

E4: The Power of Intentionality: Your Voice Your Investment

In this episode, we get the great privilege to hear from the incredible Public Speaking Strategist, Joi Worthy Johnson! Joi is not only a force of intention when it comes to speaking but is passionate about setting an intention for living. Whether keynote speaking at a conference or communicating with your spouse, Joi teaches the power of your voice, your intention and your investment.

About Joi

Joi W. Johnson is a speaker, trainer, author and a Public Speaking Strategist. Joi has over 17 years experience as a Corporate Trainer and Public Speaker. She is the founder and creator of the gift concierge company, JOi Sunshine which creates memorable and personable gift experiences.

Joi delivers captivating, funny, transparent, down to earth, compelling and electrifying messages to every audience she touches. This Motivational Architect challenges her audience to shift to a "Blueprint Mindset." A mindset that states you are unapologetically clear, nothing and no one can get in the way of your dreams, goals and visions you want, deserve, and will make happen!

Joi is graduate of Clark Atlanta University where she received her degree in Business Administration with a concentration in Marketing. With her loving husband of 9 years, they have 4 children and reside in Homewood, IL.

In this episode, Joi tells us

- How to live with intention even if it makes others uncomfortable
- The importance of setting boundaries for what people get for free vs what people have to pay for
- The symbiosis between success and what you're willing to investment
- Why you need to show people your value not just tell them

Things that made us go hmmm

"People can be so committed to the fantasy and be rotting on the inside."--**Joi Johnson**

"When was the last time that you thanked yourself for working on your behalf?"--**Joi Johnson**

"If you've never invested in the amount you're willing to charge, you don't think someone else will either."--**Joi Johnson**

"Leaving the relationship is easy but investing is hard."--**Joi Johnson**

"Stop bartering!"--**Joi Johnson**

"People will find a way to pay you, to compensate you, if you show the value."--**Joi Johnson**

For all things Joi Johnson

[The Joi Method](#)

[Official website](#)

What were your aha moments? We'd love to hear them!

To dive more deeply into today's episode or to get answers to specific questions, join other Enough Warriors at [Enough Factor Connect](#).

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Thank you for listening!

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