

Flying Solo podcast – Kate Toon

How to make six figures in school hours

*Automated transcript

Cec Busby ([00:01](#)):

Hi everybody. I'm Cec Busby, editor of Flying Solo. Welcome to our weekly podcast where we step inside the minds and lives of soloists and small business owners. Kate Toon is an award-winning entrepreneur, digital educator, SEO and copywriting consultant, coach, speaker, podcaster, and the bestselling author of 'The Misfit Entrepreneur'. I feel tired just listening to all her achievements. And the amazing thing is Kate has crafted a career as a digital mastermind while working from home and raising her son. She's just about to jet off to Europe for a series of speaking engagements. She really is living the good life. But before she does, she's joining us to chat about her new book, 'Six Figures in School Hours', which is chock full of valuable advice for how you can get over parent guilt, run a business and live a great life.

([00:56](#)):

Kate Toon, thank you so much for joining me on the show today.

Kate Toon ([01:00](#)):

Hello. It's lovely to be here. Thank you for having me.

Cec Busby ([01:03](#)):

Oh, my pleasure. Now, our audience would be very familiar with you because of all your fantastic marketing tips and copywriting tips and SEO and SEM, you're like the digital marketing whiz. But we're not here to talk about any of that today because something super exciting is happening. You have written a fantastic book and I'm gonna be diving into that with you today. Now, Kate, 'Six Figures in School Hours'. What, was the impetus for writing this book?

Kate Toon ([01:38](#)):

Well, for starters, I just thought that's such a good title. So it's 'Six Figures in School Hours: How to run a successful business and still be a good parent'. And I think it's the book I wish I'd always had, you know, it's the book I wish I'd had when I'd started my business. I was five months pregnant when I founded my business 14 years ago, and I didn't have a clue. And so, yeah, it's the book I wanted really, if that makes sense.

Cec Busby ([02:06](#)):

Yeah, absolutely. And I think it's a familiar story for so many of our listeners because they often have started their business as a bit of a solo project while, you know, the kids are running around the house and they're little tackers and there's that serious juggle going on of how to do it and how to have it all. And it can be just mind bogglingly difficult <laugh>. No one prepares you for how burnt out you can be.

Kate Toon ([02:37](#)):

It's overwhelming. Yeah. Very overwhelming. And I think what you end up doing is feeling torn in two and feeling like you're actually doing a terrible job of both. You're not being a present parent and you're

being a kind of half-ass business owner. And so you just feel bad at both things, you know? And I think that over time that really wears you down. You're kind of looking at other people having successes and doing things and thinking, why isn't this happening for me? And so I wanted to write something that tackled what I think are really the five core areas that people need to focus on. And so, hence, the book was born.

Cec Busby ([03:16](#)):

Delightful. Now, what made you start your own business to begin with? Let's just give the listeners a little bit of a background.

Kate Toon ([03:24](#)):

Yeah, I mean, it was this exact reason. I was working in advertising full-time and I got pregnant, which was unexpected cuz we'd been told that we couldn't have kids. So we had no plan in place. We had no money in the bank, we had no real support system. My partner at the time had just started his own business and he had exactly one customer. And as I said, I was working in a very senior job in an ad agency and I basically had two paths. I could either keep the job and have a brief maternity leave and then go back, or I could stop and try and find another job that would fit in around me trying to be pretty much a full-time mum. Option two didn't seem very realistic, so I decided I would start my own thing. So the impetus was really trying to find something that fit in with my baby, because I wanted to spend as much time with him as possible because, you know, he was such a surprise. I mean, I would've done that anyway, but you know what I mean? It was like, yeah. And I was also deeply, deeply unhappy in my day job, you know? And I'm eternally grateful to my son for coming along cause I'm not sure I'd ever been brave enough to just leave of my own volition.

Cec Busby ([04:31](#)):

So how did that end up working out though? You start the business cuz you wanna be able to still work and still spend time with your family, but the realities of the day-to-day are pretty complex.

Kate Toon ([04:47](#)):

Yeah, I mean, I'm gonna be really honest here and say the first year was just s-h-i-t. I don't wanna swear on this podcast, <laugh>, it was just rubbish. You know, I'm not gonna sit here and say it was a glorious success, it was glamorous, it was fabulous ... It was a real struggle. I'd worked in agency, I set myself up as kind of a jack of all trades, Jill of all trades, bit of web development, bit of graphic design, bit of copywriting. I was really bad at the web design and graphic design. And I worked when I could but I was just relentlessly tired. We had no money, I had no clients and I had no clue how to run a business cuz you know, working in a business is one thing, running a business is another one. So yeah, it was hard yakka that first year, I'm not gonna lie.

Cec Busby ([05:35](#)):

And also, part of the title is the being a good parent part of things. How did that side of things shape up?

Kate Toon ([05:46](#)):

Well, you know, you like to think that you've always put your kids first and that parenting is your priority. But I'm not sure I ever really sat down and thought hard about what kind of parent I wanted to be. What that manifested. You know, you can say, oh I wanna be a really loving parent. Well what does

that mean? Does that mean that you're a hugger? Does that mean this, does that mean that? And also, the child you get often dictates the kind of parent you are. You could say you're gonna be a super calm parent and then you get a kid that's super hyperactive and busy or a really quiet kid. So I don't know if I ever really consid took a step back and thought about my parenting skills and what I definitely didn't do, and what this book helps you do, is really look at your parenting values and goals and see how much they are in conflict with your business goals.

(06:32):

Because often the things we wanna be as parents are in direct conflict with the things we wanna be as business owners. Quick example of that is, I'd love to have an international business and have clients in America, in the UK and Europe and I do to some degree, but I am just not willing to sacrifice the evenings with my son to be up dealing with clients in the UK or dealing with customers in the UK who come online at like 6PM 7PM And so, you know, I can't have both, so I've gotta make a call.

Cec Busby (07:04):

So in terms of the book, what kind of advice should people be expecting from you? There's so many of those hideous self-help books that just make me wanna vomit. But <laugh>, I'm hoping it's not one of those, Kate.

Kate Toon (07:21):

Very much! No, I remember people raving about the four-hour work week and I remember thinking, well that's all very well and good, but it doesn't sound to me like he has kids or that he has a primary carer for his kids, you know? And then there's a lot of mummy books that are all about manifesting and, you know, dream catchers. And I wanted something that was for parents. It's not aimed at mums or dads, cuz I know a lot of dads who do a lot of parenting too. And I've really broken it down into five chunks.

(07:48):

So, mindset, which I know sounds a bit woowoo, but it's about really thinking about who you wanna be, eradicating guilt, parent guilt, and just looking at what your why is and what does a good parent mean to you? What does a good business mean to you? You know, your metrics of success.

(08:06):

So mindset; lots about productivity. There's no magic wand that you can wave over someone's business and give them 20 more hours a week. So how can you really get the maximum juice out of the time that you have?

(08:20):

The next chunk is money. I avoided looking at my money for a long time; got me into lots of trouble, which I know lots of freelancers and small business owners do.

(08:31):

And then it's all about communication, family involvement, and finally we wrap it all up with a bit of self-care. The whole idea that you need to put your own oxygen mask on first, and not just sacrifice yourself on the altar of parenting or business so that you end up completely burned out to a frazzle.

Cec Busby (08:52):

That sounds like all very practical, accessible advice there.

Kate Toon ([08:56](#)):

Yeah, I'm not promising a get rich quick scheme. I'm not saying that you'll be able to work a four-hour work week, because frankly, I don't believe that's possible for most people. And even the six figures, in the title, that's flexible. That could be six figure net profit, gross profit, after tax, before tax. Your six figures is up to you, and it's not about some kind of overnight solution. For me, it's been lots and lots of small shifts, tiny little improvements each day, that have gotten me to where I am today. And that's what I wanna pass on to the readers.

Cec Busby ([09:35](#)):

So how anecdotal is it, how much of the Kate Toon life are we seeing on the paper and and the personal advice from experience?

Kate Toon ([09:44](#)):

Yeah, I mean, look, it's not my life story. I wrote a previous book, 'The Confessions of a Misfit Entrepreneur', which is very much me, me, me. And I really didn't want this book to be me, me, me, because it's not really about me. So there's my wisdom, I hope, a few stories from my life and not many. And actually what I've done is I spoke to 40, 50 other business owners, mums, dads, eCommerce store owners, small businesses, freelancers, and I've woven or weaved - not very good at English - their stories through the book, so that it's lots of different people's perspectives. So it's a mix. It's a mix of me, a mix of just practical advice. Also other great thinkers. You know, I've read a lot, I've listened to a lot of podcasts, ideas I've picked up along the way. So it's a veritable tapestry of different strings I think

Cec Busby ([10:36](#)):

Listen to you, copywriter, <laugh>,

Kate Toon ([10:40](#)):

I dunno the difference between woven and weaved, but I can say tapestry. So there we go. <laugh>

Cec Busby ([10:46](#)):

So let's dive into those chunks a little then. Mindset, let's start with that. So what do you think is the key to being successful in that balance of parenting and work and life?

Kate Toon ([11:05](#)):

Look, I mean, there's a lot in that chunk, but if I were to pick one element, it would be to really, that I think is prevalent for a lot of people, it was to try and eradicate the guilt. To try and eradicate that feeling when you are working that you should be with your kids and when you're with your kids you should be working. And to either be doing one or the other, I think a lot of parents struggle because they do try and weave it all in together. And what I want for everybody is to be able to compartmentalise, so they can be present for their business and present for their kids, rather than kind of halfway each there. And so really examining that guilt. I've broken down some really interesting thoughts there around - childhood wasn't even a notion until around the 17th, 18th century, kids were not considered children, they just considered small adults. There was no idea of parenting a child.

([11:57](#)):

And while I'm not advocating shoving kids up a chimney at seven <laugh>, I do think it's interesting how things have changed. You know, we're only 50 years since rich parents saw their kid for an hour at tea time. We're only 40 years since kids were sent out to play after school and not come back until tea time. Our notion of parenting has changed a lot and it puts a lot of pressure on us. There's nothing wrong with earning money. There's nothing wrong with enjoying your job or getting a sense of fulfilment from your business, and it doesn't have to be in conflict with your role as a parent. So that was the biggest part of mindset for me.

Cec Busby ([12:37](#)):

But so how would you suggest managing that conflict? Because I think a lot of time that is the issue, people feel really kind of split asunder almost <laugh>, it's like work kids, work family, like that constant pulling can be so difficult to manage.

Kate Toon ([12:59](#)):

Yeah, I've got oodles of different ideas in there. Obviously not every one will work for everybody, but what worked for me was accepting that some people work a lot more hours than I do and their kids turn out absolutely fine. I could sit and stare at my child for 12 hours a day, doing jigsaws with him. Would that teach him self-reliance and the ability to entertain himself? Would that teach him responsibility and all that? No, you know, kids need time alone and doing their own thing. I think it's also about not comparing yourself to societal and media versions of what great parenting looks like. And to realise that even if you're - to be honest, it sounds a bit trite - but even if you're having these thoughts, you're worrying about how much time you're spending with your kids, it probably means you're doing okay.

([13:46](#)):

And also that there's gonna be periods where you are an excellent parent and periods where you are an excellent business owner, and they may not even be in the same day or the same week. You know, we go through phases. But it's about prioritising as well. And maybe saying, you know, I can have it all but maybe not today. And being a bit more patient. There's lots of things I would've liked to done in my business a lot sooner. I couldn't do them cuz I wasn't willing to sacrifice the time with my son. And it all works out in the end. So being a bit patient and the big mantra from the book is 'the world will wait'. You know, if you don't get that thing out today or this week, if you don't win that client this week, there's time, right? We have plenty of time. So just having that patience, I think, is a big factor as well.

Cec Busby ([14:32](#)):

Also, not comparing yourself to other businesses and other families, I think that is a really key thing too.

Kate Toon ([14:40](#)):

Oh, huge. I mean, I have only one child, so relatively easy compared some, but, you know, I have no family here. We moved away from Sydney to make our life more affordable - that was one of those compromises. You know, I don't have any generational wealth, I don't have a rich partner. I have a lot of privilege - I'm white, I'm living in a western country, I went to university. So it's acknowledging all of that. And if you're gonna compare yourself to someone, at the very least, try and compare yourself to someone with a similar situation. And also, compare yourself in a positive way. Maybe they inspire you, great - but if they give you the icks, stop looking at what they're doing because there's no prize at the end of all of this. No one's, you know, I can win an award, I can do this or whatever, get a nice testimonial, but there's no prize at the end of any of this that says, well done, you did a great job of

raising your child. You'll never really know if what you did today is gonna work out. You know? And there's no prize for business either. I have a section in the book that talks about resume life and epitaph for life. You know, what do people say at your funeral <laugh> and what sort of CV? And sometimes those things will be in conflict with each other, and you're gonna have to make a choice.

Cec Busby ([15:55](#)):

Yeah. So then in that case, what is successful business for you and what is being a good parent for you?

Kate Toon ([16:02](#)):

Well, you know, I did a lot on the good parenting thing because I think that's a very divisive and subjective notion. And I think being a good parent is different for everybody, you know? So, we talk in the book a little bit about parenting styles and one style that you've probably heard of is tiger parenting, which is where you really want the best for your kids academically, you wanna push them. And to some that would seem a bit harsh, you know, to be forcing your kids to do homework and having tutors. But for some parents, that equates to good parenting. For me, I realise that I'm somewhat of an authoritative parent, not authoritarian, but you know, I do have boundaries, I do have rules, I do have expectations, but I can equally be a bit permissive.

([16:44](#)):

I can let my son go. If he doesn't wanna go and do the thing. I'm like, yeah, cool. I wouldn't wanna do that either. I think for me it's very much about the love and the encouragement and hopefully giving my son the skills to make the right choices. But also I really acknowledged when writing this book how little control I actually have. You know, when they're very little, it's all you. But as soon as they go to daycare or school, they have friends, they have TaeKwonDo teachers, they have relatives, all of those people are influencing your child as well. Not least TikTok and the media. So I just wanna try and be, for me, being a good parent is imbuing my son with the confidence to make good choices. What good choices are. Well, we're gonna see, he's in his teenage years, we've already had a few dilemmas. He's doing well, so far, you know, you just wanna keep them safe, relatively happy. I don't think you can keep them happy all the time. And confidence is big for me cuz that's something I never had as a child,

Cec Busby ([17:45](#)):

Really? You would not know that. You seem supremely confident.

Kate Toon ([17:48](#)):

Thank you. I've worked on it over the years. I'm massively insecure and <laugh> and a huge introvert, but that doesn't serve me in what I'm wanting to achieve with my business. So I've kind of worked hard to challenge that and, you know, done a lot of speaking and done a lot of things and practise over time makes those negative feelings ebb away, but not completely.

Cec Busby ([18:13](#)):

So there's that saying, it takes a village to raise a child. Is it something similar for your business?

Kate Toon ([18:21](#)):

Oh, absolutely. I use that line in the book. What a cliché! It takes a village to raise a business. Yes, I talk in the book about both outsourcing, but I also talk about insourcing. I think we underestimate how much our families are capable of helping us and how much our kids are able to take on responsibilities in the

house. And that that's not necessarily a bad thing. So from a very early age, my son was feeding the dog, emptying the dishwasher. These days, he makes a meal once a week for us. He gets his lunch ready and it seems small, but those little actions that he does in the morning save me probably half an hour every morning, and those half hours build up. It's not that I use them necessarily for business. Maybe I use them to walk the dog or to go shopping, but it just helps unburden me. And then in my business, having other people, when you get to a point where you feel you can financially justify it, is huge. You know, huge. Not just for the physical help and the intellectual help, but the support, the camaraderie that you get from working with other people. My son now works for me as well, so that's a whole different kettle of fish.

Cec Busby ([19:33](#)):

Oh, really? What does he do in the business?

Kate Toon ([19:35](#)):

So he started off just doing bits and bobs. He started off doing envelopes when he was about seven. He was very cute - people getting membership gifts with his seven year old scrawl on them. He then he moved onto doing video editing. He always, he loves anything YouTubey and making his own videos. So he learned how to use a tool called Camtasia and started editing my videos. Now he is a full-time, well, not a full-time, he's a casual employee. He does five hours a week. He does all my social media. So he creates the graphics and schedules them across my three different businesses using a Agora Pulse. He sets up events in my Facebook group and he is starting to make minor edits on the websites as well.

Cec Busby ([20:20](#)):

Oh wow. Did he express interest at wanting to do that? Or did you just gradually pull him in <laugh>?

Kate Toon ([20:30](#)):

Look, I'll admit that I've encouraged it, you know, like given him opportunities in the early years. I cover this in the book, how do you get your kid involved? Some kids just are never gonna want to, it's just who they are. He was vaguely interested but not consistently interested. Like most people <laugh>, you know, the motivation's there one day, it's not there the next. The big thing for him was, when we went through Covid and there was that bit of a financial squeeze, especially on his dad, his industry kind of went down the toilet. We made a decision that we were gonna stop kind of giving him random gifts other than for birthday and Christmas. And if he wanted something big, he had to save up for it. And he got like a minimal amount of pocket money, you know, for doing chores around the house and just to help him out.

([21:14](#)):

But it was never gonna get him where he wanted to go. So he wanted a goal to get this amazing computer and he wanted a way to earn that money. And he's too young to get a job in the real world. So I offered him this opportunity and he has been really consistent. He's really into it. And it's great for me, you know, like some people have questioned it. And what about schoolwork? If it ever started impacting his schoolwork, I would shut it down immediately. But you know, in a year's time, he'd be eligible to get a job at McDonald's or something like that for much less money. And I'd be having to drive him there and back and worry about him. So this way he gets to interact with all my team, have chats, learn new skills, and do something he really actually enjoys. He's very technical. He loves it. So it's worked out really well, but it has to be to a degree child led. Parent encouraged, child led.

Cec Busby ([22:05](#)):

Yeah. So you've got him doing stuff that he's actually interested in and the skills that he already has. Yeah,

Kate Toon ([22:12](#)):

Yeah. And I've encouraged it. And you know, he needs a prod down again. It's not like every day he's like, oh, hello, please can I work? You know, it's school holidays at the moment. He's like, oh, can I do it tomorrow? And I'm like, well, you can, but you've made a commitment to, maybe Kat, who's my marketing manager, you said you'd have it done for her today and if you don't get it done, then she's gonna have issues. And so, it'd be great if you could just start it. And then he generally does, you know, so kind of teaching him consequence, accountability, teamwork. You know, hopefully it'll really serve him well.

Cec Busby ([22:47](#)):

Yeah, no, I think it will. I think it's a great strategy. So we've talked a bit about that family and parenting side of things. Now the six figures in school hours, that's something our listeners I'm sure would be keen to dive into. So where does that start? What role does, I mean, does it start with your mindset? Like do you need to set that vision for yourself and your goals? And I've spoken to a few money experts recently and about money mindset and how often that is dictated by what you've experienced growing up, like your parents' values around money. So if you happen to have had parents who were maybe not that great with their finances, how can you break away from that and make sure that you are setting your money mindset and money values up for success?

Kate Toon ([23:48](#)):

Yeah, I think I've always been a bit dismissive of money mindset, I must say, because I felt it kind of was in that whole money manifestation area of like just dream big and it will happen <laugh>. Which it isn't, you know, and in the book, this is one of the only chapters that is relatively personal because I do talk about my parents and what they imbued in me. My parents come from very working class stock. My granddad was, both my granddads were coal miners. My dad's the first person to go to university in his family and I'm the second. And they were really of the attitude of never a borrower or a lender be. No credit cards, all debt is bad. And we know now that in business, some debt, you have to have some debt sometimes to move forward.

([24:32](#)):

And I had a big mindset of 'I'm not the kind of person who'. So when I did start to make money in my business, I felt very uncomfortable with it. I didn't know what to do with it, you know? And I felt like, the very British way is to be very humble and to play it down and not be a tall poppy. And that held me back a little bit. It stopped me spending money, it stopped me investing in my business and myself. So definitely I think that plays a role, and examining that is something that we cover in the book to work out what your trigger points are, whatever they are, so you can recognise them and mitigate them as much as you can. But I do think it comes back to mindset, because money isn't the only goal.

([25:10](#)):

You know, my first goal was time. I wanted time with my son. And then as I started to make money, it became money and everything was about money. And I wanted to pay off my debt and I wanted to do this. And then, you know, this sounds trite, it's easy to say when you're on the other side, but when you've earned a bit of money, you realise it doesn't actually often make you feel much better. <laugh>.

And then I moved into a whole mindset of, 'oh, I wanna be famous and I wanna speak at things and then I wanna be loved and I wanna be adored'. And then all of that has come full circle back to time again. So money for me is inextricably linked with time. You don't wanna be trying to exchange your time for money.

(25:50):

Sometimes that's unavoidable. But to be really honest about the time that you have, what you can achieve in that, and therefore what's possible financially. And I know there's lots of money experts selling this vision that we can all be millionaires. I don't think most of us can, or I think if we want to be that, we're not willing to make the compromises that are gonna get us there. People are always raving on about Jeff Bezos and Elon Musk and the Microsoft dude. Nearly all of the top millionaires in the world are divorced or separated, double divorced and have very miserable family lives. So yes, they achieved what they wanted to achieve financially, but maybe if they had their time over, I mean, Elon Musk have said this himself, that he would've done things very differently. So just be careful what you wish for, I think.

Cec Busby (26:39):

And I think, yeah, you do need to understand what is most important to you. So if you are wanting, you know, that million dollar business, what sacrifices are you willing to make to get there? So for our listeners then, how can they kind of look at their numbers and get real about what they can achieve and align that with their money mindset and what their plans are for the future?

Kate Toon (27:09):

Yeah, I think the first thing is to really look at your money goals. For me, you know, I never did that boring work of working out what my family budget was, what was essential, what was a luxury, what was savings - those three different pots. Some things I had in essentials that were really luxuries. So really looking at what money you need.

Cec Busby (27:27):

<laugh> Your Netflix.

Kate Toon (27:29):

Oh no, Netflix is essential. Don't be silly. That's absurd. <laugh> Looking at what's essential to you and therefore working out what income after you've done your profit first and you put your pot away for expenses and GST and whatever else. How much do you need to earn to live? Then how much do you need to earn, really the next thing should be savings <laugh>, but most of us will go to luxuries next. And then how much do you need to earn to make savings? So really just being honest with the numbers and not being frightened of them. Even if like me, you feel like you're financially illiterate, there's some things in the book to really help you break that down. Real layman's terms. I am not a money expert, but I sometimes think that's more of a benefit because I could see it from the grunt side, not the expert side.

(28:14):

So my tips are maybe not like the financial planner level, but they're real human level. So working out how much you wanna earn and breaking it down and then looking at the time you have. Because even though we don't wanna exchange our time for money, working out that we wanna earn, I don't know, 10 grand a month and we have x amount of hours to work, helps us understand an hourly rate. Which whether we tell that to a client or whether we use it in our business. It helps define things. It really helps

you go, what am I doing now? Is this the best use of my time? My time costs \$150 an hour. Should I really be sticking stamps on an envelope? Should I really be cleaning my own toilet?

(28:56):

Should I really be reconciling my Xero? Or can I find somebody who is at a lower rate, probably does a better job than me and can do that for me, allowing me to focus on what I do best? But for me, the biggest thing has been not setting myself up for daily failure. If you are working between drop off and pick up, you might think you have six hours. You don't, right? By the time you've got home, by the time you've had some wees, made a bit of lunch, had a coffee. Even if you are strict and you make sure you don't go to Coles in that time and you don't go and look in the fridge 17 times a day. Even if you're super strict, you are lucky if you're gonna get five or four and a half. And then from that four and a half, how much of that is billable?

(29:40):

How much in that are you actually doing things that make you money? Maybe it doesn't have to be money today. Maybe it's a longer term ROI - I make a Reel today. In a year's time somebody watched it might sign up, but is it genuinely making you money? And if you're real about that, maybe you only have about three to four hours of billable time a week. That changes things and it really makes you look at your to-do list and say, this silly to-do list I've written with 20 things on it, I was never gonna achieve that. I was never going to. So rather than making a 20-thing to-do list, I'm gonna make a list of three things. I'm gonna achieve them and I'm gonna finish each day feeling good rather than feeling like I'm constantly on the back foot. Cuz that back foot mentality will slow you down.

Cec Busby (30:22):

Absolutely. And I really like that you've put it in a way that businesses can actually understand, because quite often a business owner doesn't really know the value of their time.

Kate Toon (30:36):

No. And if you think of that mindset of investing your time rather than spending it, it shifts a little bit. It really shifts your thinking. But also, if you do the math and you work it all out and you realise that no matter what you do, you are only ever gonna be able to earn 60, \$70,000 this year. You're not gonna be able to hit six figures this year. But that you get to take your kids to school, you get to be there when they come home and give them a snack. You get to put them to bed and have weekends with your family. You know, family is a short period of time for a lot of us. You know, my son's 13. Obviously hopefully he comes home when he is older, but I've got maybe five more years of living like this, you know, being a little family unit, him going to school, him coming home, him needing me.

(31:22):

The demands change from when they're little. I think the demands aren't more. For me, they are less as a teenager, for other parents, I know it's more as a teenager because you become a taxi service and you're dealing with a lot of emotions and hormones, but you know it's not gonna last forever. There will come a time and I can see it coming for me and it's a little bit scary, when I won't have my son at home and I'll be able to work eight hours a day and you know what? I will miss the Lego on the table. I will miss the swearing at the computer games. I will miss having someone that makes me stop working at five cuz I have to go and make dinner. You know, I'll miss it. So I wanna enjoy that and if that means I earn a bit less money now, so be it.

Cec Busby (32:03):

It's a great attitude. I think that we're all just so busy sometimes we just let life as the cliché goes, pass us by <laugh> and I think that your book is a great wake up call for business owners who are trying to manage business and life with some kind of grace.

Kate Toon ([32:24](#)):

Grace. That's a beautiful word. Because we live in this hustle culture and we're sold this lie that we can have it all and we can all be millionaires. And I think for some, yes you can, and some people will be able to achieve all of that and still do all the things I said, you know, the school bake sale and the making dinner. But I've spoken to countless entrepreneurs over the year for my podcast and I've got a podcast that goes along with the book - Six figures in school entrepreneurs. Like you have Cec, you've spoken to thousands of business owners and there's a few that are doing this stellar job and working three hours a day, but there's not that many. Most of us are still working pretty hard and I wish more people would be honest about that.

Cec Busby ([33:05](#)):

Thank you so much Kate. It's been such a pleasure talking to you this morning. Do you have any final advice for our listeners?

Kate Toon ([33:12](#)):

Well, obviously buy the book!

Cec Busby ([33:14](#)):

<laugh>,

Kate Toon ([33:16](#)):

It's out for pre-order. It comes out officially at the end of June. Look, I think solidarity, you know, knowing that it's not just you, that everyone goes through these struggles, that we all have no idea what we are doing. Most of us as a parent or in business, you know, we can put on a good show. We can look sexy on Instagram, but most of us are frantically wondering what to do. And so for me writing the book, it was actually really cathartic cuz I spoke to so many business owners who felt just like me. And that was really reassuring. As you said, it takes a village to run a family and it takes a village to run a business. So find your village.

Cec Busby ([33:54](#)):

Thank you Kate. Thank you for joining me today. And everybody make sure to head to www.katetoon.com

Kate Toon ([34:03](#)):

Yeah. Or six figures in school hours.com.

Cec Busby ([34:07](#)):

Excellent. And I hope we get loads of pre-orders cause it's a fantastic book. Thank you.