

I'm back with a new vision for the show!

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SPEAKERS

Erin Kelly

Hey, friend, it has been a hot minute, since I've done an episode on this podcast show, almost a full year. And a lot has happened inside of MemberVault. You know, I I don't even remember if I officially had the CEO title back when I was recording this podcast. I think that we've, we've obviously refined so many different things.

I have learned so much as a business co owner. And, you know, this is we haven't publicly announced this, but I am expecting our third kiddo. And so like, this has been a lot has changed since the last time I have showed up here. And I have recently really been looking as as we evolve our business and as we grow our team, you know, really looking at where does each person really shine? Where do they get high impact results from something that they enjoy doing, that's beneficial to the company and to our users and all that good stuff.

And one of the things that really shows up for me is that I absolutely love doing podcasts, it's it comes easy to me doesn't drain my energy as an introvert. And it's I can, I basically wrote something for myself for for the upcoming year, which is like everything that I do needs to be done, be able to be done from my phone in 15 to 30 minute increments. So if you don't know me, and you don't know our backstory, Mike Kelly, the CTO and co founder of MemberVault is my husband. I am the CEO and co founder and we have two young kids. So we have a two year old and a four year old and we are now expecting our third and so you know we are always sort of evolving our process. Certainly Coronavirus, changed some things but we have always really

juggled number bought without name childcare. And intentionally so I mean, we've we've dabbled with childcare. But this is just the reality that we've chosen. And so it's just been really interesting to see what is possible.

And, and so podcasting is possible for me. And what I have discovered is, you know, I've been doing so I haven't shown up here in almost a year, but I've been doing the vault podcast. And I've also been doing some product specific, specific podcast. So I did one that's only included privately for a podcast. And then I just recently released one. It's a public podcast, it's associated with a free resource that we're doing, we're actually it's a resource that's included for a paid user. So it's not totally free, but but it is included for a paid user. So I have been doing a lot of podcasting just not here. And I there's some things that I want to talk about that are not really appropriate for any of the podcasts that we currently that we've been putting focus on.

And that is the realities of being a mom and a CEO, you know, running a business, whether you whether you have the CEO title, or you are a solopreneur just the realities of being a mom and a woman and juggling these things. I mean, for example, Mike and I have, I was like, okay, like if I have this little slice in the morning to every morning to do a podcast episode while you make breakfast for everyone. That'll be perfect. And then he goes into his work sprint, and then I do an afternoon work sprint. And so I was like, cool. We had a plan. And he took the kids downstairs. And then my four year old came running upstairs because he wanted to tell me that he had that his head hurt and that, you know, some things that he wanted to do after breakfast.

And it's like, yeah, those are the realities. And that's a reality for a lot of parents, right. But I do feel like it's especially a reality for for moms. I mean, there's just I know, my kids, my kids are cling monkeys and with me, and when they need comfort they are they will not take anyone other than me. And it doesn't matter whether I have a call or a deadline, or, you know, I'm having like inspiration, and I want to like map something out. And so it is it's a juggle. And I really want to talk about that I want to talk about, you know, the behind the scenes of MemberVault.

You know why we make the decisions that we're making some of our philosophies, the experiences of growing our team, we actually just hired a new team, team member, a new developer, which is really exciting. Just the, the experience and the realities of growing a sass company and the choices that we're making. Because I know a lot of people are curious about that. And it's not really a great fit for the Vault podcast just because that's more for actionable tips for using MemberVault. So that is sort of my goal here. Keeping them pretty short under 10, 15 minutes, and just sharing what's on my mind for the day and again, you know, keeping it really

casual and seeing seeing how it performs seeing how people enjoy it.

If you like this idea, if you have anything that you want to share with me, you can reach out to me at erin@membervault.co. And yeah, we'll try all this out together and talk about some some big things. You know, I want to talk about launching. I want to talk about the whole hustle culture. I want to talk about diversity, fear of hiring, planning three different maternity leaves and how different it's been each time for me, you know, just all of those, those fun topics. So and obviously, there will be random stuff in between as well.

So if you have any feedback on that, I would love to hear it. And I'm so glad to be to be back on this podcast. And we'll see how it evolves. So, again, you can reach out to me and let me know if you're excited what you want to talk about what you if you like this idea, and you can reach out to me at erin@membervault.co