjoy. All right, let's dive in to today's episode. Here we go.

Kim Strobel ([01:19](#)):

Hello everyone and I'm excited to welcome Katie Horner to the show. Katie Hornor of handprintlegacy.com transforms Christian women with a message into Queenly business owners so they can get their message out, grow their income, and make a bigger legacy impact on the world. Well, you all know I'm all about making an impact, whether that be in our homes or in our community or in the world. She has also been an ex-pat in Mexico for 12 plus years, a business coach for six and is also leading the homeschool movement in the Spanish speaking world. Katie's newest book, *Faith Like Flamingos: The Christian Business Guide to Walking Out Your Faith in Bold Color!* is out this spring encouraging business owners everywhere to embrace their uniqueness, their faith, and their unique purpose in the marketplace. Oh my goodness, Katie, there's so much in that short little bio that I just read that I can't wait for my people to meet you and I'm so excited to interview you.

Katie Hornor ([02:24](#)):

Thank you for having me on the show today. I'm, I'm super happy to be here.

Kim Strobel ([02:28](#)):

I was just reading like you have how many, how many books have you published, Katie?

Katie Hornor ([02:33](#)):

We have over 50 some now. We've been self-publishing for a while so I lose count.

Kim Strobel ([02:40](#)):

Yeah. Well I need you just like through this computer screen to send some of your like special magic sauce over to Kim Strobel because you know, I'm a super go getter type of girl, but there is a book that is living inside of me, Katie, and I'm so stuck. I have struggled to bring it to fruition. I am determined. So if you have any like magical powers that you can kind of just throw through this screen here, you just send them over to me because it sounds like you are quite the writer. You're a blog coach and a business woman and a mother of all these children and I just can't wait to hear your story.

Katie Hornor ([03:16](#)):

Yeah, well we take the magic as it comes and do what we can, right?

Kim Strobel ([03:21](#)):

Yeah. So I actually, I wanna back up and I want you just to walk me through your life. Like you, I know you are someone who has endured a lot of struggle in your life, a lot of suffering, a lot of pain. I like how

you say like you're the girl who'd built a business, you and your spouse from like \$5 in your checking account or something crazy like that. So take us way back and just kind of tell us who was Katie 20 years ago and what were you doing and how did you get to where you are now?

Katie Hornor ([03:55](#)):

Well, I'm in my forties now, so 20 years ago I would've been in college, back up a little bit before that as a kid and going to a little Baptist church in the mountains in North Carolina, my family always invited the missionaries to our house to eat whenever they came through. And so I was privy to a lot of exciting stories about what God was doing in different places around the world. And it was in my heart from very young that I wanted to live overseas and be a part of that.

Kim Strobel ([04:26](#)):

And Katie, I'm going to stop you for just a minute because I think that I want you to even define when you say, you know, you had a lot of missionary people coming to your home and you're like, explain that to those of us exactly.

Kim Strobel ([04:39](#)):

Like what do you mean by missionary people? Are these people from other countries that would come visit your church?

Katie Hornor ([04:44](#)):

Right. So in general, these were Americans who had gone overseas to do some sort of a ministry work. So for instance, there was a family who were, who was serving in Ecuador with a Christian radio station. There was a family that was doing church planting and evangelism work in Mexico. So people who have ministries in children's homes and all kinds of things around the world, things that we might call humanitarian work or Christian evangelism type things. And so they would come through when they were back in the States and sort of give a report or an update to our church. And we would invite them to our house. And so of course I got to hear all the stories of the exciting things that happened, you know, in their countries and things like that.

Katie Hornor ([05:30](#)):

And so it was in my heart very young that I wanted to be one of those people. I wanted to live and work in a different country. And I started learning Spanish in high school, because it was what I had to like to learn. And I always figured, well, you know, if I ended up in Russia, it's gotta be easier to learn the third language after I've learned a second one. So I'll just go with what I can do right now and see where it takes me. And, in college I continued learning Spanish and I also decided to study education because there were countries that you couldn't get in with a ministry visa but you couldn't get in as a teacher. And so again, not knowing where I was headed, for sure, I decided to teach. And I love teaching.

Katie Hornor ([06:13](#)):

I've, I've been a teacher and a writer ever since. I was very small, always teaching someone something. And so I studied education, got my degree in elementary ed and I ended up with a master's degree in curriculum development and a school administration. And during college I visited several countries. I went to Puerto Rico and I went to Costa Rica and I went to Ecuador and I went to Mexico. Always looking for kind of where I thought I was supposed to end up. And Mexico got into my heart very early on. And, I decided I was going to come to Mexico. And so in between my graduating from college and

working on my master's, I actually came to Mexico and I was willing to help start a school in a certain area, but I needed to apply for a work visa and I was denied.

Katie Hornor ([07:05](#)):

And so I went back to the States and said, well, okay, I'm not married. They won't let me in to Mexico to do what I wanted to, so I may as well get my masters now while I'm unattached. Right. So went back to school and got my master's degree and during that time is when I met my husband who had also spent his high school years in Mexico with his family doing missionary, church planting, evangelism type work. And he was going to go, his plan was to go back to Mexico as well. And so, we married, we paid off school debt and started raising the funds to come back to Mexico. And so our first three years we were in Sonora, which is the state that borders Arizona. And we worked at a Bible college and then we transitioned from there over to an orphanage ministry in Campeche Mexico.

Kim Strobel ([07:56](#)):

So you and your husband are both doing this work, like you're both doing this missionary work?

Katie Hornor ([08:02](#)):

Correct.

Kim Strobel ([08:02](#)):

And so how are you, how are you making a living?

Katie Hornor ([08:06](#)):

Well, the missionary work that we started out to do, like the orphanage, we were only there for a couple a few months until it was, it was made apparent to us that they sort of brought us on under false pretenses. And so that assignment essentially ended and we were stuck here. And so that's when the business started. That's when we had to decide, all right, what are we going to do next? We love Mexico. We don't want to leave, but we got to do something to make money and survive. Right? And so our children were just getting old enough to be school age and we were homeschooling and we started looking around at what is available for Spanish speakers who want to homeschool and realize that there was a huge deficit of material available to them.

Katie Hornor ([08:54](#)):

And me, I'm a number one on the Enneagram. I'm the fixer and that, Oh yeah, we can do that kind of person. And I was like, well, we could do that. We could create a curriculum so that they have more options and we can provide customer service in Spanish and we can provide training for the parents. And so that's how our business essentially started. And I remember specifically looking at my husband that day that we decided we were going to do this. I said, when we get to the point that this is making money for us and providing for our family, I want to teach other women how to do the same thing because I know what that freedom means.

Kim Strobel ([09:30](#)):

Oh Katie, I just got goosebumps like all over my body just now listening to you say that because you're so right. Like, of course we want to make a living, we want to make a good living, but like the real power lies in teaching other people how to do it as well.

Katie Hornor ([09:47](#)):

Exactly. And so that's what we did. We started lemonhass.com which today is still the only literature based homeschool curriculum available in the Spanish world. And then we started the very first in history online summit for Spanish speaking homeschoolers. Nobody had ever done that before. We're in our third year now. And we have an online training course for parents who want to become homeschool teachers for their kids.

Kim Strobel ([10:13](#)):

So these would be anybody like around the world who Spanish is their first language and they want to homeschool their children, but they don't know how to do it. So you wrote like a K through 12 curriculum, is that correct?

Speaker 1 ([10:28](#)):

It's preschool through sixth grade. It's a compiled curriculum. So we found all the materials that you would need to teach second grade and we put them into a package and we wrote the teacher's guide that tells you what to do, what day in order to complete that school year.

Kim Strobel ([10:44](#)):

Wow. And so what year did you write that curriculum?

Katie Hornor ([10:47](#)):

We started in 2011 and then in 2015 is when we started coaching other women to grow their own businesses online.

Kim Strobel ([10:59](#)):

And so what are some type of what like what kinds of businesses are these women starting and growing?

Katie Hornor ([11:06](#)):

Oh, some of my clients are in the tiny house space and the organizing space, some of them are homeschool curriculum creators. Some of them are bloggers in family niches or faith based niches. I've got someone who's a copywriter and has a copywriting business.

Katie Hornor ([11:24](#)):

So somebody else that was in the fashion for over women over 50, a great variety of niches, but primarily they have a business that has some sort of an online part to it, which almost all businesses do nowadays. But, some of them with Etsy shops and things like that as well.

Kim Strobel ([11:46](#)):

Okay, so you have this curriculum up and going, you're also teaching people how to use the curriculum if they want to homeschool their children. And did you just like, was there a huge need for this? Like were there lots of people who were finding out about you and meeting this and wanting this and wanting to do it?

Katie Hornor ([12:06](#)):

In terms of wanting the coaching?

Kim Strobel ([12:08](#)):

Yeah, like that they wanted to learn how to homeschool their children and use your curriculum.

Katie Hornor ([12:13](#)):

Yes. So the homeschool movement in the Spanish world is about 20 years behind that of the U S so I was homeschooled in the early eighties. That's about where the movement is right now in the Spanish world.

Kim Strobel ([12:25](#)):

All right. And so you're starting to kind of do this and help these parents have the ability to homeschool their children, but then you also like how did you become like this business coach? Like I want to know that story.

Katie Hornor ([12:41](#)):

Well most of the circles that I was running in as we started the Spanish homeschool business, I was hanging out online, so-to-speak with English-speaking bloggers. And learning from them and sharing resources with them. And because of all the trial and error I had done because of all the courses I took to better myself, I was learning very quickly and able to share very easily with other people how to do things. I just have this knack for making complicated things simple, especially for the women over 40.

Katie Hornor ([13:16](#)):

I grew up next door to my grandmother and I sort of, I feel like I have this special way to communicate what is happening in the younger tech generation. In a way that the older generation can understand more easily. Does that make sense?

Kim Strobel ([13:32](#)):

Yes. But I do want you to give me, can you give me an example? So like what is something that you have helped someone in the business world do that was just like so complicated to them and you just simplified the process and got 'em there. Can you give us an example? Oh yes. So like how to do a Facebook live video or how to set up your email provider or how to connect your payment to your store and things like that. You know, the tech seems to be overwhelming to a lot of these women who maybe didn't have a lot of technical training early on or, you know, the internet wasn't a thing.

Kim Strobel ([14:08](#)):

Like, where were you in 2016, Katie when Kim Strobel was launching? Oh my goodness. Like the whole email thing. And then like we have to get Stripe to process our credit cards and then it needs to be able to connect to Ontraport, which needs to be able to connect to our WordPress site, which, Oh my gosh, my learning curve has been huge with all of that.

Katie Hornor ([14:29](#)):

Right. And so that's the biggest thing. These women have a message and they're trying their hardest to get it out, but then they get overwhelmed or they get stuck in these technical issues and then they have things like, you know, the thoughts that come to, Oh, I'm not smart enough or Oh, that's a dumb question, I can't ask that or whatever. And so I found that in my coaching, I can create this sort of safe

place where there was no judgment where no question was stupid and we can walk them through step by step things that might have otherwise been super complicated and out of their reach in order to help them get their message out to the people who so desperately need the wisdom that they have to offer.

Kim Strobel ([15:07](#)):

Yes. And I mean, you know, it's so funny I tell this story but, and I said it earlier just when you, and I weren't recording, but I had received this email from Katie and she was introducing herself and telling me who she was. And I thought that she was asking if she was asking me to be on her podcast, but she was actually asking for me to interview her for my podcast. And so I was telling her that, you know, I get these requests every week and when you do grow your business to a certain level, you do have to vet people. And so I had sent Katie's information to my assistant Danielle and I was like, Hey vet this person, like how many followers does she have? Does she have a good email list, is it going to be worth 60 minutes of my time to do this?

Kim Strobel ([15:53](#)):

And so Danielle like responds and she's like, yeah, she's got like over 8,000 Instagram followers. And I was like, Oh my goodness. Now I'm like, I got to check this woman out. Cause like I have the Facebook followers, but like I'm not so good at Instagram. And so I send Katie back, cause I decide that Katie is worthy of getting an hour of my time so to speak. And then she's like, well that's great, but I was actually wanting to be on your show. But yeah, I can have you on mine too.

New Speaker ([16:23](#)):

I'm so glad that it worked out because it's, it's awesome to be able to cross promote that way.

Kim Strobel ([16:28](#)):

Yeah. It really is. And so we do you have a strong track record for, for being able to become an influencer.

Katie Hornor ([16:37](#)):

And we have a large Twitter following and we're growing the social reach on in both languages and starting to do more of our retreats and grow the mastermind. So there's definitely a need for what we're doing. And I just think every one of us has a message and your message matters to somebody out there. And if you don't give it, they're not going to get what they need to be successful. And so we need to get over ourselves and we need to get over whatever it is that's holding us back and ask the questions, even though we may feel like they're dumb so that we can get what we need to get that out there. Because if we don't, then we're just thinking about ourselves, not about the person who so desperately needs that message.

Kim Strobel ([17:22](#)):

I love that. I was just having a conversation with a lady who enrolled in my program and she is a math teacher, but she has this dream, like she has started a side photography business and her, her dream is to like become a really famous photographer, like to do really big weddings and to be very much in high demand. And as I was kind of breaking this down with her, what's holding her back is she's like, but I've only really been in photography for this short period of time and so I just tell myself like, I don't have the skill set. You know, it's not like I've been doing photography for 20 years. And I had to remind her, I'm

like, okay Alison, so before 2016 I was not a motivational speaker, but by the end of 2016 I was a nationally recognized motivational speaker.

New Speaker ([18:11](#)):

And I'm like, you're trying to make a judgment on your potential based on an old belief set that you have that says, well, I have to be doing this for 20 years to be really good at it. And it was like the biggest aha for her because she was like, you know, it's so true. Like I'm my worst enemy. I'm the one telling myself I don't have it all figured out. I don't have all the answers. I don't know how to do it all. And that's what's preventing me from going in big with this.

Katie Hornor ([18:37](#)):

Right. And for some people it's a super imposed message. Some people are hearing from other people, you can't do this. You're not big enough. You don't have a big enough following. You don't know enough. You don't have enough experience. And heaven knows. We've had enough of those outside criticisms on our work in our life. But you've got to go with what you believe. Like is this your purpose? Then don't listen to that. You've got to go back to, is this what I was created for? Are there people who need this? Then who am I to listen to all those naysayers? I've got to find a way to do this. When we first started our business and first started our podcast, I reached out to someone who was in my space that was much further along and had recently had a very successful book launch and things.

Katie Hornor ([19:24](#)):

And I asked, I invited them to the podcast and this person's response was that I was not big enough to merit the time or the, you know, their influence to come on my show and that it hurt. But it also lit a fire under me. And I said, and that's where our hashtag never too small came from. Because you are never too small to influence someone else. You are never too late. You're never too old. There's always, if you're still here, you've got a message to give, that's why you're still here. And you're never too small to make an impact with what you can do. The only thing that keeps you small is you refusing to give it. And I said, I don't ever want to make other people feel the way that that person made me feel. And I don't ever want to forget what that felt like because of the fire that it lit in me to make sure that others know that your message matters.

Katie Hornor ([20:17](#)):

You are important. And people who need you, need you today, not tomorrow and next month when you get it all figured out. They need you now.

Kim Strobel ([20:25](#)):

Yeah. And they, and they need your uniqueness. They need, I always say like the world tries to tell you everything that's wrong with you, like you're too loud or too confident or too quiet or too this or too that. And then we believe those messages and then we feel like we are not enough. And I know for me, I mean I, and I want to talk to you about this too, but like I have had some public slandering in my life. Like I've had some really terrible crappy things where the haters and the naysayers, they came at me and it was like this mob squad mentality of like I literally felt like I was laying on the ground in a bunch of wolves were just taking bites out of me and Oh, it hurt and it was painful and it made me second guess who I was. But then out of that actually re-emerged this person that said, actually I'm now ready to show you just how big I can be because you've made me feel small. And in fact I have let you make me feel small. I have stayed in the corner, I have diminished my light in order to try to fit in and I'm tired of

it. And so how much worse can it get because you all have thrown the stones at me, you hall have bull whipped me.

Kim Strobel ([21:38](#)):

And so I might as well just really let my whole being out and see what happens. And so I kind of like you, I used it for motivation. I used it to be like, you know what let me let all of my bigness come out and let's see what happens. And when I did that, Katie, it's as if the world began to shift for me. And so I kind of want to know about you because you went through a very public slandering and I'd like to know about that. And I think our listeners need to know about it because we do have critics coming after us when we're trying to do bigger things in our life. And even big things as like have the difficult conversation with your husband or tell the friend that you're not going to be able to meet that need for her this week. Like I call all of those things big or small, stepping into the arena of bigness. And so tell me a little bit about your experience with the critics and the naysayers.

Katie Hornor ([22:29](#)):

Yeah. So when we first went to Mexico, we had to sort of find our own sponsors. We were going to do basically ministry work, unpaid work. And so we had to have people who would sponsor us financially in order to go and do that. And, when we decided to, to shift ministries from Sonora to Campeche, to go move to the children's home, the first ministry in Sonora was not in agreement with our decision. They didn't want us to go and they didn't think that it was a wise move and they were not, we're not in agreement at all. And when we were adamant that this was what the Lord was moving us to do, this is what we needed to do as our next step, then then it became a little more personal I think for them.

Katie Hornor ([23:14](#)):

And in order for them to come out looking good, then obviously they needed to make us look bad. And so, it ended up that they went back to those people who had been our financial backers and told a story that was not, it's not 100% truthful and made us look really, really bad. And we lost a lot of financial support when we did that. And when we moved. And then there was even more questions because we come under scrutiny with the first organization, you know, who are you to go this other work and how are you qualified and what do you think you're doing?

Katie Hornor ([23:48](#)):

And a lot of this stuff. And then when the second assignment, was kind of pulled out from under us in nine months time then it was even more, you know, like, Oh, well you'll never work with anyone or why don't you just go back to the States and get a normal job and all this stuff. And it was very, very difficult. It came from strangers. It came from people we respected. It came from people who had supported us previously that were now abandoning us. And it was very, very, very difficult. And anyone who's ever gone through anything like that knows that it makes you question everything to your core. And there were some very dark moments there where, you know, it was like, we didn't know what God was doing. We didn't know what the next step was. We couldn't see through the fog.

Katie Hornor ([24:36](#)):

We just knew that this was where we were supposed to be and that the answer wouldn't come if we were faithful. And so just day after day one put in the front of the other and man, I tell you, there were lots of days when we woke up without the joy that you talk about and had to try to find it. And that was one of my books is called In Spite of Myself and learning to choose praise intentionally. And when you

choose to be joyful, when you choose to praise, even when you don't have the feelings to incite it, it does something interesting in that you, the feelings come after. It's like, it's like loving someone. You don't always feel like you're in love with your spouse, but when you make the choice to show by your actions that you love them, then those feelings often follow.

Katie Hornor ([25:24](#)):

And that's how it was for us with joy. And eventually as we continued to put one foot in front of the other and follow each each step as it was revealed to us, we were able to overcome that. And when we came to Campeche in 2010 we really thought we would be here for the rest of our lives. It's just a little tiny work of 30 people and our ministry and our business last year, our conference online reached 5,000 people around the world. I spoke on 18 stages last year. You know, and it's just amazing to see how, when you're fulfilling your purpose, when you're being true to who you are on the inside. Like I say in my new Faith Like Flamingos book, you've got to let what's inside show on the outside.

Katie Hornor ([26:10](#)):

You've got to be authentic. You've got to be true to who God made you. Each of us are made unique and each of us have a purpose to fulfill and you've got to not let anything distract you or distract you or side rail you from doing what you know you were made to do because the others in your flock or in your flamboyance of flamingos are depending on you to do your part. Right?

Kim Strobel ([26:36](#)):

Yes. It's so true. I, I think that your message is so important because this is part of the journey of the entrepreneur and sometimes it's just part of the journey, the human being. I mean, your story is so similar to mine in that I was working in a school that, had this new principal that we had hired and she just had a lot of personal problems, Katie. And the school was falling apart within six weeks. It was just this big disaster and the previous principal had done so much work to get us there. And long story short, we had gone on a conference, with this new principal, me and this other teacher and she was just doing like, I can send a dirty text message like I am not a hoity toity I would never say that, you know, like I can be crude and all of that. But she was actually showing pictures, videos of men who were doing sexual things and sending them to her throughout the school day.

Kim Strobel ([27:34](#)):

Like she was dating all these different guys. And long story short, like the fact that within six weeks of her being at the school that the school had just like gone downhill and then we're at this conference and she's not acting right during the conference. The conference people come up to us and ask us to have her put her phone up cause she's... Anyways, long story short, we ended up having to report it to the administration. and what happened was the administration kind of like what you said, like they didn't want to look like the bad guy. So they threw us under the bus. And then this like whole new story emerged. That was not a true story at all. Like the story was like, Oh, she just showed them a nasty little text message and these two hoity toity girls ran with a text message and turned it into something bigger.

Kim Strobel ([28:24](#)):

And so like the truth never got out there. And so it was like the whole town, just like people that were nice to me before, like everybody just pounced. And it was brutal. I mean, I would lay in bed at night and my whole body would shake, Katie. And I would just tell myself, as long as I have my husband next to me and the little boy down the hallway safe and sleeping in his bed, I can get up and do tomorrow again,

you know? And so I think that we don't realize just what that can do. But it was also exactly what I needed to happen in order to, like I said, to go within and be like, quit being this fake Kim Strobel who's trying to please and trying to be who everybody tells her to be. You go within and you find out who you are and you bring more of her to the forefront. And so I love this story that you're telling because it's like once you went within and decided to let more of you and your husband come to the forefront, it's like when everything blew open in your life, everything blew open in your ministry. Everything blew open in your business.

Katie Hornor ([29:33](#)):

Right, right. And it's not an overnight success story. I mean we've been doing this now for almost 10 years, but it is that when you are true to yourself, into your calling, that things definitely do become clear over time.

Kim Strobel ([29:49](#)):

I just love that. And I think so many people need to hear that because you know, we're going to jobs that are sucking the soul right out of us and we feel like we have this higher calling. We feel like we have this impact to make, but we just tell ourselves, just wouldn't work. I would never have the skill set to do it. And in fact, like you say, we are all called to have an impact on others.

Katie Hornor ([30:16](#)):

Absolutely. And, and you know you, if you've been called to it, you've got what you need.

Kim Strobel ([30:23](#)):

Yes. And you don't have to have it all figured out because he's ready to step in and guide you.

Katie Hornor ([30:28](#)):

Right? Right. So you, you just have to be willing to take that step. It, it boggles my mind sometimes the people who say, well, I can't do that. I don't have the money or I can't do that I don't know how. And I'm like, so stop saying you can't. And start saying, how could I? Right. Let's make a plan, let's take a step and get out of our heads and start taking some actions so that we can do what we're meant to do.

Kim Strobel ([30:51](#)):

And it's hard and it's uncomfortable and you're scared of failure. But we have to do it anyway. Like we have to do it and do it imperfectly. I always tell people, if I had waited to start my business until I knew how to run a business, I would have never started my business. If I had waited to launch my podcast until I was great at having podcast interviews, I would not have launched the podcast. You have to do it and you have to do it imperfectly. You have to be willing to do it imperfectly. Just take that action.

Katie Hornor ([31:18](#)):

right. Progress over perfection. Right. It's not going to be perfect. It just needs to be done. You've got to take a step.

Kim Strobel ([31:25](#)):

Women really need to hear this. They really need to hear that. They can't wait until they have all the skills to do it. You doing it imperfectly now is better than you not doing it at all.

Katie Hornor ([31:39](#)):

Exactly.

Kim Strobel ([31:40](#)):

Oh, I love this. I love this. Okay, Katie, so I'd love your story of just understanding that we can overcome hard things, that our ability to choose joy every day is up to us. And just how your whole story of like a former teacher, you developed this curriculum, you created a blog, you became an influencer, you now have a mastermind, you run retreats. Like tell us more, a little bit about that. Like what kind of person hires Katie Hornor to work with them?

Katie Hornor ([32:15](#)):

Most of the women that I work with are women over 40. And I don't say that because you have to be, but because most of most of them are, most of them are mature, they're in some sort of a life transition right? In our forties is when our kids usually are graduating and going off. When we're back to being an empty nester or maybe we're changing careers and things like that. So most of the women who come to me are in some sort of transition and I know they have this message, but they may be stuck in the marketing piece or stuck in the technology piece or stuck in, that the confidence to get it out there. Like, I know I have it, but I'm still hearing all of the negatives, all the naysayers, right? How do I do this with boldness?

Katie Hornor ([32:59](#)):

How do I share what I have to share in a way that will make a difference? And so my take on that is that, well, you've heard already your message matters and somebody needs it. But then looking beyond that, like, why did I write so many books? It's not just influenced today, but it's because I want the message I have to give to last beyond my lifetime. Why do I create a course? It's not just to make money next week. It's because I want that message, that transformation to be able to continue to have an impact even when I can't personally be here to do it. And so these ladies, I'm taking them in and the whole idea of being a queen is the idea of looking at the people that you are influencing and saying, how can I make the world a better place for them and for their descendants?

Katie Hornor ([33:45](#)):

How can I make this something that will have a legacy impact into future generations have a ripple effect that's going to continue to make people's life better even beyond this. And whether that is someone who is helping people get a hold of their finances and break the chains of day to day, you know, check to check living for them that for themselves and their kids or get out of debt and teach their kids how to live that free. Whether it's someone who is helping people have a healthy relationship with their stuff so they can live bigger lives with less things holding them down, whether it's someone in a homeschool situation trying to find joy and ease and helping their kids have the best education, whatever niche that happens to be in, I'm trying to teach them to have that impact and to have the tools and the tactics and strategies they need to grow their income so that you can have a bigger influence.

Katie Hornor ([34:37](#)):

But then also to have that longterm vision that says, what can I do today that's going to continue to have a ripple effect and an influence even into future generations.

Kim Strobel ([34:47](#)):

I love that. And so where can, is this a mastermind program or where can people find you, Katie if they do want to work with you or just want to follow you, where can they find you?

Katie Hornor ([34:59](#)):

Well, we've set up a special link for you guys over at katiehornor.com/shefindsjoy. There's a little link there for you to the new book and to the mastermind retreats that we're doing and to our connection membership. you can find out everything you need over there.

Kim Strobel ([35:17](#)):

Fantastic. And Hornor, by the way, everyone is spelled H. O. R. N. O. R. So tell us that again and we'll put it in the show notes, but it's KatieHorner.com/shefindsjoy. I love it. Katie, thank you so much and thanks for just sharing your story. I feel like you know, lot of what my purpose is with this podcast is to really reach women who just know that there is something inside of them that is trying to call itself forth. And my goodness, it is time for us to listen and take action. So thank you so much for your insight and your wisdom.

Katie Hornor ([35:54](#)):

It's been a pleasure. Thank you.

Kim Strobel ([35:58](#)):

Whoop, whoop, we did it! Thank you so much for joining me on the She Finds Joy podcast today. I'm super honored to share this space with you and I hope you learned something new and helpful. As always, this conversation will be continued in our free private Facebook group. You can join that group by going to kimstrobel.com/shefindsjoy to connect with other joy seekers just like you. Additionally, if this is your first time joining the show, know that I am here every Wednesday with a brand new episode, so make sure you subscribe, go to whatever podcast app you use and subscribe to the show so you never miss an episode. You can go to that directly if you go to kimstrobel.com/podcast that will put you in Apple podcast where you can click on the subscribe button and you can also leave a review. If you scroll down just a little bit, you will be able to leave that five star review and just leave me a few sentences letting me know what you thought about the show. It really helps me if you let me know how the show has impacted you and how you are striving for more joy in your life. You might be nominated to be the joyful woman of the week. Also, please share this episode. My goal is to help more women unleash their happiness, one daring day at a time. So please take a screenshot on your phone, share it out on social media, tag your friends, tag me [@KimStrobelJoy](#) on Instagram or in our Facebook group, kimstrobel.com/shefindsjoy. I'm quick to reply and I am super eager to send you some Facebook love. It makes my heart happy to be able to connect and surround myself with other women who are all ready to do this work. So thanks for being here and I'll be back next week. Until then, no matter what you do today, make sure you know that you are enough just as you are. Here's to finding more joy!