



LIVE with Heidi Powell, Episode 9 (04/29/20)
Guest: Jordan Page

Show Notes:

Viewer Note: Links to the products, etc., that Jordan talks about are at the end of the show notes.

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- 0:00: Heidi introduces the show, welcomes and thanks viewers for watching, and talks about how proud she is of the show and the caliber of guests and the information they're sharing with viewers. She encourages viewers to share what they're learning. She talks about how she leaves each episode wanting to be a better person. She's also going to be including some giveaways in some episodes and tells viewers how they can enter to win. Always use the hashtag #LIVEwithHeidi.
- 2:00: Heidi talks about how she chooses her guests each week—those who inspire her and bring her hope, knowledge, tactics, and tips, all things to help her better her life and her family's life. She feels like her guests are true heroes in her life and have experienced dark times and have found ways to find the light and create incredible lives. She encourages viewers to take notes and reflect on who they are and what they're struggling with and find the similarities guests are sharing to help them in their own lives—to live their best lives.
- 4:08: Heidi introduces Jordan and how they met a year ago at FitCon in Utah and how she feels she and Jordan share the same brain. Heidi talks about how she's come to admire Jordan the past year.
- 5:00: Jordan joins the episode. Heidi talks about how Jordan is the queen of productivity and balance, has 8 kids aged 10 and under, and got out of massive debt and now lives a millionaire lifestyle because of a conservative budget. Jordan's been featured on numerous media outlets, runs several businesses, helped hundreds of thousands of people change their lives, and makes family a priority. They talk about quarantine nails.
- 6:20: Heidi and Jordan talk about #PageDanceParty on IG where the family dances in the kitchen regularly. Jordan has 7 ½ week old twins. Heidi talks more about Jordan and her background and how being a mom is her top priority.
- 7:45: Heidi and Jordan talk about having kids and how they are a blessing and what they give to parents. Jordan talks about kids being distractions vs things being distractions. It was a mind shift for Jordan.
- 8:55: Heidi shares some fun facts about Jordan. They joke about the number of abs vs the number of kids. Both refuse to drink the last ½ in of water and more. They are both the only girls in their families.
- 12:00: Jordan talks about college experiences when she had girl roommates and how growing up with only brothers shaped her perspective. Heidi shares her experiences with being the only girl too.

- 12:55: Jordan and Heidi talk about the importance of sister bonds. Jordan talks about an experience with her girls enjoying time together. Jordan talks about how the greatest gift she'll ever give her kids is each other.
- 14:30: They talk about how Jordan is strangely good at pole dancing. Jordan explains her pole dancing experience. It was the best upper body workout ever!
- 15:35: Heidi shares what Jordan says about herself:
- I don't take Pinterest-perfect pictures.
 - I don't have a crafty bone in my body.
 - I don't *love* or even *like* cooking, but I do it for the love of my family.
 - I keep it down-home, back-woods, take-it-or-leave-it for REALSIES.
- 16:24: Jordan talks about how Heidi taught Jordan how to do a booty pop when they met, and Jordan talks about how she had her first nose hair wax the same day at the same booth at FitCon. Heidi talks about having her coaches who were at FitCon also get their nose hairs waxed.
- 17:00: Jordan suggests on the anniversary of their meeting they get their nose hairs waxed together. Jordan hasn't had her nose hairs waxed since. Jordan shows Heidi her nails again. They take a quarantine nails picture.
- 17:55: Heidi talks about how what started out for Jordan as a blog to post random coupons and occasional good deals she found turned into a "New Frugal" revolution. Jordan tells viewers about her and her husband, Bubba's, backstory: They met in college, thought they were pretty frugal, her understanding of frugal back then, they had a rude awakening when Bubba started a business so they went from 2 incomes to 1, and then after having their first baby, they kind of went from 1 income to none. Being self-employed is not consistent income-wise. They relied on credit cards to make ends meet, bought a car, and thought this was normal.
- 21:15: Jordan talks about how she started learning how to get out of debt by going online. She felt like the experts weren't talking to her—they didn't relate to her. She talks about how she had to do it her way—put a fun spin on everything. She talks about her relationship with money and how she improved her relationship with money. She had to feel more about money as a diet: counting calories, if you eat more than you burn—you gain weight, if you spend more than you make—you get in debt. They were able to pay off all their credit card debt in 13 months, got out from under the car, all while only making about \$31K/year.
- 23:30: Jordan talks about sacrificing to get out of debt, and then they built up their savings, and things just progressed. Jordan talks about how she creates her budgets based on a percentage of their income so they can survive in both feast and famine rather than on a dollar amount. She shared this on a blog, started doing TV segments and conferences, and now she's moved her conferences to online through her programs as digital conferences. Things grew, and as her family grew, she started talking more about how it's equally as important to talk about how you manage your time and your home. It all is a unit. And here she is today.

- 24:25: Heidi and Jordan talk about the current economy and job losses and how important it is to really understand budgeting and forward thinking and to make sure we take this time now and make sure that when we go back to normal that normal looks different that it did before. Our way of thinking before put us in this bind that many of us are in now. Many people don't have savings, they are in debt.
- 25:25: Heidi and Jordan start to talk about productivity and how her tools can help families and individuals. Jordan thinks that whether you work full-time, whether you're at home full-time, whether you have kids at home, whether your kids are grown, whether you're single or married, we all have the same amount of time in our days. Which is different than budgeting. We all have different amounts of money we can play with. But we're all equal when it comes to productivity time-wise. It all comes down to choice and how we spend that time.
- 27:25: Jordan shares her concept of productivity. It's not about getting more done, doing more, filling more of your time. It's more about being intentional about your minutes and your hours. Jordan uses the example of needing to clean her closet and how she can't find a "magical" amount of time—6 hours—to do it. So, the reality is focusing on your minutes and making those minutes count. And maybe you take 3 minutes at a time and pick up a few things, eventually your closet would be cleaned up way faster than if you wait until you have a big block of time to do it.
- Nick:** I think cutting/combining the above 2 would be awesome. I hope you don't mind these suggestions...I'm trying to make this easier for you. ;)
- 28:30: Jordan talks about timers and if you give her 1 ½ hours to clean her kitchen, she's going to take 1 ½ hours. If you give her 15 minutes to clean her kitchen, she could probably get it done in 15 minutes. And one would be done better than the other, but when you give yourself a huge window of time, you move slower and get distracted and don't finish the task. Set a timer for anything: cleaning, exercising, cooking. Give yourself a small window of time and do as much as you can in that window and then move on. This is how #PageDanceParty started. They use timers for their kids for chores. Jordan recommends never setting a timer for longer than 15-20 minutes. If you have a big project, then break it down.
- 30:20: Heidi talks about how time limits help her make the most of them. She talks about this with her workouts and intensity. She talks about how the idea of something so big (spring cleaning your house, cleaning out the entire closet, losing 100 lbs) is so overwhelming that it never even happens because you keep putting it off. Breaking things down into bite-sized chunks makes it attainable and doable. Before too long, the task is done.
- 30:25: Jordan talks about block schedules and how she started using them. She often got the question, "How do you find time to _____?" So, she started sharing her block schedule tool. She realized she was following the same type of block schedule she had in high school. She says to think of your day in blocks rather than in times, like subjects in school. You concentrate on a block, and then you're done with that block for the day. Jordan recommends blocks be between 2-4 hours, with the sweet spot for her being 3 hours. Jordan explains the block schedule she uses and shows an example of her block schedule. You take things from your to-do list and plug them into the block that's most appropriate. This is also how you find free time. If something doesn't get done during that block, you sluff it off if it's not important or move it to the next day's block.

- 38:17: Heidi talks about how she has post-its all over the place and struggles with scheduling her day. She also talks about how people don't need to feel selfish for blocking time out for what's important. Jordan talks about how others know how her blocks work and that she sticks to them. They respect these boundaries.
- 40:45: Jordan talks about zones and how they work in her family and how they came about. She talks about finding the pain points and then finding tools to work with them. That's where zones came from. She puts her kids into pairs and assigns them a zone to work in, and she doesn't have to micromanage them. The kids do what's on the list for that zone—the expectations for that zone. Completing their zones gets them rewards (family movie night, screen time). They rotate zones every week. Kids get the practice of managing something.
- 43:48: Heidi talks about how she does chores and how much she loves Jordan's process. Heidi talks about an IG story she saw of Jordan telling her kids to go figure it out after dinner time, and the kids started working together. Heidi loved this because Jordan's empowering her kids to take charge and do what needs to get done, they figure out what needs to get done. (This is in Jordan's IGTV feed). Jordan shares more about this experience. She told her kids, bedtime's at 8, we'll watch the whole movie we'd planned to watch or as much as we can depending on how long it takes you to clean up after dinner. The kids immediately broke the chore down and each took a job and got it done—working together. Kids are way more capable than we give them credit for.
- 45:55: Heidi talks about how she's a micro-manager OR a figure-it-out type of mom. She talks about the importance of reminding kids how capable they are.
- 47:05: Jordan talks about how many productivity programs are cookie cutter and really don't work for most people. Her productivity bootcamp is "Choose Your Own Adventure" type where she gives you the tools to solve your pain points yourself. She walks you through the process. She talks about the pain point from that night and how they solved it. You can't expect perfection out of your kids and your family. Start teaching kids from the basics and then make it more advanced.
- 49:10: Heidi talks about some experiences with Matix and doing the dishes. Jordan relates this experience to herself and how she struggles with the same things she gets on her kids about.
- 50:04: Jordan talks about screen time and technology. Jordan talks about the cell phone they got for their kids. Jordan talks about how most of her work is done through a screen and she believes in screens. But, she has a child who struggles with screens and how they affect him, even educational time on screens. She realized that each child responds to screens differently, and you have to do what's best for you and your kids. She realized there are so many opportunities for things she wants to teach her kids that she doesn't need a screen for. She errs on the side of very little screens, although they do watch a movie (at least part of one) every night, her kids love watching themselves on her YouTube channel, they're just very selective about screen time. They've learned that you can't keep kids away from screens forever, and screens are not bad, they can be a hindrance, and they can be very helpful. They try to balance making their kids earn screen time so it's something special, or they have to do things before they get screen time (exercises, read an actual book, done schoolwork, helped around the house, etc.).

53:09: Jordan talks more about the cell phone (link below). She tells an experience about accidentally leaving her son at a ballpark one night and he couldn't get ahold of her or her husband. Then they decided to get a cell phone for her kids so they can always get in contact with them, a phone without the internet.

54:46: They talk about the compromises you have to make with kids and technology, especially with school being online right now. Heidi shares how one of her kids is like Jordan's son. It's important to teach kids how to handle technology and balance with technology. Jordan talks about how they need to self-regulate for the future. Teach them step by step as they can handle it. Jordan talks more about the Gabb phone. It's a trainer phone that teaches them how to take care of a phone and learn phone etiquette. Set a timer for screens and regulate the time they're on screens. Jordan talks more about how kids can earn screen time.

57:50: Jordan talks about clipboards and how she uses them with her kids, but they can be used for all age groups. Jordan also talks about allowance and privileges and how they work with clipboards.

59:25: Jordan shares her definition of balance. She talks about spinning plates on wobbly poles, and how you can't keep all the plates spinning at the same time. You focus on one plate at a time, adding plates as you can, focusing on the wobbly ones as you need to. Balance is not having everything perfectly all the same all the time. The plates have to wait their turn. Balance can change from day to day. Today, she's spinning her work plate and other work things, and tomorrow will be a family day where she's not planning on working. Balance is spinning the plates and not feeling the pressure of having everything perfect all the time because that's impossible.

61:19: Heidi talks about loving her definition and how it's different for everybody. Heidi encourages viewers to take different pieces from what Jordan share and at least try them out because you don't know if something works until you try it. Even choosing just one to try out. Heidi talks about choosing one thing and try it out for a week, and then add another thing because that's what creates lasting change for her. Heidi says that if she could get to the point of implementing what Jordan's shared, it would help her big time in her life.

62:14: Jordan talks about how viewers can connect with her. Jordan suggests beginning with a block schedule. She suggests viewers start on IG.

62:54: Jordan talks about her bootcamps and her discount code for Heidi's viewers.

63:55: Heidi encourages viewers to share something they've learned on social media. #LIVEwithHeidi

64:10: Heidi thanks Jordan and tells her she had a lot of questions they didn't get to. She wants Jordan to move in with her. Jordan says she'll help Heidi if Heidi will help her get a booty pop.

Interview ends.

Connect with Jordan:

FB: @funcheaporfree.com

IG: @jordanpage

@funcheaporfree

YT: Jordan Page, FunCheapOrFree

Website: funcheaporfree.com Jordan has lots of videos and FREE resources on her site!

Products:

- <http://FunCheapOrFree.com/BootCamps>

*Use code LIVE15 for 15% off of any of Jordan's programs (including her program bundle)

- Digital productivity planner: <https://thepagecompany.com/>

Links to printables:

- <https://funcheaporfree.com/3-summer-systems-to-save-your-sanity-free-printables-included/>
- <https://funcheaporfree.com/the-block-schedule-system-what-it-is-how-it-works-and-how-it-will-change-your-life/>

Jordan's blog post about timers:

- <https://funcheaporfree.com/5-ways-a-simple-timer-will-change-your-life/>

The cell phone for kids that Jordan talks about:

- <https://gabbwireless.com/>

**Use code PAGE20 for a discount (code may expire)