

**Ep #23: Why Being Generous Pays Off:
11 Ways to Give More**



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with Jessica McKinley Uyeno

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Ep #23: Why Being Generous Pays Off: 11 Ways to Give More

Find the way to give from where you're at. So many of these practices are giving strategies that I've been doing from the get-go before I had capital to give in a very meaningful way. I do give money monthly, but that's a whole separate topic. And for now, I just want to dispel the idea that being generous has to do with being in a position of power or privilege. Give from where you're at and you'll get where you're going.

Ho, ho, holy moly. How did we arrive at the end of 2025? If you're listening to this episode live, Merry Christmas to those of you who celebrate. I am unplugged this holiday season and so therefore I've recorded a lot of episodes in advance, but today for you I have a special treat. I have a episode from my former podcast *Sincerely, Future You* that I ran for 5 years and I loved so much and so many of you are listeners because you were listeners of that show.

So we have a treat. We are gifting you a very popular episode about giving. And I felt it was appropriate because of course, 'tis the season and also because the giving game is something that we don't talk about on every single episode when it comes to all the 6 fun money games: earning, spending, saving, investing, having, and giving. And so since it is the holidays, we're going to give you this episode about 11 ways to be generous as a business owner.

It's not just with your money. It's not just with your time. You can be creative in so many different ways and really just reminding yourself that you are a generous person, that it is a part of who you are, will make it very, very easy for your brain to come up with all sorts of ways to be generous. When you think, oh, I don't know if I can, I don't know if I can afford to be generous yet, when you put it off, when you don't think about it consciously as a part of your identity, your brain doesn't try and solve for it and so it will delay it. So just put it as a part of your identity, put it as a part of your fun money plan, and enjoy this episode. Merry, Merry Christmas.

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Would you like to give more? Giving is the best. But logically, logistically, my clients get confused sometimes and overwhelmed by how much they can afford to actually give. And so they wait. They hustle and say, down the line, I'm going to give more, or the opposite. They give away all of their profit and they donate based on emotional decisions or they overcompensate employees before their business can support it and end up running out of cash flow or just feeling resentful and burnt out instead of generous and fueled like we should feel after giving. If either of these sound like you, this is your episode.

In my opinion, one of the most fun parts about making lots of money is increasing our capacity to give. But being a generous business owner, it's not just about giving away money. In this episode, we're going to talk about 11 ways to be generous as a business owner, even if you're just getting started, and why the energy of generosity ends up putting more cash in your business than you could ever hustle for.

I am so glad to be with you today talking about generosity. Probably because I've been tapped into that energy a lot lately. Not just in my own generosity as a business owner, but and thinking about how I can have fun over delivering to my students, but also I've really been the benefactor of so much generosity in my life. But before we dive in, let's take one minute for a hype sesh. I like to get us hyped in our bodies because when we are emotionally charged, we tend to retain information better. So, here we go.

You are a freaking miracle, mathematically speaking. You might be a giant pain in the ass, honestly, I don't know, but what I do know is that regardless of your disposition, whether you're going around adding tremendous value to your community or whether you are in pain and you're trolling people on the internet as some sort of medicine for what ails you, you my darling, all of you, you are a miracle. 100 billion people have lived on this planet and

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the possibility of how many people could exist as in people, the number of possible combinations of people that could exist but were never born, according to my favorite, Neil deGrasse Tyson, is an incomprehensibly big number. It's actually 10 to the 30th, but I don't even know what that number is. It's too big.

The point being, though, is that you are alive against tremendous odds. And he reminds us that it is actually special. It's not a snowflake syndrome. The mathematical odds of you being here are quite profound. And most people that could exist will just never exist. They'll never have the privilege of being able to witness a sunset or have the stressful problem that you think is so big right now. And so I want to remind you that when I say even if all you did today was lay in bed, you are a wildly profound miracle. And that not only did you have the privilege of becoming matter, but also you matter. Your work matters. Your mission matters. Your unique fingerprint and the way you say those things, the way you describe things, your perspective, your culmination of experiences from the moment you were born until now, it matters. Please, if you can get out of your way again and again, sometimes even daily to come back around to this point, it will help you and your business shift the economy, the community and collective consciousness of our planet. Let's fucking go.

And now we're going to dive into those 11 ways because listen up. It's not just all about giving money. I like to show up in a generous energy every day. And every day, I'm not on the street corner handing out dollar bills, right? We have to find ways in each season of our business, in each season of our life to give in a way that is aligned. Okay, so I'm going to give you some examples in case when I talk about this in a general way, your brain is like, you're like, yeah, I do want to give more, but how am I giving? And you might listen to this and you might be like, okay, I am giving in some ways. Often, I even find that there are business owners who are so generous that they can't even see it. It's just a part of who they are. And I think that knowing and putting a name to what you're doing as giving helps

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you not to fall into the trap and temptation of overgiving in a way that puts you out of business and instead reminding yourself, oh, okay, this is the way that I'm giving right now. This is my capacity to give. This is what feels aligned for me.

Okay, so number 1, you can give as a generous business owner through honesty. I think of the most influential people in my own business journey and I think that they were the people who were the most upfront and honest. They were willing to risk the relationship, to be bold and brave in what they told me they could see. Usually in their feedback, like their critical feedback, right? The things that they could see that weren't working, whether it had to do with me as an owner or my mindset or the way I was approaching something or the way I was phrasing something or something as trivial, right, as a funnel breakdown or something like that.

In business, I think we often miss out on delivering and giving back to our clients and our communities because we're scared to tell them the real truth as we see it. We're afraid that they're going to have their feelings hurt or they're not going to like us. They're going to think that we're mean. They're going to think that we don't care about them, when the opposite is true. One of the most generous things you can be is honest.

Brooke Castillo, who is another mentor of mine, I've watched her coach so many women and I think one of the biggest gifts that she's given all of us who have been students of hers has been saying things in such a honest and direct way with so much love that it's helped us get to the root of our problems so that we can solve them and so that we can evolve quicker. She coaches women on weight loss sometimes and while I've never been coached on that topic, I've witnessed her be coach and she has a specific protocol when someone comes and they say like, I went out and I ate the nachos. And she'll be like, why? Why did you eat them?

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And just the honesty in her voice, like the genuine curiosity, her willingness to say that thing when it's something that socially we've been conditioned to be less honest for the sake of relationships. And what if you having a perfect relationship wasn't the goal or wasn't your job? It wasn't your role in your client's life. What if your role was just to tell them the truth? Now, it might vary. Obviously, if you're not a coach, there might be different forms of what this would look like in terms of honesty with your clients, but even honesty in telling them what is a yes and a no for you and holding boundaries, that is just so generous. It holds a really, really clean and special working relationship.

So that's one way I recommend that you show up in generosity today. Number 2 is your expertise, of course. This one might seem obvious, but I think my expertise is in time management and money management and really blending the two together when you think about yourself and the world in a logical way that doesn't that doesn't cause you to miss the point of why we're here on this earth. And because of that, I am always thinking, how can I help people get it a little bit more today? And I'm not just thinking about my paid clients. I'm thinking, how can I deliver the most acute, most profound value to my clients, my paid clients? How can I meet my lower level or beginner business owner clients where they're at and deliver there? And then how can I deliver my expertise to everyone else in as many touch points as I can?

And I just think about our time on this earth. If you are not practicing viewing yourself as an expert, if you are a business owner and don't use the word expert to describe yourself, there is something that is missing in this giving and receiving relationship. When you view yourself as an expert, you show up in a more powerful way. So allow yourself to establish your own expertise. Now, this doesn't mean that I'm saying that you believe that you're better than anyone. This is nothing to do with a hierarchy, right? I'm just talking about expert status, right? Which I guess that word does imply hierarchy, but in your particular industry doesn't mean you're better than

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anyone. It just means that you are able to create expert level results at what you do. And so if you want to be generous today, find a way to position yourself as an expert today and offer your expertise in clear ways.

Number 3 is accessibility. Accessibility is a really beautiful way to give as a business owner. So for me, my biggest way that I make my work accessible is through this show, through this podcast, right? You're listening to this right now. It costs you nothing. It costs me a lot, not only in time, but in money. It is my highest expense on my budget other than coaching. And I think that's really important. I'm going to continue to invest high in the lowest return, quote unquote, right? Because you guys are not paying me for the show, but I know that for me, in order to continue to feel amazing about receiving at those higher levels at those most advanced levels, I want to be able to give to people so that they can eventually afford to be able to receive from me.

Accessibility helps to break down the systemic inequalities that can happen over time when more people from certain demographics have more access to money and different resources. These free resources, these really accessible offers help level the playing field. So my example is a podcast, but I think it is also becoming more and more common and in the market right now. I've talked about over and over again how the market is really primed for low ticket offers anyway, even across people that do have monetary resources. They want to trust that you can deliver on a low ticket before maybe they're willing to go all in on a high ticket offer. So podcasts, low ticket offers, having free consults, partnering for events so that if you are someone who as you are growing and yes, maybe you don't have the time and resources on your calendar to just be doing consults anymore if that's not the phase of business that you're in or one to one, then you can have accessibility at a greater group level, right? So accessibility is number 3.

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Number 4 is, ready for this mind blowing giving strategy? Charging money. Okay, so it's the opposite of accessibility, but I do think it can be generous. I'm going to give you some examples from my own experience and experience with my clients. So charging money helps your clients, helps your people value what they're investing in. So if you're giving something away for free, like I know if I get like a free gifts usually in a little baggie, I tend to value it less than I would had I paid for it, right? Sometimes I don't even look at the free gifts that I get when I go to events.

Same thing goes if it's not a product, if it's a service, if you are giving away your service for free, you tend to find that you have the least investment in terms of their time. You might if you're offering a free webinar, you'll have a lower show up rate than you would if you even charge \$19 or \$9. And I think the stats and the correlations really interesting and I would play around with it because I have a story of my client Kelly who found out I had a revenue minimum for my advanced coaching room and the Masterful CEO school, and she found this out and she said, okay, game on. You know, she wasn't at that. It wasn't accessible to her yet and she couldn't yet access my coaching, but it inspired her, it motivated her to say, game on, I'm going to make that amount of money by the deadline in 8 weeks. And she went on to take tons of action and it's just so cool.

Another client of mine, Ashley, and I think this story is really interesting is Ashley was not just a client, she was a friend. So after discounting or giving access to my coaching to friends and family for a number of years in the very beginning and seeing that those people actually got some of the worst results and that they didn't really show up to it, I decided, okay, as a policy, I am not going to allow it's not generous of me to give away my services to my friends and family. Even though it feels generous, it's counterintuitive, but in this case, this transaction for coaching didn't make sense and it wasn't working.

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So when my friend Ashley came along and said, I really want coaching from you, and at the time I had my coaching, one on one coaching was \$6,000. I didn't have group coaching yet and she didn't have the \$6,000 and she was waiting and then she came back to me a couple months later and was like, okay, I'm almost ready to invest. And my prices had gone up dramatically. I mean, it had been almost a year later and I think my pricing was about \$10,000 at that time. And she said, okay. And again, similar to Kelly, she said that she never knew how resourceful and creative she could get because she had to become a different version of herself to fund that \$10,000. And it was so hard as a business owner not to discount her and to think I'm not being generous enough when the evidence was showing that charging her was going to get her the best results. And wouldn't you believe it? She came up with that \$10,000 and she said that just the process of doing it was a gift. And so just notice that as I'm going on with these 11, some of these strategies might be the opposite of each other because the opposite of a universal truth is also true.

Okay, number 5 is, this is a giving practice, is receiving compliments. So there is nothing more cringe to me than when I go to compliment someone on something and they're like, oh, this whole thing? No. Oh my gosh, no. Like, what are you talking about? I look terrible. And you're like, what just happened here? I wanted to give you a compliment and you denied me the opportunity to give, right? And so sometimes receiving can actually be a way to give to the people that want to give to us. It is generous to receive. Do you see how giving and receiving are really two sides of the same coin? They really are. And when we start to view them that way, we can get into the flow of both giving and receiving and seeing it as one and the same thing. So whether it's receiving money or receiving compliments, whether it's receiving a compliment about your business or about the way you've approached something, the most appropriate response is thank you. Another fun one I've been practicing is I received that. That feels fun to say.

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And number 6, time. Okay, one of my favorite ways to give is giving my time. Carve out time for people. Leave time for things that are going to come up. If as you grow, you're always too busy for people that supposedly matter to you, that's a you problem. Yes, there are going to be phases of all hands on deck, but no surprise that a time and money coach over here, I'm going to say that one of the most incredible ways to be generous as a business owner is to manage your own time so that other people don't have to go out of their way to get time for you and eventually kind of give up, right? So again, find the way of giving time that feels good to you, but managing your own time, no matter what phase of business you're in, it's always going to help you be a more generous business owner. It doesn't mean that you need to take coffee dates with people all of the time. Absolutely not. That's not what I'm saying. I'm saying find the ways of giving your time that feel beautiful to you.

So for me, obviously doing this podcast is an important way of using my time. I do also go to in person networking events still. In your phase of business, you're going to find the time giving that makes the most sense to you. It might not always be one to one, but I would also encourage you to even push that boundary, even if you are in the multiple 7 and 8 figures. You probably, if you're doing it right, should have more time. And if you don't and if you are fully, fully scheduled, like Bill Gates, for example, I was just listening to him on the Armchair Expert podcast with Dax Shepard and Monica Padman. And he had that time to be on there and I think it was the second time he was on there, right? And he's one of the busier people that I know of. So if we can make time for conversations that matter just to us in our soul, I think that it will end up tapping you right back into that giving and receiving flow.

Number 7 is listening. And I'm not going to belabor this point too much because I think it's a pretty obvious way to be generous. If you can simply be an ear to your people, whether that means you're listening to an employee so that you can get feedback on how to make your processes

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easier and to make the culture of your company more like luxurious for people to be a part of or listening to a friend and making that time. I think this way of showing up in generosity can't be overrated.

Number 8 is having compassion and grace for people. Man, I was at the post office the other day and there was an ordinary lady that was behind the counter as I was just finishing at the counter. I got there 15 minutes before they closed, which again, was when I could get there because I have two small children and a business that I'm running and I planned it that way. I had to mail 12 things. I didn't really think this was that big of a deal. But I was there 15 minutes early and she had this total attitude with me and she was like, yeah, you should have gotten here earlier. And I was like, okay. And then I got up to the counter and she was like, we'll see how many we can get done. You might have to come back. And I'm like, are you kidding me?

Like, I'm mailing 12 packets. Like, they were already addressed and return addressed and sealed and literally she just needed to type them into the system and she was just not having it. And I told my husband about this experience and he was like, oh my gosh, we have to report her. I can't believe this. That is so unacceptable. It's the worst customer service. And truly it was. It was one of the worst customer service experiences I've ever had. And in general, I value excellence. I've worked in industries where I'm used to not being treated well, right? Like as a server, I was a busser, I've worked as a cashier, I've worked in positions where people just like, they don't view you as human and I get that. And I, my gut really was to have compassion and grace for her. And I didn't take an attitude back with her. I just said, thank you so much for taking the time today. And she shot down the person behind me who had been waiting. She was like, sorry, sorry, we're closed now.

And all I kept thinking is we really just don't know what other people are going through. And I could have fought back and I could have given her a

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piece of my mind. And sometimes there's time to do that and sometimes there is a time for compassion and grace. And I think when you go into your day looking to be a generous person, it becomes easier and easier to figure out which of these two opposite universal truths is the one I'm going to practice today. Is it having compassion and grace, which I just instinctually felt this woman needed in that moment, or is it number 9, which is being generous by having high standards.

So this is the opposite, in my opinion, of practicing compassion and grace, right? It's where if I felt it was appropriate, I would have said, hey, you know, as a taxpayer and as someone who regularly comes to this post office and delivers things and treated you with nothing but respect, I don't think that our interaction was acceptable and you know, whether or not in this particular case, right, it would make sense for me to like tell her boss or write a letter or anything like that. I do think for our own businesses, it is very important to have high standards to let people know when it's not making the cut, to be consistently clear about what's not working and holding people to a standard that helps them evolve and get better or find that they're just not a fit for that workplace. And whether this is with your team or having high standards for your clients, I have learned this from other coaches and I've watched different energies and different approaches and people coming with compassion and grace like 90% and then 10% high standards versus 90% high standards and 10% compassion and grace. And I happen to most of the time lean slightly more towards high standards in terms of my industry and what my clients want from me. They want results and so that requires me lean on that.

So think about it. Think about how you can be generous by asking the high quality question of what is the best thing I can give to my clients? What do they want from me the most? Who do I have to be? And what do I have to give to them? What space do I have to create for them in order for them to have the most incredible experience.

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Number 10, and we're almost to the final one. Number 10 is overdelivering on an offer. So much of my creative ideas happened during the middle of my six month coaching containers. This makes sense, right? I only launch my flagship program Masterful CEO School twice a year, right? So most of the time, I'm in the delivering of those programs, but I'm constantly coming up with new ideas, things that I want to offer to my clients. And instead of always waiting until the next round of coaching, I love to overdeliver and begin applying the idea in the now. Not always, of course, and I'm not saying that you implement everything you think of, that would be a horrible time management strategy, but when I am thinking about being fun and generous, I think that this strategy helps me to be unencumbered by having to market that new idea successfully that first go around. I can simply give it to my current clients and it's an overdeliver on what they were promised. That word in general is probably the word that I would say is most associated with my brand. I am someone who overdelivers. You can take that, you can borrow it, you can apply it to your business, and you will find that what comes out of you is pure generosity every time. There's no right way to overdeliver, but when you believe that's part of your identity, you will do it.

And number 11 is surprise bonuses. I love to give a surprise bonus. I've done a whole episode on this. You can go search. I think it's just called bonuses. And I'm always thinking of fun little surprises. And similar to overdelivering on an offer, but not just through my core value of who I am as a coach and always trying to overdeliver and become a better and better coach, but also just by adding little bonuses. So with my one on one clients, I was like, wouldn't it be so fun if we could all get together? So I threw together a free one day surprise retreat. I paid for the whole thing out of pocket and it was a surprise to them. I got a DJ, I got a yoga instructor. I had the whole thing catered. We had fun. We went out afterwards. I had a professional photographer. I did a lesson. Like, it was killer. It was in this beautiful space.

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And then when I had a group, I didn't have a live component and then I decided, you know what? I want to do a live component. And I offered it to my current clients before I marketed it. So they were just wow, they were blown away the very first group that I did a live event with. And I got addicted to that feeling. You guys, you can find ways to be generous and yes, those two examples did cost me money, but one time I got custom keychains or custom stickers, I think. One time I got custom stickers for \$50 and I was just sending out stickers to my clients that on little milestones or little things that they were proud of with like a little handwritten note. And these little things go a long way.

Now, of course, right, if you're at a point in your business where you have hundreds or thousands of clients, you're not going to be doing this, but there are always fun ways for you to overdeliver. And again, like I said, there's no one way to do it. It's not about the right strategy. I'm giving you examples here to inspire you, but the right one for you will come out of you when you believe and you adopt the identity of generosity, the identity of being someone who overdelivers. Okay? So other examples for me and the surprise bonuses, I added workbooks just for fun for my clients in the middle of my current clients, right, in the middle of a round. I added a one on one week. I added an extra day to the live event this past round, right? It's just been like every time I come up with a new idea, I'm like, how can I just do more and more and overdeliver? And it's been so fun.

So I've given you 11 ways to give that are non-monetary. Find the ones that align for you as a person with your personality, of course, but also in the season of life and business that you're in. It might change if you are on maternity leave. You're not going to be giving in the same way then you would when you have 100 clients versus when you have two clients, okay? So find the way to give from where you're at. So many of these practices are giving strategies that I've been doing from the get go before I had capital to give in a very meaningful way. I do give money monthly, but that's a whole separate topic. And for now, I just want to dispel the idea that being

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generous has to do with being in a position of power or privilege. Give from where you're at and you'll get where you're going. Have an incredible weekend.

That's it for today's episode of *Fun Money*. But if your brain is buzzing and you want more, come hang out with me over on Instagram, @JessMcKinleyUyeno or visit us at FunMoneyPod.com because that's where the real magic happens. Until next time, stay bold, stay interesting, and for the love of God, go do something fun with your money!