

HERE'S HOW I DID IT!

**WORLD'S TOP EXPERTS SHARE
THEIR STORIES, INSIGHTS AND
PERSPECTIVES.**

VOLUME 2

RAAM ANAND et. al.

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WORLDWIDE

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DEDICATION

This book is dedicated to all those amazing souls who had the guts and perseverance to overcome the insurmountable challenges that life threw at them and survived successfully to tell their stories of struggles, successes and triumphs, in this book. No wonder it's called "Here's How I Did It!"

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Note from the Publisher



It was a great pleasure to work with all the CO-AUTHORS of this book to bring out their stories, perspectives and insights on how they did what they did.

Each one of them have gone through their own struggles, overcome challenges and successfully steered their businesses and careers into becoming a well-known names in their respective industries.

Through this publication, I wanted to bring out their views so that you, the reader can benefit and get inspired by their achievements. The experts were specifically asked to share how they did what they did and their message to the world.

So, here it is, for not just your reading pleasure, but also as a reference guide to help you shorten the learning curve and outshine in your own personal endeavors.

As you are going to learn by reading from the contributors of this book, you will understand that all of them have one common thing to say... TAKE ACTION.

Go ahead, read the book, take action and bring about a positive difference in your life, business and career – today!

WHEN YOU ARE RIGHT AND OTHERS ARE WRONG...

-- BE FORGIVING AND CONSIDERATE

WHEN YOU ARE WRONG AND OTHERS ARE RIGHT...

-- BE APOLOGETIC AND COURAGEOUS

..BECAUSE IT TAKES A LOT OF COURAGE TO BE SORRY AND APOLOGIZE.

RAAM ANAND, PUBLISHER.

CONTENTS

1	<u>FROM PAINTING MAILBOXES TO BUILDING MY OWN EMPIRE -- TOTALLY DEBT-FREE!</u>	BY MIKE MOMB	<u>3</u>
2	<u>FIRST PRODUCT LAUNCH=0 SALES BUT THE LAST ONE DID 6-FIGURES!!</u>	BY EMILIS STRIMAITIS	<u>12</u>
3	<u>DON'T FOCUS ON THE BUG GUTS!</u>	BY DOUG STANEART	<u>26</u>
4	<u>PUTTING 'SUE' IN SUCCESS</u>	BY SUZANNA THERESIA	<u>33</u>
5	<u>WHEN FATE THROWS YOU LEMONS - SEEK YOUR PERSONAL.</u>	BY KATHE LUCAS	<u>42</u>
6	<u>LIVING THE PETER PRINCIPLES</u>	BY DAVID J DUNWORTH	<u>54</u>
7	<u>THE 4 LESSONS I LEARNED WHILE BUILDING MY BUSINESS</u>	BY BRET RIDGWAY	<u>64</u>
8	<u>3 STEPS TO HOW I ACHIEVED QUANTUM LEAP SUCCESS AND YOU CAN TOO!</u>	BY TRACY REPCHUK	<u>72</u>
9	<u>CHANGE THE STORY TO EVOLVE REALITY</u>	BY DR. HISHAM ABDALLA	<u>82</u>
10	<u>HOW I REALIZED THAT THERE WERE PROBLEMS THAT I COULD SELL A SOLUTION TO!</u>	BY MIKE CARRAWAY	<u>92</u>
11	<u>SUDDENLY MARRIED - JOURNEY OF A WOMAN WHO IS LONGING TO FIND</u>	BY PUJA GUPTA	<u>100</u>
12	<u>PANIC MEANS YOU ARE GETTING SOMEWHERE!</u>	BY JENNIFER UREZZIO	<u>109</u>
13	<u>YOUR HISTORY IS NOT YOUR DESTINY – REWRITE YOUR STORY, REINVENT YOUR LIFE!</u>	BY EMMA TIEBENS	<u>117</u>
14	<u>HOW DO YOU DEFINE SUCCESS? HOW DO YOU MEASURE GROWTH? LET'S TALK.</u>	BY LANA REID WATERS	<u>128</u>
15	<u>LEARN TO BE YOU</u>	BY DIANA DENTINGER	<u>141</u>
16	<u>3 PRINCIPLES TO KICK START ANY BUSINESS. BE YOU</u>	BY KYOKO YOSHIKUMI	<u>152</u>
17	<u>HOW MY YIN AND YANG BUILT A BUSINESS</u>	BY VICTORIA BOYD	<u>161</u>
18	<u>A LIFE IN 3D - DREAM, DARE & DO - A METHOD TO FIND THE REAL YOU</u>	BY CHRISTINA AROS	<u>172</u>
19	<u>A HOW I DID IT – SPEAK TO LIVE</u>	BY BENJAMIN LOH	<u>186</u>
20	<u>HOW I BECAME AN INTERNET RADIO ENTREPRENEUR AND AUTHOR</u>	BY JOE PARKER	<u>198</u>

ACKNOWLEDGMENTS

You have seen them often. You pick up a book and get to this section, and find that the author, once again, has dedicated the book to someone else and not you. Some unknown, non-existent assistant or some casual reference to famous people.

Not this time.

I would like to thank YOU for taking time to get this book. I would be even more grateful if you read the book and take ACTION to further your life and create a positive difference.

1

FROM PAINTING MAILBOXES TO BUILDING MY OWN EMPIRE -- TOTALLY DEBT-FREE!

- BY MIKE MOMB, TECHNICAL DIRECTOR AT HANSEN POLE
BUILDINGS, LLC.

Hi. My name is Mike and I am a serial entrepreneur.

To know how we have gotten to where we are, it is helpful to review the journey.

I first got hooked when I was a teenager, in the early 1970s, where our family lived in a small single-family tract house in the Spokane Valley of Washington. As an eighth grader I had totally aced my middle school Mechanical Drawing class, and had developed some fairly decent architectural lettering skills.

At 13, I noticed our mailbox did not have our name or address on it, so I invested my allowance savings into some good paint and a couple of brushes and painted our information on the box.

Standing back to admire my work, I realized others could use the same service. When I wasn't playing baseball, I spent the balance of my summer riding my bike from neighborhood to neighborhood, plying my trade door-to-door. At \$1.50 for one side or \$2.50 for both sides, I could pocket \$10 an hour!

My father and his five brothers were all framing contractors, helping to construct homes, apartment and commercial buildings in the greater Spokane area. Once I was old enough to drive, my summers became filled with working for them, or others, in the construction trades. Upon high school graduation, it was off to architecture school where my ideal dream of designing practical and cost effective buildings was dashed by professors whose mindsets were of having edifices to their creativity erected!

Seeing this was not going to be a fit, and becoming the head of a rapidly growing family of my own, it was back to the realities of swinging a hammer to feed my brood. After a few weeks I quickly remembered why it was I despised working for the contractor who had rehired me. One of my friends was employed at a business assembling prefabricated wood roof trusses and suggested I apply. I went by on morning coffee break one day, put in an application and they asked if I could start then – to which I replied, “How about after lunch?”

My new position was to run a pivoting radial arm saw cutting components for trusses. I had some advantages going in to the position, as I had a healthy respect for saws, having spent one of my summers running a similar saw cutting every piece of lumber for a multi-story two building medical complex. The other advantage – at 6'5" tall with long arms and large hands, I could grasp three 2x4s in one hand and flip them end for end, while the other sawyers could only flip two.

My employers had an incentive program – reach 1000 boards cut on your shift and you could go home and be paid for the entire day. I was quickly making the goal by noon, however I kept on working as my Dad raised us to give a full day's work, for a full day's pay.

After my third week, my supervisor came to me and offered a choice – stay there where the other (and more experienced) sawyers would kill me for besting them, or move to their nearby plant in Coeur d'Alene, Idaho and have the opportunity to work into a sales position.

I picked life and was blessed to work for a man who gave me free reign to do anything that made the company money. He allowed me to hire, fire,

HERE'S HOW I DID IT!

schedule, sell, design, and purchase lumber – basically everything except write the checks!

By 1979, our country was beset with rapidly rising interest rates. Idaho had a cap on home mortgages at 10% and when the ceiling was hit, construction all but stopped, making it time for me to move on. However, at 21 years old I had a wealth of experience most in my industry never been afforded the opportunity to learn.

Hired to manage a roof truss plant in Salem, Oregon – by January 1980 we also were out of work, other than from builders constructing “pole barns”. They knew something we did not know, so I picked the brains of one of them and we were quickly selling pole building kit packages to do-it-yourselfers. Within 3 months we also were constructing them and soon the truss plant was running double shifts to keep up.

I moved on to another truss company and when they closed their doors in April 1981, I knew I could do no worse than the people I had been working for. Taking my last paycheck, I paid my bills current and with the \$50 remaining I ran an ad for building kits in a local newspaper – where if I paid for the first week, they would give me three more weeks on credit.

I sold three buildings the first week, got down payments and was “in business”, albeit with no location, no product, no way to deliver.... basically I had it all figured out (at 23 I was brilliant after all!). A friend of mine found a location on six acres of highway frontage just south of Oregon City which I could rent for \$400 a month, the local Chevrolet dealer had a lumber delivery truck they had gotten stuck with and not only made me a good offer, but also financed me. I was off to the races!

The first year was lots of long hours. I could not afford a forklift, so I went to the mills to pick up lumber, dumped them off the truck at my yard, and loaded what was needed for any particular building project by hand. This was pre-wireless phone handsets, so I would work loading the truck until a horn on the outside of my office sounded to alert me to a phone call – whence I would race to the office to breathlessly talk with another client. Hearing me out of breath, a client would often comment, “Wow, you must be really busy!”

The concept of helping others build things themselves was relatively new and I had little competition early on, so it grew exponentially. Within eight years it had provided over 6000 buildings in 13 states and I was able to sell the business for a healthy seven figures and retire in my early thirties.

Moving back to Spokane, boredom quickly set in, and within six months I had partnered with my only sibling and we became pole-building contractors. Mark and I did the sales and design, subcontracting out the assembly. One construction crew became two, then five, then more. It wasn't long before I opened up my own lumberyard and roof truss plant to supply all of our projects. At one point – I had as many as 35 crews putting up buildings in six states. We were so successful; we were building over 200 buildings a year just in our own county!

On a sunny Sunday morning in October 1996, on live television right before the Bob Vila show, we constructed a 24-foot square two-car garage. In one-half hour! The fastest two-car garage ever constructed on site. The town where it was built blocked off over 20 square blocks for us, the TV folks erected bleachers in our customer's back yard and we pumped the concrete right over their house! It was a once in a lifetime fun experience.

Within two months my empire began to crumble.

I made some at the time unknowing judgment errors which later came back to haunt me. Both seemed innocent at the time. The first was I married the wrong person. The second was, when times were good, I “sold my soul” to the devil. My bank was all too happy to set up a generous line of credit, which went untapped for years. They also provided financing for the acquisition, improvements and development of both our office building, as well as our lumberyard and manufacturing facility.

Just before Thanksgiving of 1996, the Pacific Northwest was hit by what is now known as “Ice Storm”. At my own home, we went nearly three weeks without power. Buildings of all sorts collapsed from weight of ice and snow many times beyond what the Building Code requirements were. Our business ground to a halt.

I was not deterred, as I knew there were always periods of a month or two every winter when things got slow in the construction industry. Having trained many good people, we kept all of them employed and paid. Soon the savings were gone, then the line of credit, until nine months later I was having to use my credit cards to make payroll! But I did the “right thing” (or so I thought) and took care of them all. I was literally paying them to push brooms.

Then things began to turn around, business picked up, and the best of the people I had were systematically plucked off by others who could afford to pay them far more than I could either justify or afford. My well-trained staff was gutted!

HERE'S HOW I DID IT!

One day, we got a visit. “We’re from the government and we’re here to help you”. It was the IRS, who started with an audit of one business for one year, then two years, then and the other business, then me personally. By the time they were done, nearly two years later, my tax bill hadn’t changed, but I had spent \$50,000 on my accountants, as well as burned untold hours of staff time complying with every little request for documentation they produced.

Our lumber and truss business made deliveries using a fairly expensive truck with a crane mounted on it. When the truck’s last legs gave out and we needed a replacement, there was nothing available to rent or lease – it was time to invest in a replacement. In addition, the bank wouldn’t help. I had hundreds of thousands of dollars of equity in the two business properties and they would neither refinance nor let me sell either of them! My hands were tied as the bank saw more profit to be made for them by taking what I had, rather than keeping me going.

Throw into the mix the ugly end of a bad marriage... my choice was to give the business to her, or what I ended up doing – I turned off the lights, locked the doors and handed the keys to the bank.

I ended up with a nearly 100-year-old house that needed repairs, had a big mortgage, a mountain of debt, and had to borrow a car from a friend in order to get around!

A summer was spent working as a commission only manufacturer’s rep for a company that did not have the distribution network in place to service the area I was covering. Seeing I was never going to make a living there, I took on the opportunity of selling buildings for one of my former competitors in Northern Idaho. He’d just recently started again on his own and pretty much made me an offer I could not refuse to come to work for him. In the only full calendar year I was there, sales (all done by me) were in excess of \$2 million.

When the offer looks too good, it often is – I was forever having to beg to get paid and it turned out my new employer was less than scrupulous.

In the meantime, one of my friends was telling me about all of the money he was making selling aftermarket Dodge truck parts on the Internet. Now I first had a website back in 1995 for my construction business, and I could see there would come a time when the ‘net was the place to be.

I happily remarried (the right choice this time) and convinced my new bride to give my brainchild a chance – selling pole building kit packages on the Internet. No one else was doing it, so it looked like the right place to be. While I left my former employer (owing me over \$100,000 I would never see), my wife kept her job as an RN at the Spokane VA Hospital, so (as she aptly says) we could have important things like toilet paper.

Starting with our first sale in May of 2002, we sold and delivered 89 building the first partial year, drop shipping everything. My wife quit her nursing job to manage the business and taught herself how to draft building plans using AutoCAD. 2003 brought sales of 294 buildings and we were really off and running.

By early 2008 business was booming. We had a couple dozen employees, had built an 8000 square foot office building and purchased a 10,000 square foot warehouse on several acres to ship products from which we either had manufactured specifically for us, or we could not count on drop shippers to do in a correct or timely manner. For five months we were on pace for a record year.

The marble then rolled off the table... the requests for quotes kept coming in, the phones were ringing, and no one was buying. Our potential customers were sitting on their wallets, leaving us with sales at one-half of where they had been!

Obviously the great recession hit us, and hit us hard. Painful layoffs were made and we mothballed one building, moving the remaining staff into the warehouse location.

We looked for outside assistance, and tried coaching – finding out we knew as much or more than those who were trying to coach us. It did cause us to craft an elevator speech, "We give you back your sanity, by helping you protect your valuable possessions in your own professionally designed custom building, with a 100% satisfaction guarantee and the industry's only limited lifetime structural warranty", so there were some gained benefits.

With the chips down and seemingly few things going right, we did what most would do – we went on an ocean cruise!

Not just any cruise! January 2010 found us with Mike Filsaime, Donna Fox and Captain Lou Edwards on the Internet Marketers Cruise. For a week we pretty much abandoned sleeping and wrote page after page of notes while picking the brains of 400 of the brightest Internet marketing

HERE'S HOW I DID IT!

minds on the planet.

Before going on the cruise, we had planned an extra day in Florida to be tourists. After the cruise we abandoned our tourist plan and instead locked ourselves in our hotel room for 12 hours, going through all of our notes and developing an action plan as to what we could apply to our business model to improve upon it.

One thing which had already been done, when 2/3 of the employees were let go, was to hire a full time IT person. This person's mission was to create, maintain and improve a program for pricing virtually any building configuration to Building Code specifications, for anywhere in the country, instantly. We were already embracing the automation concepts; input from fellow marketers caused us to refine them.

Outsourcing became a huge key for our company by allowing for cost controls as well as productivity gains. AutoCAD drafting, engineering, website development and improvement, PPC ad programs, most sales functions and other tasks have been divvied out to those who are specialists and are not "on our clock".

The cruise was the inspiration to create "The Pole Barn Guru" persona, as well as the beginnings of the five-day a week blog (which has grown to nearly 800 articles, several of which have been read over 50,000 times). A spin-off from the blog is the every Monday column, "Ask the Pole Barn Guru", which has assisted hundreds of people with their pole building questions and problems.

The blog lead to writing a cover story article for Structural Building Components magazine, as well as being a regular contributing author for Rural Builder.

After "the crash" of 2008, we also tried partnering with other entities to provide buildings through them. The first few were lumberyard chains, which (for a myriad of reasons) never gained the anticipated traction. Our affiliation with the DirectBuy chain has been more successful, and in 2012 we began providing pole building kit packages through The Home Depot.

Sales in 2012 and 2013 returned to our pre-recession levels, with 2014 seeing an increase of 60% over any previous year. This has allowed the business to become totally debt free, including its real estate.

One of our outsourcing partners does marketing for a select group of

companies (under 100), including some familiar names on the Fortune 400. Their expert (and they profess conservative) analysis of our business model has them projecting our non-The Home Depot revenues to more than triple from 2014 to 2015!

By finding an Internet niche that was not being serviced, drop shipping as much product as is reasonably practical, developing proprietary components and software, and outsourcing, Hansen Pole Buildings has not only survived, but also prospered in difficult economic times. These same strategies are replicable for success with a myriad of products, not just pole buildings.



Mike Momb

Mike Momb, the Pole Barn Guru, is a leading authority on pole and post frame buildings. Following studies at the architectural schools at the University of Idaho and Montana State University, he joined both the American Society of Agricultural Engineers (ASAE) and the International Conference of Building Officials (ICBO) in 1987. He served five terms on the board of directors of the Machine Stress Rated Lumber Producers Council (MSRLPC) and three years on the board of the National Frame Builders Association (NFBA).

A former post frame-building contractor, Mike holds the record as the World's Fastest Pole Builder.

Mike has been featured on the covers of Frame Building Professional, Rural Builder and Structural Building Components magazines. His articles have appeared in Structural Building Components magazine and he is a regular contributor to Rural Builder.

He is Technical Director for Hansen Pole Buildings, LLC (<http://www.HansenPoleBuildings.com>), where, "We give you back your sanity, by helping you protect your valuable possessions in your own professionally designed custom building, with a 100% satisfaction guarantee and the industry's only limited lifetime structural warranty".

Mike's every Monday, "Ask the Pole Barn Guru" column as well as his every Tuesday through Friday post frame building blogs can be followed at <http://www.PoleBarnGuru.com>.

2

FIRST PRODUCT LAUNCH=0 SALES HOWEVER, THE LAST ONE DID 6-FIGURES!!

- BY EMILIS STRIMAITIS, ONLINE MARKETER AND FOUNDER
OF PREMIUMSOLOS.COM.

“What would you do if you would have to start your online business from scratch?”

“Simple! The same thing what I did before... I would work my ass off”

That’s the most common question that I get asked from time to time by someone who is eager to experience Internet Marketing.

A lot of the people see the end result – they see the money.

But they don’t actually see the backstage (or they don’t want to see it).

HERE'S HOW I DID IT!

Think about it for a second...

Think about your most favorite Internet Marketers. It doesn't matter how big, small, wealthy or known they are.

Chances are that most of them stepped into the Internet Marketing not because they've had bags of cash lying around their house.

Vast majority started their online business because of a need of income stream. A need for money.

That's where I started – by having a need for money.

It all started back in 2009 when I was 16 years old.

At that time I was getting \$4 per week pocket money from my parents and I was able to fit my needs into that budget perfectly well.

However, I'm always planning ahead.

Being 16 years old I knew that after a few years college is waiting for me. Also you can get drivers license at age of 18, so car was on my list as well.

I ran some numbers and I was blown away...

To cover my college payment of \$5,000 and to buy anything that has got four wheels for \$1,500 I would need to save \$4 for 1752 weeks.

That's 438 months.

Or 36 years.

Therefore, at a time of being 52 years old I would finally have a degree and a car!

That wasn't a very bright and inspiring future...

I decided that the time is right and I need a job! It was a spring of 2009 so I started looking for a summer job.

It turned out that it's not that easy to get a job for a teenager... I was looking around, but no one wanted to hire me for a simple reason – it's way

easier to hire an adult than a teenager.

Even McDonald's didn't want to let me in to their empire...

And when that happens you realize that you're good for nothing.

However I had a goal and I had no clue how I will achieve it.

So what does the person do when he wants to make money?

That's right! He goes to Google! That's what I did...

I went into Google and I've typed magical phrase that started 90% of Internet Marketers careers. And the phrase was...

"How to make money online"

I was amazed that there are millions of pages, articles, videos, blogs, products, forums related to "make money online". I never realized how big this industry was.

Therefore, I started reading one thing after another and quickly realized that reading and watching free information will get me nowhere.

Paid membership site was the way to go.

I've been following one guy – Travis Sago. Travis was an expert when it comes to article marketing (or bum marketing what he likes to call it) and he was recommending one website every other day – Wealthy Affiliate.

It was a 8-week program where they teach you how to create niche website, do SEO and earn money.

Everything sounded great, just there was a small problem... It cost \$47 per month, and I was only getting \$16 per month.

To buy \$47 membership was a HUGE investment for me. Heck, that means that I would need to save my money for 3 months without spending a single cent!

However, I decided to join the site.

There was sooooo much information in that site... They talked about

HERE'S HOW I DID IT!

SEO, about niches (I had no clue what even word “niche” means...), optimization, keyword tools, main keywords, affiliate sites, revenue, Wordpress, hosting, domain names...

OVERWHELM!

I couldn't handle all this information so I just decided to quit Wealthy Affiliate, and “try something else”.

And I did...

For 8 months without making a single dollar, until my most memorable and glorious day in entire Internet Marketing career.

I've made my first dollar!

\$29.79 actually!

I've made a sale for a ClickBank product – a World of Warcraft leveling guide.

This sale came from my Squidoo “lenses” (lens is an article on article site called Squidoo).

I couldn't believe it... It was the first time where I actually felt that the money IS out there and I only need to learn how to get it.

\$29.79 was almost 2 months worth of my pocket money! And I've made by making a few articles about a video game I love! What's not to like?

So I had a plan... If 5 articles made me \$29.79, I only needed a little over 1,000 articles to make that college and car money.

3 articles per day – that would only take me a year, which was nothing compared to saving 36 years!

However, after a few weeks the enthusiasm was fading off and I realized that it will be damn hard to write 1,000 quality articles AND get sales from them.

So I've decided to “do something else”.

And I did.

I did pretty much everything that you can think of: video creation, video marketing, article marketing, flipping websites, Google PPC, social marketing, forum marketing, graphics design, creating websites etc...

The problem was that most of these things required marketing budget. So let me take you a few months back (at that time) to tell you how I was making my “budget”.

The \$4 per week cannot be considered as a BUDGET by any means.

I needed to find a way how to make money that I could invest in my online business where I wanted to make money... Confusing – I know!

At that time gambling was really popular in my school. We used to play cards and bet money. Texas hold'em to be specific.

At first we were playing only for 1 or 2 cents, just for sake of fun, but like with anything where money is involved the greed started to grow.

So we started playing from 10-20 cents, then 1-2 litas (that's currency in Lithuania, which is around \$0.4-\$0.8).

Soon enough I realized that if I take one or two pots I am making more than my weekly pocket money.

Game on!

But there are no guarantees when you are playing cards. You win once – you may lose twice. So I needed to figure out how to make this a stable stream of income.

I got online and I did a research on... “How to cheat in Texas hold'em”.

There was this guy - Jeff Wessmiller and he had a DVD series called “Weapons of the Card Shark”. It was a \$47 product if I remember correctly, and this was my one of the first best “business investments”.

As soon as I got my hands on the course, I mastered it within a days. I knew how to blind shuffle, deal the best hand for me, do false cuts and everything else.

HERE'S HOW I DID IT!

However I thought it will be a little suspicious that every single time I deal I get a great hand and win the pot. So I figured that I need to teach my buddy these tricks that he would be able to deal for me, and at the end of the day we split profit.

Now the game was TRULY ON!

We were making \$10-\$20 per day each every single day!

If anyone would have told me that it's a snow day it would mean that my cash cow got sick. Going to school never felt better ever before!

By the way, my friends now know about this, and we just have a good laugh (no ugly leg breaking whatsoever).

However, we wanted to take this one step forward and make even more money.

What do you do when the lessons are over?

You can't play poker any more... But you can play slots!

A half an hour walk from our school there was a slot machine salon. At first we were going there just for fun (and for the thrill, because you can only gamble if you are 18 years old, and we were 16-17 at that time).

But quickly we've realized that we may have discovered some sort of a "system".

There were two ways you could play – you could bet 10 cents, or you could bet 1 litas.

When you are playing from a bigger amount chances of winning are lower than when you are playing from 10 cents.

I am still not sure how it works, but maybe slot machine owners want to "hook you up" and let you win from a small amount so you would go all in.

It was time consuming process... But we had the patience. So after the school we went to slot machine salon and kept playing from the profit we generated from poker to make an additional \$5-10.

If the bouncer didn't ask us to show our ID's...

It may not sound like a lot, but it was adding up, and I've had enough to test out various things in the Internet Marketing.

So I was making some money from all of these things, but nothing could be considered as a home run.

Even though that I got to a point where I was making \$100 - \$300 per month (which was great, don't get me wrong...) with my online business, I wanted to crack the code and finally start making REAL money online.

Heck, I was making pretty much the same thing with poker and slot machines...

So I started thinking "how the big money is being made"?

And I started analyzing where I was spending money online, on what things.

At that time I've bought quite a few of digital products and memberships – the Wealthy Affiliate membership, One Week Marketing plan (about Squidoo lenses) by PotPieGirl, Google Sniper by George Brown, boatload of WSO's, and the list goes on and on...

And it hit me...

All this time the answer was right in front of my eyes, but I couldn't see it.

You know what it is, right?

Here it goes... All this time I was spending money on products and services, I was handing over \$27, \$37, \$47, and \$97 for a simple eBooks to a product creator.

Heck, I was not even buying things directly, all of them came through an affiliate!

I felt so stupid for not figuring this out earlier!

The product creator was not doing anything at all apart from creating a product! All of his traffic was brought by affiliates!

HERE'S HOW I DID IT!

So when I was focusing on promoting other peoples products as an affiliate and making 1-2 sales per day, I could have 100's of affiliates making those 1-2 sales per day FOR ME!

If I would be giving away 50% commissions that still would mean I would make 50-100 sales of my own product per day instead of 1-2 sales promoting other peoples stuff!

I couldn't believe that the answer to making money online was so simple – have your own digital product and sell it.

And it got me thinking... Big guru marketers that I've known had their own digital product. Actually A LOT of products.

They wouldn't be creating all these products if it wouldn't be profitable, right?

These guys are rich, they must know what they're doing...

That was it.

I've decided to launch my own digital product!

Great!

“...but where do I start?”

That's the first question that got into my mind... It seemed so easy to create a digital product, yet when I started to think about it, it got close to impossible.

I've had so many questions, and so few answers.

Back in a day ClickBank marketplace was very popular, million dollar launches were happening every few weeks.

I thought that launching product on ClickBank would make perfect sense because if I would be only 1% successful as big gurus who are doing million dollar launches I would still make \$10,000 (which at that time seemed like a billion for me).

But there was one problem...

To list your product on ClickBank you needed to pay a one-time account fee of \$50.

I was not sure how this “product launch affair” will work out, so I’ve decided that \$50 is too big of an investment.

I needed to reduce the price... By finding a partner in crime!

Next day I’ve explained everything to my buddy, the product launch idea, the “making \$10,000 easily” part, a tiny entry fee, making \$10,000 guaranteed, establishing an authority and did I mention making \$10,000?

Needless to say he was excited, he wanted to join forces and launch a product... and he gave \$25 needed for account approval!

We got down to the drawing board. Even though that I’ve read a lot of eBooks, watched a lot of courses, videos, I could not come up an idea for the product...

And then we found something magical! Something that’s called “PLR products”. “PLR” stands for private label rights.

That means that you can buy the rights to sell the product as your own.

I couldn’t believe it! I thought that there is some sort of a catch, because who would sell a complete product for \$7?

But it was real. We chose a product about viral traffic (even though we had no idea what the word “viral” even means), and started working on our launch.

The idea was simple – we take the PLR product, we give it a brand new name, looks, sales page, smell, taste – brand new everything, and we launch it!

It seemed like a simple task in the beginning, however the more we got into it, the more difficult it seemed.

We were polishing our product launch for over 4 months... 4 long months... This was taking place from June to October, so when our friends were swimming in the lakes, taking trips, eating ice cream, having parties – we were sitting in our local McDonald’s for 8 hours per day. Every single day.

HERE'S HOW I DID IT!

Every day we meet up at McDonald's – our office.

Why McDonald's?

For a few simple reasons – it was halfway through from my home to my friends, so it was convenient for both of us. They had a free Wi-Fi, a restroom, electrical sockets and if you ever get hungry you can grab a cheeseburger.

It was a perfect headquarters for our project!

So when our friends were having fun we were breathing French fries oil all day long.

After 4 long months everything was ready! Launch day was like second Christmas for us! We couldn't wait for it to come!

And it did come!

We've opened cart!

And we made 0 sales the first day...

0 sales the second day...

0 sales up until today...

NO ONE bought our product. Not even our moms!

After sacrificing the summer, working 4 long months and expecting something to happen NOTHING happens – it hits you pretty bad I got to say...

So I've decided to quit this marketing thing, because it just doesn't make sense...

Both of us decided to quit.

And we did! For two days.

After a few days I've decided that the money IS THERE, just I'm not going the right way.

I've analyzed the launch, what could be improved, what can be done faster and after a few months I've launched my second product.

And it made me a little over \$150!

That was all I needed to keep going forward!

It was like universe was tapping me on shoulder saying "you're going the right way!".

So I've launched another product – and it did \$400 in sales.

And I kept launching small products. With every single product it kept getting better and better – going to \$1,000 to \$1,500, \$5,000, \$10,000, \$23,000, \$44,000...

And I finally decided to launch something BIG.

Last December I've launched a Wordpress plugin called funnelKit. It did over \$200,000 in sales!

It was the very first time I've crossed six-figure mark. It actually happened on 2013 Christmas night!

I came back from Christmas Eve dinner from my parents, I've made myself Christmas tea, took my laptop and kept refreshing screen every few minutes, until six-figure mark was crossed.

The feeling was beyond words. So I want to do something here...

First of all I want to sincerely thank you for reading my story, I hope you have enjoyed reading it as much as I enjoyed writing.

I know that you are curious to learn more about product launch model and how you can launch your own digital product (even if you are just starting out).

So I have created a special training video that is only available for the readers of this book. I am not sharing it anywhere else.

You can access the training here:

<http://www.strimaitis.com/howididit>

HERE'S HOW I DID IT!

I've sold similar course on Warrior Forum as a Warrior Special Offer and it sold extremely well. And you're getting this for free! :-)

I hope you are excited just as I am. If you are struggling to make money online – product launch is something that gets as close as possible to be guaranteed moneymaker.

In the training I will reveal how you can launch your own digital product and get the ball rolling.

Remember – my first product launch did 0 sales, and it was miserable... However it kept getting better and better until it crossed six figure mark.

This is how I DID IT, and YOU can DO IT TOO!

Once again I want to thank you for reading my story, and if you want to get in touch with me, you will find my email and Facebook on the page above.



Emilis Strimaitis

Emilis Strimaitis (better known as Emka) is an Internet marketer from Lithuania. He started his online journey when he was 16 and now he's only 22 years old. Being young didn't stop him from achieving online success.

Over these few short years he already established himself as an online expert.

Because of the effectiveness of his techniques he was already invited by Internet Marketing genius Daegan Smith to come to his live event in Vegas and share his knowledge with his students.

Emka launched a handful of very successful products – including revolutionary GEOptin – a Wordpress plugin that allows user to create lead capture pages that uses dynamic maps as background.

GEOptin led to another successful product launch – funnelKit, which ended up being a groundbreaking six figure launch in just few short weeks.

Product launches is not the only niche that he is working in. He's also known for his email marketing and list building techniques and strategies that are being used by dozens of students all over the world.

Access Emka's special training here:
<http://www.strimaitis.com/howididit>

HERE'S HOW I DID IT!

3

DON'T FOCUS ON THE BUG GUTS!

- BY DOUG STANEART, FOUNDER AND CEO, THE LEADER'S INSTITUTE, LLC.

In late 2000, I was driving back to my home in Ft Worth from an appointment in Houston, and I was having a very bad day.

I had gotten up at about four-o'clock in the morning to start my drive down (I was so broke, at the time, that I couldn't even afford a cheap hotel along the way). I was pretty excited, though, because the appointment in Houston was with the education director for an association who was looking at offering my leadership program to their members as both a support service for the members and a fundraiser for the association. I had a similar contract with a chapter of the same association in Ft Worth, and we were getting phenomenal results.

I had been trying to get the appointment in Houston for months. The Houston chapter was about ten times larger than the chapter I was currently working with which meant a possibility of ten times the revenue if I could land the contract. I knew, driving down, that the meeting in

Houston was just a formality, and I was well on my way to “easy street”. In one single meeting, I was about to increase my income by 1000%, so I practiced my pitch all the way to Houston.

The director in Houston was Susan, and she invited me into her office right at the appointed time. She greeted me warmly and offered me a drink, and as she handed a bottle of water to me, I started asking her about her chapter, the programs that she was currently offering to her members, and what the focus of her future plans were as far as education for the chapter. She talked for more than thirty minutes about her plans and accomplishments so far. When I thought that the time was right, I began to tell her about what I had been doing up in Ft Worth, and how I thought that my program could help her accomplish her plans in Houston.

When I finished, she began flipping through the documentation that I brought with me, and she went through every single line of text. I just sat quietly – getting a little anxious for the first time. After she finished the stack of paperwork, she looked off into space for, probably only 20 seconds or so but for what seemed like hours. Her poker face was unreadable.

She finally spoke and said, “Doug, this all looks fantastic, but we’ve tried stuff like this before, and it has flopped. One of the things that I’ve found out about my members is that if they are sure that they will get a return on their investment, they will gladly send their people to our training programs. However, leadership development is very subjective. For instance, if an employee becomes more self-confident, what is that worth to a company? It is hard to put a dollar value on it, so for the most part, the members don’t invest in these types of programs.”

I couldn’t believe what I was hearing. I had assumed that this meeting was just a formality, and I never thought she would actually say no. I tried to persuade her for the next ten minutes or so, but her mind was already made up, so I walked out of her office with my tail between my legs – stunned.

As I started the five-hour drive back home, I kept thinking to myself, “How did I screw that up?” About 15 miles out of town, I started getting angry. I’m not sure whether I was angry with Susan, myself, or just the situation in general, but I was definitely not comfortable with the way the meeting had ended.

Then, out of the blue, on a long stretch of road just outside of Huntsville, a Texas-sized bug flew right in front of my car, and “splatted” in a huge mess on my windshield right in front of my face.

“Could this day get any better?”

Since I was already disappointed and angry, this new challenge just intensified my emotion. I turned on the windshield wipers, and sprayed the cleaning fluid on the glass, but that just smeared everything that made it worse. So, now, instead of a two-inch mess, I had compounded it into an eight-inch streaky mess. As the wipers moved across the glass, I heard a “bump... bump... bump... bump...” coming from under my car, and I realized that, because I was so distracted with the mess on the windshield, I had inadvertently strayed over the yellow line and had run over the “wake up bumps” on the side of the road. I quickly jerked the wheel back to the right, to get back on the road.

I was in a tough spot. I had just left Huntsville, so the next gas station was almost an hour away, and the next exit to turn around was probably ten more miles. SO if I decided to turn back, I’d need to take that exit and backtrack maybe 20 miles or so to find somewhere that I could clean the windshield, or I could chance it and just keep going. I decided to press on. For the next sixty miles, though, at least once every ten or fifteen minutes, I’d here the wake-up bumps again, and every time that I did, I noticed that I had taken my focus off the road and was looking at the bug guts.

Eventually, I made it to a service station, cleaned of the bug, and was on my way. For the rest of the trip, I didn’t hear any wake-up bump noises. I started thinking more about the last hour, and I realized that the bug guts were only a few feet in front of my face, and every time I had focused on the “short term challenge” I got distracted from my true path. I started laughing to myself, because it hit me that I had been focusing on the “bug guts” way before I actually hit the bug.

I was angry when I left Houston, because Susan had told me “no,” and that messed up the plans that I had created in my head. That was the “bug guts”. I had been thinking about that particular part of the conversation almost the entire trip home, and it was causing me to lose focus. However, she had actually told me very clearly what her members needed to invest in my training, but I had been disregarding it. She had said that they need a surety of a return for their investment. So, all I needed was a way to show here members how to get that return, and I was back in business. Once I started focusing on the road again – the ultimate goal, – the answer was very clear.

Susan’s association had a membership directory, and I went home and

HERE'S HOW I DID IT!

purchased one. I began making phone calls to these members asking them to invest in my training program and guarantying them at least a 1000% return on their investment. Most said “no”, but a few said “yes”. When I had about 15 or so participants in the class, I began driving down to Houston one day a week for a total of six weeks to deliver the class to them, and in the very first session, I asked the participants to bring their biggest problem from work into the classroom, and we would brainstorm solutions to each of the challenges. I asked them to pick a problem that, “if you were to solve it, would fundamentally change the way that you do business.”

In the final session, I had each person complete a form outlining what problem they decided to solve, what solution from the class they used to fix the problem, and what the estimated return on investment was for that specific result. The numbers that the class presented to me were amazing. In that single class, the participants estimated a total of over \$1.3 million in additional revenue or cost savings by implementing just a few things from the class, and each of them signed their name to the exit survey.

On my way out of town, I stopped by Susan’s office, and I showed her the surveys. Just as before, she read every single line of every document. At the end, she paused and looked off into space.

After some thought, she looked at me and said, “These are employees from our member companies, huh?”

I nodded my head yes, and was wondering if I had just screwed up royally.

“I also get the feeling that, if I say ‘no’ again, you’re just going to do it anyway without me?”

I nodded again.

“So, I’d be an idiot to not say yes?”

I scrunched up one eye and slowly nodded a final time.

Over the next year, Susan and I ended up teaching about six classes for her members, and in the second year, her association was generating almost a quarter million dollars per year for me. However, the income from the client wasn’t what was most instrumental in the initial success of my company. It was the understanding that I developed about that single

industry that paved the way. In that first year, I uncovered two huge challenges that were prevalent throughout this industry.

The first was that many of these commercial contracting companies were run by hard-nosed “my way or the highway” types, and in recent years, the labor pool had really dried up. High schools very rarely have “shop” classes anymore, so skilled labor is incredibly hard to come by, now. This hard-nosed attitude about their workers was causing these companies to have to pay extremely high labor costs, because when someone was disgruntled and quit, it cost the company a lot more money to replace each of these workers. So from these classes that I taught for the association, I was able to create consulting contracts to help these companies significantly reduce their employee turnover and increase profit.

The second challenge that we uncovered was that many of these companies were generating contracts from what they called, “short list” presentations. For instance, if a school district is going to build a new high school, they will often request proposals from qualified contractors, they then weed through all of the proposals creating a “short list” of qualified contractors, and finally, they will have the top five to eight contractors deliver an hour-long presentation to the school board. The school boards use this presentation as a final step to choose the contractor, so these contractors had a lot riding on their presentation skills. Many of the presenters were project managers and foremen without any formal presentation training, so they were terrified. To service this need, I created a two-day public speaking class called Fearless Presentations®.

Over the last 15 years, my company has delivered of 1500 Fearless Presentations® classes to tens of thousands of people, but it all started because I stopped focusing on the “bug guts” and began focusing more on the road.

Over the years, as my companies, The Leader’s Institute® and Fearless Presentations®, have grown, I can look back on times when revenue and growth was flat for a period of time, and it will typically coincide with some time when I was distracted as the company leader.

For instance, years ago, a friend in Las Vegas convinced me that the real way to build a seminar business was to conduct only a few really big seminars per year to maximize the profit for each offering. It sounded like a good plan, but was totally contrary to what we offer with Fearless presentations®.

HERE'S HOW I DID IT!

We offer hundreds of small classes all over the world to make it convenient for clients to find a class when each them needs the class.

I spent the better part of a year trying to build these huge seminars, and was somewhat successful, but the backbone of our business, helping the individual presenter create a high-level, professional presentation without public speaking fear suffered, which negatively affected the bottom line.

Once I got focused back on the “road,” the growth accelerated dramatically again. Incidentally, since we recorded all of the sessions of the big seminars, we were able to create an online platform to deliver the content to our class members on their schedule, and we’ve generated a lot more revenue from the content that way than we ever would have if we continued to deliver the big seminars.

So, “How I made it...” I stopped focusing on the bug guts and started focusing on the road in front of me.



Doug Staneart

Doug Staneart is CEO of The Leader's Institute® and Fearless Presentations® (<http://www.leadersinstitute.com> and <http://www.fearlesspresentations.com>) and the author of the books Fearless Presentations, Mastering Presentations, and Cultivating Customers. Doug is a keynote speaker based in Ft Worth, Texas, and his websites have hundreds of free tips and videos.

Visit <http://www.fearlesspresentations.com> to watch his video of ten specific things that you can do to reduce public speaking fear!

Connect with Doug on LinkedIn at <http://www.linkedin.com/in/dougstaneart> or follow his Facebook page at <https://www.facebook.com/leadersinstitute>. Tweet him @dougstaneart.

4

PUTTING 'SUE' IN SUCCESS

- BY SUZANNA THERESIA, INTERNET MARKETER AND
DIRECTOR AT EPHRAIM METTABEL.

It Begins with the Creator.

There will be no easy way to put it as always due to relentless judgment people stamp on people who believe in God, but I do believe in God and His might. And I'm not ashamed to put it so eloquently in the first few sentences of my part in this book since it's the foundation of how I even made it today.

Now that I've said that out the real life has waited me. God takes the first place in my life but that didn't work the magic for me, it's not witchcraft. Faith after all, is nothing without an action, and that is something that keeps me rolling.

Action; I was always a believer that action is all you need to get going. Taking the first step would be the determinant of where and how you are going next. Doing something is a lot better because you put your ideas and

mind into something. You don't just dream about things and mind-plan everything and then just going back and forth on how you want to begin, you just do it. It allows you to be ahead of yourself and leaving you wanting to do more. So, action it is, the mantra, the mover, the measurement of the belief you invest within you, the commencement. A prove of a powerful existence in you, that allows you to act, one that you do have a control over but can't really work without a belief system that acts as the foundation. Without this power, we can't be sure on the direction we're going from the first action. Therefore, it is all possible only by God and His work of hand.

I have had my ups and downs too with taking action based on my belief system and faith, and to answer the title of this book, so my story begins.

Being Perfect Takes Time.

I would consider myself as a perfectionist. In my opinion, perfectionist would be a person who is far from the definition of perfect but then always looking for one. For me, I'd always set myself to be at the position that strives for perfection.

Taking action to me has always been a challenge on its own due to my perfectionist nature. I do believe that some other great minds in other pages of this book also had struggled the same thing too. In the past, I might have spent too many times in doing certain things, trying to get them perfect. But I have learned that in order to even getting close to perfection, an imperfect step must be taken.

This first step soon will develop into other steps, inch by inch taking you to the exact thing that motivates you to even take the first step. I myself was a living witness to the significance of first step, no matter how imperfect it was. You just got to walk a foot next to the other.

After wrapping up around the fact that we have move forward from where we were, to get things done is another part of the story. My perfectionism kicks in hard here at this part and it is both fun and frightening.

The fun part was that I went through so much brainstorming process and grew with it. I set a pretty high bar for myself and my judgment on everything I work on. Not a single thing will be released for other's viewing if it doesn't pass the value control that based on my mind.

The not-so-fun part was how my time is wasted on just one task because

HERE'S HOW I DID IT!

I can't settle for anything less than nearing perfect. In my area, that means I will have to go over some products several times, bits by bits, just to shake the feeling that it is not enough. That causes me energy and gives enough stress. There's nothing effortless with being a perfectionist.

The time and energy I spent on a single thing also causes me my confidence. I can't be fearless and always tiptoe around my own thinking and my own action. Although simple for most people, this often scares me away from actually get things done. Indeed, it takes courage to show what we've got to people.

Everything I put into my work also causes me my leisure time. Even though I am not a workaholic and not planning to be any, it is simply unavoidable. This business and my forte can sometimes collide and time is not the biggest fan of this rendezvous.

I use to work for 15 to 18 hours a day. Now from the workaholic standpoint, I am definitely a strong candidate. But in my defense, I call that hardworking. I don't stop at the first sign of satisfaction, I choose to go over things several times because I realize that I'm in the business of making people assisted at all times and has a continuing maintenance afterwards. That doubles the amount of work I need, twice more than the work for a dead end product.

Because I don't believe easily, even if it is myself we are talking about, somehow people start to look at me as a reliable person. I mean, I do know that I am reliable, that's what I'm striving to be. Also, I'd always feel honored to have people invest their trust in me. But to receive such recognition that says: "Hey, I like you and what you do, so here's my time, resources, and energy, let's create something together", I'd call that something special. It takes courage to trust others, and if I have even the slightest chance to bear people who take risks to trust me, going back over a product a thousand times really seems like nothing.

Somewhere in between looking everything from the eyes of a perfectionist and being reliable at all times, the pressure is laid on. My life is a series of pressure. I'm pushing to the limit, every single time. I am hard at myself in a way that will make me humbled. Despite my lack of confidence, the pusher in me keeps going. It makes me understand that I will not achieve things easily, there's a process to it, a humbling one. After all, I am a firm believer of that old saying that says: "When you go easy on yourself, life will be hard on you. But, if you're hard on yourself, life will reward you with such an ease."

The Need for Rock Bottom.

My name is Sue and I'm happy to say that I own several Internet Marketing products, three of them are Wordpress based, and continue to innovate to this day.

How do I get to the point when introducing myself brings such a content in my soul? Hitting rock bottom. I have explained how hard I can be on myself and how perfect I want everything to be, but I wasn't always like that. Before being where I'm now in my career, I was a settler. I nested and I used to pat my back in the morning convincing that what I was doing was enough for me. Turned out, it simply wasn't good enough.

I wasn't complaining or anything. I was even well aware that during my settling period, I did have a job of the dream. I lived in Singapore for the past 10 years, and approaching the year of 2009, something ate me up inside. I was really bored and unhappy with what I did, however beneficial it was. Sure it paid well, it leveraged the employee, and it had a big name and prestigious position for me, especially as a woman from the neighbor country. But I woke up and got up to work with no joy, feeling bombarded by office politics.

It soaks up happiness from my fibers, I felt like a 9 to 5 zombie, stuck within an unhealthy culture. This zombie couldn't even have a proper family vacation. Even for the local public holiday, the working clock is never stopped. Don't make me start on festive holidays. Going back to my hometown Indonesia was like visiting for the weekend, always only about 3 to 4 days. Sometimes I had to skip Christmas or New Year, I could only choose one and be okay with that. Well, I was not. I was at the bottom, holding everything together with the effort that I didn't enjoy.

It took me two years to weigh out all the options I had at the bottom. I could go on living a not gratifying career but still preserve my position and my income, with seeing family as the last thing on my mind, or I could put an end to everything and start over from scratch. If only I was looking for security, I might not be here today and I'd still be ping ponged as corporate slave by the political games within corporation. So, as I was built to do, I took action.

Internet Marketing Realm.

2009 was a remark. I decided to explore my entrepreneurship side and

got involved in Internet Marketing world. It has been a long time dream for me to finally be able to set my own business and doesn't work someone else's dream.

Hunch met guts, and the idea of controlling my time and space of work gave me the power to walk out of the company for good. I realized I can't learn and build something out of nothing with the person I was in the company. No time left for me to even think clearly if I had stayed there.

First time will always be the hardest, and that was the case as well. I didn't get the support I wanted and needed at that time, because in reality, a good, secure job is always the right option but just not for me. No real money can come from online business, that's what they told me. The 'no' was somewhat more overwhelming than the 'go ahead, do your thing', but that was something I'm truly thankful for today. Without those negativities, I may not have the motivation to make it successful.

Challenge fed me and the thought of actually creating something useful pushed me forward. Plus, people needed to tell you that you can't do it, or it won't work out like that, to make you embrace the idea that this is what you're supposed to be doing. I had that and it wasn't pretty, but hey, at least that sets me apart with the tenacious character and relentless willingness. That's what believers do, defying the stream.

As the choice of Internet Marketing, it was always been a personal interest. There was like a magnet that drawn me to it. What a great platform it was for me at that time, to start the ideas that I had. Online businesses were huge back in those days and still are to date, and there was a vision of future for me. When I learned about Internet Marketing, I thought this is a great platform for all the ideas I have. I can see the future of working and having an online business.

The problem was, I was a green rookie, with eyes wide open and an entrepreneurial knowledge of a freshman. I didn't know what I was supposed to do to build something online and call it my own. All I know that this was my solution to my freedom that I had a hunch that I was supposed to do this, no matter what.

I started all from zero. Now that I had my hunch supported me, my guts catapulted me back from the start. I did what I needed to do. I purchased any course I could get my hands on about Internet Marketing. It was pretty much a self-taught process that began to spinning out of control and making me overwhelmed. I couldn't pick out and eliminate things that I

needed to learn and master. They came to me like they were one tornado after another.

Here's where we need more than just a hunch to survive. We need a clear vision. At that time, that was my safety net, my vision. No matter how reliable of a person I was, I needed someone else that would share my vision. I began to collect people and spend thousands of money on building software. I wasn't a programmer, that wasn't my area at all and I needed people to translate my idea into something tangible. Like the software itself, finding the right people was also a matter of trials and error with lots of money flying off of your account in the middle of the process.

I have had my share by being a victim of dishonest and irresponsible people and have learned my lesson. When bugs came out on the software, I have had people left me confused with no traces to be found. Thus, we need to find a commitment in the person we want to share a vision with. Above all, intelligence with no commitment is just a plain foolishness.

Negative people and quitters surrounded me the first year I tried to give birth to my product. The energy they brought at that time also drained me and left me with a profound loneliness. It was hard to keep on learning with the right determination and having people who didn't believe in you and walked out on you. I was asking myself: "What went wrong?" while trying not to entertain the idea of regret. I won't be regretful of life I had chosen.

As regret was off the table, I also never thought of giving up. That's just not how I would end it, not without a fight. I tried to find the silver linings in my loss. I thought to myself that I have learned things that would be profitable for me in the future. I might not see it yet, but I was alive and well, with new knowledge as my ammo. That alone would do it. That alone could get me back on my feet and shook off the lonely feeling.

Products to Help.

At last, the heart that endured shall see the fulfillment. I have come to know Wordpress, HTML, cpanel, and the online marketing design world as well as its structure, and now I have my own plugins. To get to this point required me a series of sacrifices, from money, time, and good night sleeps. I thank God that I may say that I persisted and refused to back down.

From a timid beginning by affiliating with ClickBank, learning about Free Traffic until actually owning traffic exchange sites called Rainbow-Traffic.com and Shinelight-Traffic.com with more unique take than the

HERE'S HOW I DID IT!

competitors, I had evolved to become a product creator. My first successful product was Smart Graphic Designer or smartdesignit. The product was made to help internet marketers using graphic software with easier approach.

From that point on, the hard work paid off. Exactly two years ago, InstaBuilder, the Wordpress plugins that I created was launched and I can't ask for anything better. I was able to also develop InstaMember and InstaTheme. They were then quickly followed by a PLR membership that helps the marketers to copyright their plugins called InstaProduct. Starting off with nothing, I can say now that I am a product of my action, my first step, and I make a living out of my passion.

The key word in all products that I was lucky to develop is "help". My goal all along was to create something that will help people becoming more innovative, a site where people can go and start something on their own, a site that is easy to use, easy to be learned, and intuitive. People can reap benefits out of my products with sensible price.

All of the Insta platforms are there to make all fellow internet marketers enjoy what they are doing and become successful at it. I am familiar with the struggle, and for people who are new, my products can give them ease price and product wise. It is never easy to have something successful on your own and in online space, and to know that I help them even in the simplest form, is enough.

I must say that being able to do what you love and knowing that people respond to what you do positively is both humbling and rewarding. When I know a customer feels helped by the existence of any of my products, I am able to say that all the failure and delayed success were worth it. People whom I knew along the journey, whether it's the people whom I worked with or the people I learned from, even the people who bought my products were all contributing and shaping who Sue is right now.

Never Looking Back.

Success for me is prosperity in all things and be in good health as it is stated so truthfully in John 3:2. Success is having your life under control with you as the controller, and not the circumstances around you. Success is achieving something that you have planned to do, from making a business idea a reality to simply spending time with your family whenever you plan to. That is what I called success.

I am a hero for my surrounding, and this kind of success motivates me and keeps me sane. I do think I am successful now that I have full control of my life and my time. This condition allows me to share with others all things I might not be able to do if I were to stay in the corporate doing things that I don't love. I am blessed, my family is blessed, and I think it can be classified as heroic since I can alter the lives I need to change.

A dreamer is wide-awake and focused, always looking for the next move. A dreamer is someone who's not afraid to learn all over again just for the sake of knowledge. If you too, are a dreamer and have been carrying something inside of you that you believe in, take that first step of faith. Take that measure and walk the path by keeping yourself inspired by others who have done it. Put your stamp in the things you want to do and don't let the negativity overpower you!

My websites:

<http://www.SuzannaTheresia.com>

<http://www.smartdesignit.com>

<http://instabuilder.com>

<http://instamember.com>

<http://instatheme.com>

<http://insta-product.com>



Suzanna Theresia

I am Suzanna Theresia and my friends call me Sue. I am originally from Indonesia but landed in Singapore where I have lived for the past 10 years.

I'm an Internet Marketer and Product Creator. I began my journey in Internet marketing in 2009, and have been doing it full time since 2011.

I started as an affiliate to some Clickbank products. From one eBook I learned about Free Traffic, and I got to know about Traffic Exchanges Industry. I then owned 2 traffic exchange sites; Rainbow-Traffic.com and Shinelight-Traffic.com. I bought a script and customized it – I make my 2 TE sites unique – we added unique features, unique designs etc.

Things were going well, and I had a little success with the traffic exchanges. But I've always felt that there is something else I could do better, so after 2 years I moved to product creation.

My first product is Smart Graphic Designer –<http://smartdesignit.com>, it's an easy-to use graphic software designed for internet marketers.

I now own 2 Wordpress plugins and 1 Wordpress theme; namely InstaBuilder, InstaMember. And InstaTheme. I also own a PLR membership where we deliver a brand new plugin complete with PLR rights each month; namely InstaProduct. I focus on product creation and list building. My passion is developing products and sites that are innovative, easy to use, easy to learn, and intuitive. I have found my passion and never looked back.

5

WHEN FATE THROWS YOU LEMONS - SEEK YOUR PERSONAL “WHY”

- BY KATHE LUCAS, VETERAN ONLINE AND OFFLINE
MARKETER, FOUNDING INFO SPECIALIST AT THE AGENCY,
LLC AND CONSUMATE WACKY GAL.

As a young student of Dale Carnegie’s leadership course, I’d always thought he’d originally coined the phrase “When You Get Lemons, Make Lemonade” in his book How to Stop Worrying and Start Living...

Yet it was a traveling salesman, Elbert Hubbard, who originally penned it in 1915 for a friend’s obituary.

“His was a sound mind in an unsound body... He picked up the lemons that Fate had sent him and started a lemonade-stand.”

I would recall those words often when eventually I found my own life and career compromised with an “unsound body.”

HERE'S HOW I DID IT!

How many times have you heard or had well-meaning family or friends suggest that you “get a real job,” even imply that without one, you’ll never get to where you want to go?

Surely they mean well...

After all, they love you and only want the best for you, yet probably have no idea what your personal “why” might be, the underlying desires of your heart. Do you stand by the lofty goals you set for yourself, even when they seem unattainable to others?

And how often do you find yourself thinking, “If I’d only known then...” or consider, with the knowledge and wisdom you now possess, how you might choose differently, given the opportunity?

Looking back on my own life and often heard the words “You can’t...” or “You should really get a real job...” when I would choose self-employment over other more conventional careers.

If this sounds familiar, then I would encourage you to set about finding your own personal “why” in life.

Begin viewing negative words or circumstances as your springboard to positive action. And remember always, income alone does not determine the level of your personal success.

When Fate sends you lemons, simply build your own lemonade stand!

As a child growing up in the, ahem, 50’s and 60’s, I was fortunate, in an odd way, to have a career mother at a time when most moms were stay-at-home “housewives” raising children. I honestly can’t remember a time when my mother didn’t work outside the home.

For her, bringing home the bacon and frying it up in the pan was her reality, long before it became fashionable!

I would realize later that my own independent nature, insight, intuition and work ethic I could attribute to my mother’s continual reminders that I should always depend only on myself to get to where I wanted to go.

It was the 70’s and a point in time when women were just beginning to find their independence and demand equality in the workplace. Females in

the corporate environment were hitting glass ceilings.

I felt fortunate to learn early on that entrepreneurship could and would prove to be the ultimate equalizer in a man's world!

Even today it makes my heart sing to encounter females that know what they want and have the guts to make it known they can be competent managers and executives in the boardroom as well as very successful entrepreneurs.

I would marry young, in my senior year of high school actually, and my parents gave me a choice. They would pay for college or pay for a wedding – but not both. And while I'd already had college plans in order, I chose the latter.

It wasn't a "shotgun wedding," but as young love goes, raging hormones and a desire to escape the draft for a war being fought a world away in Vietnam would be all the motivation we needed.

It wouldn't be long before he would be called to duty, complete boot camp, and eventually ship out for a year of duty in Nam like so many other young men at the time.

Before that year was up, I would lose my husband and the devastation of that loss would prompt me to remember my mother's reminders to learn to depend on myself. I was just shy of 20, on my own and I needed a new plan to execute - fast.

My parents divorced shortly after I left home, my mother returning to Oklahoma where I followed after my own loss. And it would not be long after, that I would also lose my father, when in a jealous rage, his then girlfriend would shoot and kill him. In all actuality, it was more complicated than that, but too much to go into here.

Since my parents were already divorced and I had just turned 21, I was appointed administrator of the estate and charged with liquidating his assets. It wasn't a large estate, but did include some real estate, life insurance, stocks, and bonds he'd acquired over the years, a lot of paperwork and a lot to learn.

Being in different states, it required retaining two attorneys and I would retain one that owned and piloted an airplane, hoping to make our travels easier (and faster).

HERE'S HOW I DID IT!

It would take two years and numerous flights as well as an emotional trial (she did go to prison) and I was learning a lot about life, the basics of flying, even taking the controls on numerous occasions, and all about laws and legal matters.

I would have to walk away from my “real job” at the time when told “You can’t keep your job if you have to take any more time off.”

There were those two words again. You can’t...” I took swift action, said my good-byes and was out the door in 15 minutes. I never looked back.

Borrowing a quote from Ralph Waldo Emerson...

“Life is a succession of lessons which must be lived to be understood.”

It would be hard to explain those years and the succession of circumstances and lessons that would change me in ways I didn’t fully understand at the time.

Reality was forcing me to grow up fast and Fate was indeed throwing a lot of lemons my way, so I began considering what color I might choose for that lemonade stand I would build!

“When one door closes, a window opens.”

The experiences, once the dust had settled, also afforded me the opportunity to return to school where I had already decided I wanted to replace Barbara Walters on the Today show. I’d always been the curious type and loved asking questions (being nosy), so by replacing her, I could actually get paid for it!

Like a curious two year old always wanting to know “why” I was appalled that my goal would seemed ridiculous to others. I was dead serious and being convinced I could do it, you can only imagine my disappointment when Jane Pauley stepped in before I could get there.

At that time I would also purchase my first home, a \$1,000 “no qualifying” assumption with a \$102 payment. Ah, those were the days! The broker, one of those slick, smooth talkers once learning I’d lost my opportunity at the Today show, offered me “a job” on the spot.

“Get your real estate license and come work for me this summer.”

That sounded easy enough... done!

In the meantime, I would cover my house and car payments by “picking” (that’s finding bargain sales and purchasing what others didn’t want). Then, every two weeks like clockwork, I would hold a big garage sale. I eventually built a clientele and loads of regular customers.

By summer, I had over a year of college under my belt and a real estate license in hand.

That smooth talking Broker would teach me sales and marketing techniques that would be some of the most valuable lessons I could ever learn. I mastered goal-setting methodologies, sales techniques, even how to properly knock on doors and make cold calls. Before I knew it, I was making sales.

My first full month generated \$1800 in commissions (\$8k in today’s dollars) and I was totally hooked!

I returned to my studies through the years, but I loved my new career and the financial freedom it afforded me, so that usually trumped any desire to complete my formal education!

Eventually I did obtain a Business degree, even going on to complete a Master’s program in Public Administration.

But it would be a culmination of all those experiences that allowed me to find my own personal “why.” The lucrative career was merely the bonus.

With some excellent training under my belt, I went on to achieve many “firsts” in my career. It would be an offer to be the first female to be given an office to staff, train and manage with one of the largest multi-site brokerages at the time... and the rest, as they say, is history!

I’d set more lofty goals and learn everything I could, being hyper focused. I lobbied and won many “first” female positions on committees with the National Association and local Realtor Boards and while I wasn’t the first female to open my own Brokerage, I’d achieved that just 4 short years, crossing that “six figure income” threshold before I was 27. That would be the equivalent of \$500,000 in today’s dollars.

Much like other entrepreneurs, I would “make it and lose it” a couple of times along the way, but the real beauty of education and experience is that

HERE'S HOW I DID IT!

it can never be taken away. If you “lose it,” you also possess the tools by which you can “find it” again!

Eventually I married again to start a family, but would eventually find it necessary to leave what became a physically abusive relationship. Out of fear, I would liquidate years of accumulated real estate holdings and assets, even closing the doors on the Brokerage I'd worked so hard work to build in a career I dearly loved.

As a colleague would recall later “You were at the top of your game...”

Yet, there I was in the dark of night with the largest U-Haul truck I could find and a two year old in tow, ready to travel 2000 miles west where I would then begin to rebuild.

Real estate was in the boom of a boom/bust cycle at the time and before long, I was building a new home in Southern California for which I had to win a lottery to even be allowed to purchase a lot.

I was just beginning to enjoy the fruits of my labors once again when I awoke one morning to what I later called “elephant feet.” The pain and swelling was like nothing I'd ever experienced and I couldn't pin it to anything I'd done, so had no answer to what could cause such a condition.

Able to tolerate only a comfy pair of fuzzy pink slippers on my feet, the swelling soon started in my hands. Eventually, it became too painful to hold a steering wheel, must less open lockboxes and soon I found myself at the mercy of my client's willingness to chauffeur and tolerate the inconvenience I brought them.

It would be over a year before any doctor could provide a logical diagnosis and possible treatment. By then, not only had my health deteriorated, my income was in decline and I'd become depressed not understanding my condition or what to do about it.

Then, as if to add a cherry on top, my health insurance decided that this had to be a previous condition and refused to cover any expenses, including most of what I'd already accumulated.

As I began to rack up credit card debt, I was fortunate to be able to unload my home for exactly what was owed against it, even after sinking over \$40k in landscaping and improvements.

I then returned to Oklahoma where I continued to be misdiagnosed and

over the next 4 years, I would go through some 7 surgeries, including two tumor removals, radiation, a bilateral mastectomy and botched reconstruction.

My mother had also found a large mass in one of her breasts, but had waited too long, and after a mastectomy, rounds of chemo and radiation, she died of breast cancer just months after.

My eventual diagnosis...? Lumped together, it was referred to as “auto immune disease” that presented itself as Rheumatoid Arthritis, Chronic Fatigue and an odd malady called Fibromyalgia... all bringing me to my knees at the time.

As you can now see, my Internet “career” would begin later in life, yet seemed to be the perfect option. I’d toted a Packard Bell 8088 back from California and my first experiences with the Internet came through an AOL “browser” where I’d searched for document information, assisting my mother prior to her passing in 1995.

Always considered a visionary trendsetter, I couldn’t fathom the idea of having to find a “real job” at the time... so I began to work on a way I could actually use this new media to earn income.

My son, then 8, had also been diagnosed with ADHD. I quickly saw myself in the symptoms and after reading numerous books on the subject, I knew it was possible I’d also lived with ADD/ADHD, even passing it to my son. But it was that discovery that would help me realize my personal “why” I’d always felt “different” and why my outlook and goals in life were always understood my most.

What I learned was that most people with ADD or ADHD are actually very intelligent - they simply didn’t view or behave in the world as most of society thought they should. I had a great sense of relief when I too was officially diagnosed as I now had a name for all that quirkiness.

If you know someone with ADHD or have it yourself, you probably understand what drives and motivates others sharing similar “odd” tendencies. It’s common now to find many young, very successful people online, proud to wear the ADD title.

While the name suggests a lack focus or direction, in truth, they’re a creative lot and tend to “hyper focus” once on a path or career that interests them, striving to learn every detail.

HERE'S HOW I DID IT!

They also have a tendency to think big and dream big, taking risks that others probably wouldn't, and sometimes unable to control being verbal or outspoken when it would serve them better to remain quiet. We simply can't help it!

They hate rules, bore easily, change their minds a lot, and yet you can trust them to work independently to get a job done. They color outside the lines, yet think with their heart and having a reputation for eccentricity, their odd and whimsical personalities usually appearing either confrontational or just totally wacky to the rest of the world.

Many characteristics of successful entrepreneurs, visionaries and independent thinkers are also common in ADD. It's critical to your success for you to be aware of them and continually apply them to your personal "why."

There are a lot of hard working people, but in my experience, happy with the status quo, most refuse to better themselves if it takes any effort, when learning even the most basic principles of success would serve them much better.

Often the very people that say they want to succeed will be the ones that have no idea how to set goals or build a dream for themselves, then sadly sacrifice any success on a daily basis. More than likely, they will often find themselves trapped in a job they don't like or just barely getting by.

If you're reading this, you're more than likely aware of the concept of The Law of Attraction. And it's not just "thinking" about a new red convertible and when it doesn't drive itself up to your doorstep within a determined amount of time, saying it simply doesn't work.

In reality, what is required is a full and complete change in mindset. It's not something that we're born with, but developed through a passion to learn what it takes to get to where you want to go, beginning right where you are.

If you answer questions like "What do you want out of life?" or "What do you want to accomplish next year?" with short, vague concepts such as "more money" or "to be happy..." then you are NOT there yet.□

The internet is filled great resources to help you develop a success mindset, much more than I could give here.

But a few examples might serve as brain lubrication, allowing you think beyond any fixed mindset you may have.

You'll recognize yourself as having a fixed mindset if you basically believe one's abilities, talents, or intelligence level is already predetermined without much room for improvement.

People with fixed mindsets will usually find themselves years later, close to where they are today and tend to shirk responsibility for the outcome of their actions or inactions, preferring instead to place blame on something or someone else.

Of course mindsets can and do change with circumstances, but, in the words of Tony Gaskins:

"If You Don't Build Your Dreams, Then Someone Will Hire You to Build Theirs."

How or Where to Start?

First and foremost, you **MUST** develop your mindset to the point that you can successfully maneuver the valleys as you attempt to climb high mountains, reaching for the stars!

(1) Determine what you want and be clear about it! While it can be anything, allow yourself to think about what is really important to **YOU** in your life, career, family or any combination thereof.

(2) Renew your mind! Be sure to do a check-up from the neck up, as the late Zig Ziglar would say... And avoid any stinkin' thinkin' that ultimately leads to hardening of the attitude. Successful entrepreneurs know that growth and transformation is never ending.

(3) Focus! As a diagnosed ADD/ADHD myself, I find that this is probably the greatest challenge for many talented people... Yet very important to keep in mind and continually strive for.

(4) Take responsibility! Successful people rarely blame others versus those that find others to blame - rarely will they take responsibility. By taking responsibility for yourself you'll find that most trials in your life can become blessings in disguise. Simply own up to the part you played.

(5) Know yourself! Develop a greater understanding of what makes

HERE'S HOW I DID IT!

you tick. Work on the things you dislike and begin believing in yourself more, knowing that you are valuable regardless of the path you choose. If you don't value and respect yourself, no one else will either.

(6) Choose wisely! There is an old saying that your income will only rise to the average of your 5 closest friends. If you hang with “can't do” people, that negativity will affect you too. Challenge yourself to associate with more successful people from whom you can learn much. They will keep you from making any dumb mistakes that could set you back years.

(7) Listen to those smarter or with more experience! You can have a voice, but ultimately experience trumps non-experience any day of the week, yet some people shun the advice of experience, fearing it makes them look small or less important. Don't be a know-it-all. Swallow your pride and listen to what others more experienced have to say.

Ultimately, your “can do” mindset will determine the degree of success you can expect. Take appropriate action that allows you to dare to be the greatest and soon you'll discover “when the student is ready, the teacher will appear.”

As stated earlier, the wonderful thing about education and experience is that you can't “lose it.” And whether you think you can or can't, most likely be right every time! Seek your personal “why” and see what positive changes come to you too.

Find Your Personal “Why” and Dare Yourself To Dream!



Kathe Lucas

Kathe Lucas has been online for profit since 1997 and is founder at The Agency, LLC, an Information Specialists and is known in Internet Marketing circles as “The Wacky Gal” having founded the “The Wacky Gang” network of sites providing “how to” help, private label and reseller materials to thousands since 2007.

Kathe began a successful real estate career in 1976, quickly rising to the upper echelons, obtaining her Broker’s license and managing a satellite office for one of the top brokerage firms at the time, sitting on numerous local and state committees. She would also develop and teach a state pre-licensing course for new real estate professionals and eventually launched her own brokerage, Lucas Properties, Inc. while earning various industry educational designations including CRB, GRI, MAI and holding memberships in the NAR, RESSI, CCIM and PACs. Having numerous production awards under her belt in both Oklahoma and California, for health reasons, Kathe would eventually retire that career in 2000.

Kathe’s need to know would compel her through the years. She holds a Bachelor of Science degree from Northeastern State University and would go on to complete a master’s in Public Administration program at the University of Oklahoma, while becoming an Information Broker and Private Investigator. She would explore various other online ventures, buying and selling domains and directory building prior to entering the Internet Marketing niche in 2006, where she is still active in the marketplace.

HERE'S HOW I DID IT!

Those that know Kathe would still see her as an over achiever in many ways, while her 30 year old son would refer to her as a workaholic.

“It is my goal to reach one more milestone (maybe two) before I slow down to enjoy full retirement, more than likely playing canasta in a beautiful senior living facility somewhere” and surrounded by those sharing her love of laughter, cards and various board games.

Visit us at any “Wacky” or other website including, but not limited to <http://WackyCentral.com>, <http://WackyWeekendSale.com>, <http://WackyWednesdaySale.com>, as well as <http://LEEPCO.com>, <http://WebBusinessBasics.com>, <http://LaunchAlerts.com> <http://DiscountDomainsDirect.com>

You can contact Kathe at either <http://WackySupport.com>, <http://DotComSupport.com> Facebook at <https://facebook.com/kathelucas> other social media sites or Skype: KatheLucas

6

LIVING THE PETER PRINCIPLES

- BY DAVID J DUNWORTH, VETERAN ONLINE AND OFFLINE
MARKETER, FOUNDING INFO SPECIALIST AT THE AGENCY,
LLC AND CONSUMATE WACKY GAL.

Peter was my grandfather, whom I consider the man that raised me. He guided my development with, his rules of life; the Peter Principles. It was a belief system of guidelines he used to speak of as learning lessons for me (and anyone else that would listen). I grew up spending a lot of time in his presence. Most summers I lived with he and my grandmother, Sarah. I would travel by city bus to perform a variety of chores, most of which were redundant to his own routine weekend list of duties at home.

I spent the time under his care to create a separation from my real father and me. We just did not seem to hold any level of value in each other. He didn't like me, nor I him. The pressure of his work as a Chicago Policeman wasn't healthy for anyone, it seemed especially so for me. My father had a violent temper that all too often seemed to find its way to me. It was best I be cared for by someone else, at least part of the time. It was a means of

survival for me.

Peter was the one that taught me the meaning of faith, patience and persistence. I credit Peter with guiding me, and training and developing my keen eye for value, and acceptance for hard work and responsibility. Through his tutelage, I garnered an unrelenting desire to excel, and most of all, learning that nothing comes easy. Success comes oftentimes through repeated failure. He taught me to never, ever give up.

My Path to Learning

Grandpa, what I called him until I was 14, was a brilliant man, a wondrous mathematician and excellent teacher. As one who endured the Great Depression and had to help support his parents by leaving school after the 3rd grade, you would never have guessed he was not university educated. As a young man, Peter was contracted by the government to serve as the project superintendent for the construction of the Dodge plant in Chicago.

Designed by Albert Kahn, the most famous industrial architect of his day, the Dodge Plant Chicago was built to supply B-29 Superfortress engines; aircraft engines for the Bombers used against Japan. If you have ever heard of the Enola Gay, the B-29 Superfortress that delivered the Atomic Bombs to Hiroshima and Nagasaki, the engines of that plane came out of that plant.

Peter procured every brick, bolt, board and block that went into the construction of the plant. Because of its remarkable size and construction design, the materials and labor investments were immense in scope. The cooperation between government, suppliers and labor became a model for future manufacturing and organization, and Peter played a huge part in all of it.

The secret honeycomb tunnels and extensive and unique design was unprecedented at the time, and cost a fortune to construct. The amount of wooden block floors and concrete alone was a staggering amount. Because of wartime materials shortages, it was a marvel to witness the efficient use of materials to produce a defense plant that spanned 30 square city blocks, on 82 acres. My grandfather was tasked to get it built at maximum efficacy speed of construction. He made good use of his keen understanding of waste-not, want-not mentality, knowledge of human behavior and knack of getting the most out of everything and everyone.

At the end of the war, The Dodge Plant Chicago was converted to building automobiles by the Tucker Car Corporation, Ford Motor and others. It would later be remodeled into the Ford City Shopping Mall and home of the Tootsie Roll Factory. It's an active part of the local economy to this day.

All this on a 3rd grade education. He was asked to move to Washington but declined due to family concerns. We'll never know what successes were possible for him. To me, he was a tremendous part of my life I would never have traded for anything in the world. He taught me so much about the world, and myself.

Read What You Write

For a man with such a limited school-education, my grandfather had a marvelous vocabulary. Although he was not a writer, when he did write something like a list, note or letter to a relative or anything, he would always set it down, then come back to it. He said he needed time to let his thoughts on paper percolate. One and done style of writing never produced enough quality. He insisted on reading everything he wrote, sometimes making several revisions over several days. He didn't rush to finish whatever he worked on.

As a published author, copywriter and now magazine publisher, I took his wisdom to heart. Regardless of what you believe to be true, a first draft is just that; a draft. Taking the time to edit, revise, review and simply read can make the difference between getting a point across and gaining widespread understanding through words on paper.

Reading what you write is a lot like the next principle, only on an introspective approach.

Inspect What you Expect

Every trip to my grandparents was my choice; I was never forced to go. If I didn't want to, I simply had to say so, but I never hesitated leaving home to spend weeks at a time with Peter and Sarah. Spending so many summers with my grandparents never seemed to be a chore for me; he was a funny man. A strict taskmaster, he never let up on his expectations of me, but he was never abrupt short-tempered. He never once was loud or violent, which is something I could never say about my real father. Peter explained why we would perform a chore the way he wanted me to complete it, which helped me learn, not simply do because I was told to.

There was real value in learning from him. We'd plant flowers in the Spring, tend to the lawn, hedges and beds all summer long, and convert the flowers to bulb planting in Autumn. It was never, "do as I say, not as I do" with Peter. He explained why it was necessary to space the bulbs, plant at the right depth, not overwater, and all of the other "principles" necessary for superlative results. It became an annual routine that I looked forward to. Learning from someone that actually took the time to explain things made the difference for me. It was that way with every project, from washing the windows to painting the house, planting flower beds to sweeping up the sidewalk. He laid out the expectations, provided the why's and where fore's, allowed me to do the job, then inspect how well (or not) I succeeded.

Once in the working world, I employed the same techniques to those I supervised. At the height of my career, more than 350 full-time and 550 part-time employees worked toward taking care of customers under my leadership. They learned from me by working directly with them at each step of the way. We became the most successful organization of its kind in a company known for excellence in 250 properties worldwide. I was the COO of the largest entity, and the highest paid leader of all of my contemporaries. Inspecting what I expected was one of my greatest of lessons learned.

How I Learned Discipline

In the days in which I grew up, pride of ownership of a home, no matter the size or status was an important value. Every neighbor on the block where Peter lived took time to sweep the sidewalk and street curb every few days, but especially on Saturday morning. They mixed a little light conversation with the sweeping up just to be neighborly, and upon conclusion their hard work showed. But sweeping the street curb can be distracting, especially when I was on a ladder painting the peak of the porch, which was about 20-25 feet above street level. Peter was out chatting with the next-door neighbor when he was supposed to be holding the rickety old ladder on which I was stretching to get the absolute peak.

As I stretched, the ladder gave way; I fell into the hedgerow, paint flying everywhere. As he heard my shrieks of help, Peter didn't even move toward me. He simply shouted, "hey, you'll break the bushes. Get out of there." Not a "are you alright?" Not a "what happened?" Just "get back on that ladder and finish what you are doing, we'll be late for lunch."

So I stood up, repositioned the ladder, poured some new paint into my

bucket and finished the job. Hours later, grandpa told me how frightened he was when he realized I had fallen, but didn't want to spook me. We had a good laugh about that, but I learned that if something goes sideways, get back on track and keep going. Stick to the task, don't become distracted. If you get knocked down, get back up. If it doesn't kill you, it will make you stronger. You won't win the day if you don't finish the task at hand.

Lesson Learned

I became a boxer in the military. We weren't an organized group, not "golden gloves" type of organization, just a bunch of guys devoted to training and testing ourselves. The sport of boxing is a misunderstood one. In reality your time is spent training repeatedly, for a few minutes in the ring every now and again. When it was my time to compete in the ring, I never quit, even if getting knocked down. With a record of 23-3, with 20 knockouts, and all 3 split decisions, I proved to myself what discipline and hard work, along with determination could accomplish. I was knocked down a lot, but never knocked out. I kept getting up. Even when I didn't win, I never lost completely. At least one of the judges recognized a winner in every bout. It was Peter that taught me that. Life knocks everyone down, but it is up to the individual to decide if they get back up to face whatever it is that is beating them. Never, ever quit.

The Value of Humility

Peter had another principle I like to speak of, in which he touted, "If you walk around with your nose in the air, you'll miss all the money on the ground." As a child I always thought he was referring to his uncanny ability to find money as we walked to early mass on Sunday mornings. On the short walk to church, Peter would almost always profit from someone's misfortune. The loss of a quarter, sometimes dollars, even sometimes more made a habit of appearing right before him as we walked. It was amazing he was so lucky. I learned to walk around aware of what was at my feet, which was my early understanding of Peter's principle.

Later in life it dawned on me that everything he said had multiple meanings. Peter may have been referring to be on the lookout for money, but he really meant to impart on me that humility was rewarding, and not limiting to an individual. Being humble meant not putting on airs, arrogance or disdain for others. Humility brought about positive actions and rewarding consequences from one's actions. Keep your head down and focus on matters of importance and you will be rewarded.

Money is Money

I mentioned early on that Peter was a great mathematician. Here's how he taught me the value of money. Because he didn't drive, we either walked or took the bus to wherever we needed to travel. The local grocery store was only a few blocks away, and so with the help of a carryall cart, we would perform the week's shopping on Saturday morning, pull the cart home and haul the bags up the stairs. The Hi-Lo grocery store in the 1950's was the local shop that resembled the types of general stores you see in old, black and white movies. The grocer stood behind a counter, and once it was your turn, he would inquire as to your needs. Behind him was an assortment of everything from canned vegetables to boxes of cereal. He would gather your items and bag them as he went. He fetched the items while you waited. There were a few items stacked on the floor here and there, but the grocer did most of the gathering. This was how things were back before the "supermarket" came into existence.

As there was no cash register, he would write the prices of the items on the brown paper bag, total it up and take cash for the goods. It was one of my weekly chores; haul the groceries.

One Saturday morning we got home with many bags of groceries, taking multiple trips up the flight of stairs. Peter would take each item out of the bag, look at the writing on the bag, and ensure he didn't get overcharged or shorted. One look at the long list of numbers and he became agitated. "David, go back to the Hi-Lo and you tell Sam he overcharged me 3 cents. Go on, go get my money for me." I was not only amazed he could calculate the thirty or forty numbers in his head, I was also amazed at how quickly. His math skills were astounding to me. I pledged to mirror his abilities, and became able to do the same in just a few short years. Needless to say, I retrieved Peter's 3 cents and an apology from the grocer. After all, money is money, and honesty is a valuable expectation. He used to say "Money is money, even if won by betting on a horse."

Understanding People

Peter was often considered a sexist because of the way he expressed himself and his viewpoints. He had a way of getting a rise out of people. His saying of "There ain't a blond in the house" was just one example of a sexist remark that had more than one meaning. While I am confident you understand the obvious explanation, what he meant was that people are not always what they seem. His innate ability to boil down philosophy into a line to make you laugh made me cling to his every word. I also understood

what he really was implying. Just because outward appearances made people seem to be who they are, taking the time to really understand them would reveal their true nature. It was his way of saying, “don’t judge a book by its cover. Don’t jump to judgment.”

Don’t Complain – People Don’t Want to Hear It

This is one of Peter’s principles that took me a while to understand. “If it’s not an ass, it’s an elbow.” This one confused me. When the light bulb finally went on, it boiled down to this: people like to complain. They either don’t feel well, have a headache, are hungry or tired; something is never quite right. Therefore, it’s one thing or another that is bothering someone. Everyone has their own challenges and difficulties and is simply not interested in what complainers have to say.

What I learned from his rather uncouth but funny saying is that I need to learn to keep my complaints to myself; they bring about ill feelings from those close to you.

Choices Make or Break Us

“Life is based on the choices we make.” This is nothing new in the way of philosophy, principles or belief systems. The statement is as old as time, but I credit Peter with drumming it into my overall beliefs. I’ve made more mistaken choices than I care to admit, but every choice I have made has affected me one way or the other. The choices we make as individuals have a cause and effect relationship, and may not appear for days, weeks, or even years later. Long after we choose to do something will bring about a cause and effect set of circumstances. The choices we make on a daily basis will ultimately create a reaction, either positive or negative.

It’s the law of unintended consequences. While we may believe cheating someone, stealing, lying or treating others poorly is inconsequential, we would be wrong in thinking so. The universe has a way of using the boomerang effect on every thought, action or inaction. What you send out into the universe will come back to you tenfold. Call it karma, fate or destiny, what goes around comes around. Make good choices; think prior to action. Understand the consequences of your actions.

Find a Mentor

I believe I was most fortunate to have Peter’s Principles by which to live my life. I could have done a lot better following them than I did, but

HERE'S HOW I DID IT!

nonetheless I tried very hard to live up to his teachings. I consider him to be my primary mentor. There have been two others I credit as mentors to me, but Peter was my primary guide. Although he passed away in 1976 while I was in South Korea, I continue to think about him, write about him and model my life to his.

If you have or had a mentor, good for you. If you have yet to identify one, seek and you shall find. The student is ready when the teacher appears. Find a mentor, make good choices and understand how people react to you and you, them. Value everyone in your life, and your blessings. You'll be better off for it.



David J Dunworth

David is a Local Performance Marketing Strategist and Consultant. As CEO of Marketing Partners LLC, a Nevada Limited Liability Company, he specializes in local lead generation strategies for small and medium sized businesses.

With numerous subsidiaries, he remains quite busy despite being “retired.” His areas of expertise are well sprinkled with awards, recognition and international acclaim.

As a serial entrepreneur, he has built and currently manages multiple enterprises, is a published author of hundreds of business articles and five books. The publisher of LocalMarketing.Today digital magazine, David is bringing the latest marketing information to local small businesses each month, and will soon be producing a weekly newsletter, MyLocal.Marketing for his subscribers.

Mr. Dunworth is also a ghostwriter for business and celebrities alike. A professional business coach and presenter, he has enriched the lives of thousands, offering insights and recommendations to businesses large and small alike. With a global client base, he plays a key role in helping businesses “tell their story” in compelling, engaging content formats, and producing leads for his clients with ease.

From mobile website development, digital media to multi-media distribution, local lead generation, publishing and content creation, he, his

HERE'S HOW I DID IT!

staff and companies support inbound marketing agencies, their clients and individual enterprises in the UK, Europe, Japan, Africa, India, Australia, Canada and the United States. A believer in focused discipline, tenacious research, performance driven content creation and unwavering customer loyalty.

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7

THE 4 LESSONS I LEARNED WHILE BUILDING MY BUSINESS EMPIRE

- BY BRET RIDGWAY, CO-FOUNDER, SPEAKER FULFILLMENT
SERVICES, INC.

You know, it's funny how you can look back at a series of events and see the cause and effect that led you down a certain path in your life. That path, except in rare cases, was never planned out fully in advance. Yet, you still are where you are in your business and/or personal life at this moment in time.

Take a moment to sit back and reflect on your path and you'll probably be amazed and the many twists and turns and plot changes that led you to your present situation. There will have been the proverbial business bumps, bruises and bloodied knees along the way. And there are the joys and satisfaction that come from successfully negotiating that deal, completing that new product or landing that big new client.

The beginnings of my own unique path can be traced back to the early 1980's. I had just graduated from the University of West Georgia with a

HERE'S HOW I DID IT!

Bachelor's Degree in Business Administration. I had interviewed for a few jobs – from things as diverse as an industrial engineer doing time and motion studies for a large textile manufacturer to a management trainee position for a large southern cafeteria chain.

It was when I was offered a position with the cafeteria chain that I began to question if I was really ready to settle down and work full time or if I should continue on with my schooling. As I reflected on the long hours for relatively low pay that were involved with the foodservice industry I decided right then and there that I would continue on with my schooling. So I opted to return to my hometown of Terre Haute, Indiana and enrolled in the MBA program at Indiana State University.

As I neared the end of the year and a half period it would take me to finish my MBA degree I heard through the grapevine that a professor was looking for a volunteer student to do some market research on how computerization might impact the funeral home industry. I decided it would be a worthwhile experience so I volunteered and was chosen for the project.

Little did I know that the research wasn't actually for the professor. Instead, it was for a local businessman who wanted to remain anonymous and the professor was working on his behalf. Impressed with my efforts, that businessman contacted me out of the blue in late 1981 as I neared graduation and offered me a position with his small, fledgling industrial training company.

When I say small, I mean really small. It was just he and I. But I knew I didn't want to work for a large Fortune 500 company so I opted for the challenge of working for what amounted to a start-up operation. The pay wasn't great and the working conditions were unusual to say the least. For the first six months I worked out of the basement of the businessman's house and actually had to wake him up each morning because he maintained a sleeping space in the office in which I was working.

For that first real job out of college I really had to step outside of my comfort zone. I'm a naturally introverted person, so when I accepted that first job with my responsibility being to call military bases, manufacturing plants and utilities to sell via phone our industrial training courses I was truly stepping way outside of my comfort zone. A telemarketing job selling a product that cost several thousand dollars was a challenge. But I knew you can't be afraid of challenges and despite my lack of any formal sales training I managed to sell our high-ticket courses and helped to build that

organization into a multi-million dollar business.

Over the course of the next fifteen years, as the training company grew, my responsibilities changed significantly. I went from being the sales person to managing a crew of sales people (And yes, we finally moved out of the basement of that businessman's house) to handling marketing, accounting and many of the other hats that one must wear when working in a small business.

I recognized what activities I most enjoyed and was good at and which ones I didn't care for and, as a result, didn't perform quite as well. It was during this period that I fell in love with marketing and began to embrace building my knowledge in that area. I knew that my learning didn't stop when I had completed my MBA degree and that you have to continually learn new things if you want to move forward in your life.

So when an opportunity arose to attend a marketing conference with my mentor back in 1993 I was excited. The event was called the Hurricane Andrew Seminar and it was put on by the late copywriter Gary Halbert as a fundraiser for the victims of Hurricane Andrew in Florida. It was my first exposure to the world of direct mail and other marketing methods besides telemarketing. Remember, this was before the world of Internet marketing had even become a thought in anyone's mind.

It was at that event that I first met and learned from great marketers like Gary Halbert, Ted Nicholas, John Carlton, Bill Myers, Dan Kennedy, Carl Galletti and others. Not only were the marketing tactics and strategies taught immensely valuable, but it was also my first in depth look inside the world of conferences featuring multiple speakers. It was also the next domino in a chain that would change my business path forever.

You truly never know what path an encounter will lead you down, but as I mentioned, one of the folks I met at the Hurricane Andrew Seminar was Carl Galletti. That chance meeting with Carl back in 1993 led to a joint venture with Carl a few years later where I took over his hard to find marketing books catalog that you can still find online today almost twenty years later at MarketingClassics.com.

During this same time frame the industrial training company that I was still working for decided it wanted to get involved in multimedia training in addition to its instructor-led workshops. So I identified a product that we could develop as our initial offering –a Rolling Bearings Troubleshooter's Guide on CD-ROM. We decided to market this product online and I put

up the first portal website called MaintenanceResources.com, way back in 1995, for the plant engineering and maintenance market.

I recognized having just this one product alone wouldn't allow us to thrive. We'd have no products to upsell and cross sell to existing customers and when you're constantly trying to always find a new customer it creates a real burden for any business. So I made deals with publishers and other companies who had products aimed at this same group. It was my first foray into what is commonly known these days as a joint venture. So we began selling online hundreds of books and videos to the plant engineering and maintenance market and, as a result, became involved with product fulfillment on a wider scale.

Then 1999 rolled around, and Carl Galletti decided to put on his first Internet Marketing Super Conference in Las Vegas. He called me up because of the relationship we had established with his marketing book catalog and asked me if I would handle the back of the room sales for him at his event. At that point I didn't even know what back of the room sales meant, but I hadn't ever been to Las Vegas before so it sounded good to me.

So I headed out to Vegas to manage the back of the room sales for Carl and that next branch in my path began to develop. I began to establish relationships with the leading online marketers – people like Alex Mandossian, Perry Marshall, Kirt Christensen, Frank Kern, Mike Filsaime, Jim Edwards, Armand Morin and others. And, as you can imagine, many of the leading speakers in the industry are also promoters in their own right. So one thing led to another and I was asked to handle the back sales table for events like the World Internet Summit, Big Seminar and others.

Some of the speakers at these events got wind of the product fulfillment we were handling for our own websites aside from our back of the room services. Finally, in 2002, Jim Edwards cornered me at another edition of Carl Galletti's Internet Marketing Super Conference and asked me if I would be willing to take over some product fulfillment for him. He explained what a pain it was for him and it was a task he would love to outsource to someone he could know and trust.

I'd been thinking about product fulfillment as a service we could provide to others for a while because it was a natural outgrowth of all the relationships I had established in the industry. So I partnered up with Bryan Hane, who is actually the son of my old business mentor and the first person I went to work for, and we formally set up Speaker Fulfillment

Services. I recognized that Bryan's strengths were in those areas that weren't my strengths. His focus on operations and finances allowed me to become the face of the organization and focus my efforts on sales and marketing.

We are continuing to provide our back of the room services for promoters and speakers. But now we are also providing product duplication and fulfillment services for CDs, DVDs, books, home study courses and more. Because of the deep relationships we had established with the Internet and information marketing worlds we were blessed early on to begin to work with most of the leaders in the industry. That positive word of mouth from the industry movers and shakers led to rapid growth and, to this day, word of mouth continues to be the major driver of new clients to Speaker Fulfillment Services.

As I reflect back on all that's transpired over the last 20+ years I realize that, by and large, it has been driven by relationships. If I hadn't gotten involved in live events that enabled me to form personal relationships with the leading speakers in the industry then Speaker Fulfillment Services would never have been born. Who you know is certainly important, but who knows you is even more important. Those deeper business relationships can only begin by meeting and getting to know someone face to face.

That 'know, like and trust' factor that is so frequently spoken about in the business world also comes very much into play. Your reputation for being a person or a company that can deliver the goods, whether it's a product or service, is established early on and will follow you throughout your career. Your reputation is what will have people knocking on your door to want to work with you rather than you having to continually search for that next new customer.

And that reputation will bring joint venture opportunities your way that wouldn't come to pass any other way. Relationships established and reputation earned by being involved with live events has led to opportunities to work in partnership with people like Armand Morin in the AM2.com Internet coaching program and Rick Frishman in Author101Online.com.

Do all the partnerships work out? Of course not. That's business. I've been involved in joint projects that didn't succeed for one reason or another. That's where the "next" mindset comes into play that one has to have in business. Just dust yourself on and keep moving forward.

HERE'S HOW I DID IT!

While reputation is of paramount importance I also recognize you need to continually grow in your capabilities if you want to remain at the top of your field. While I believe that a person should primarily try to strengthen their strengths rather than strengthen their weaknesses there is a time you also need to step outside your comfort zone and expand your world.

I spoke earlier of my first job being as a sales person selling high-ticket industrial training courses by phone. That was definitely outside my normal introvert comfort zone. Then I later became involved with the back of the room sales table at events, which forced me to become more outgoing but still allowed me to be kind of a behind-the-scenes kind of guy.

But I recognized that if I wanted to take the next step, I had to step out of my comfort zone again and become a speaker in the front of the room. Nothing establishes you as an expert more in my opinion than being an author and being the person up on the stage sharing your knowledge with others. So I penned my first book – View from the Back: 101 Tips for Event Promoters Who Want to Dramatically Increase Their Back of the Room Sales. And I developed a presentation based on that book that allowed me to share what I had learned with others.

Subsequent books and presentations have followed and that fear of being in front of a crowd has evaporated and been replaced by a quiet confidence that I do have valuable experiences to share that can benefit others. That comfort zone has expanded. The next question is what is that next challenge to overcome?

I think the most important lessons I've learned over my business career are:

1. You have to be willing to step outside of your comfort zone.
2. Relationships are your most important business asset.
3. If you're going to partner with someone be sure it is someone who's good at what you suck at.
4. Keep moving forward. Not everything will work. Next!



Bret Ridgway

Bret Ridgway is co-founder of Speaker Fulfillment Services and other organizations dedicated to helping Internet and information marketers take their businesses to the next level. Speaker Fulfillment Services provides back of the room sales services for live multiple speaker events and product duplication and fulfillment services for speakers, authors and information marketers.

He is frequent speaker at live events and on webinars, teleseminars and radio shows on the subjects related to information marketing. He is author of multiple books including:

- View from the Back: 101 Tips for Event Promoters Who Want to Dramatically Increase Back of the Room Sales
- 50 Biggest Mistakes I See Information Marketers Make
- The Book on Fulfillment
- 50 Biggest Website Mistakes Online Business Owners Make
- ABCs of Speaking
- Mistakes Authors Make

He has partnered with industry leaders such as Armand Morin in the AM2 Internet coaching program and Rick Frishman with Author101Online.com.

HERE'S HOW I DID IT!

For more information on some of the products and services he is involved with visit:

SpeakerFulfillmentServices.com

MarketingClassics.com

RedOakCart.com

DiscDelivered.com

AM2.com

Author101Online.com

InfoMarketersNewsletter.com

8

3 STEPS TO HOW I ACHIEVED QUANTUM LEAP SUCCESS AND YOU CAN TOO!

- BY TRACY REPCHUK, CEO OF INNERSURF INTERNATIONAL.

You ever see someone and wonder how they got to where they are today?

Or have you said to yourself, “Of course they can do it, they had this, that and the other thing.”

The issue with success is you often find yourself comparing your beginning, with someone else’s middle or end. This is a quick way to invalidate where you are, what you have done to get yourself to that moment, and make you feel less than accomplished.

I spend a lot of time with my clients going through a 3-step approach to success that helps them understand the journey and celebrate their victories - because without this it’s a long, hard road. And this is how I did it, and you can too.

HERE'S HOW I DID IT!

There are many strategies and steps you will need to take, but here is the foundation I build from.

Step 1- Create the Vision

Step 2 - Connect to Your Ideal Prospects

Step 3 - Convert to Customers

And no matter what obstacles, barriers, and life throw at you - if you continue to repeat these you will move forward guaranteed.

First, where did my entrepreneurial journey begin? The answer is since the age of 18, hard work, risk and a competitive spirit are an every day event. Graduating in 1985 with an IT (I graduated as a computer programmer) degree, and starting a software company immediately on graduation seemed my natural path after a teacher pulled me aside and asked what I was going to do after graduation. I said "I guess I'm going to get a job in Toronto as a computer programmer." He looked at me and said, "No you're not. You are a born leader, you will never survive in a job, you are an entrepreneur."

Those words shook me, and for the first time as graduation approached, I felt excited. It showed me the power of encouragement, and telling others when you see something in them that they don't. One seed can change someone's life. That option wasn't even on my radar, my parents worked in a factory and on retail. You got a job that is where the security was right?

As a result of going for it and starting a business, by time I was 20 I bought a BMW, 22 I had a Mercedes, homes, vacation properties, and rental properties. I was a millionaire by time I was 24 years old. However, as you know, success has its ups and downs.

Long story short, business partner/fiancé cancels our wedding 2 weeks before and says he is marrying someone else. In a desperate attempt to stabilize I got married on the rebound and it lasted months. So then my ex fiancé/business partner decided he wanted to claim 50% of my business. and my soon to be ex-husband, wanted the other half. 2 guys wiped me out at the same time.

1. Create the Vision

Here is my message to you though - I had my vision clearly in place, and nobody can take that from you. It makes you unshakable. So I rebuilt, from \$185,000 in debt from the company, we were \$80,000 in debt to buy my ex-

business partner out, and debt from walking away from most of my assets so that I could expedite a divorce and be free.

So no matter where you are in your life right now, in the hill or the valley, your vision will carry you through anything. Within 2 years I had gotten back to a million dollars in earning, multi-million valuation in the company, and I was developing software for Fortune 500 companies, government agencies, banks, lottery corporation, non-profits, Wal-Mart, JC Penney, Home Depot, and the list goes on. I was back on top.

But my biggest shift and decision didn't come at the hand of any of those things, it occurred when I got pregnant. I was 29 years old, had eight programmers in a large office, secretary, sales staff and when I realized I was having a child, I knew that I wanted to still be financially successful and work because I love being productive, but I also knew everything was about to change.

I decided to move home and raise our child while working from there, That was in 1994, the internet had just taken hold and we were one of the first 100,000 websites on the internet, so I have been online since it's inception.

I developed websites, SEO, marketing materials and media presentations while our first-born slept. Then the unthinkable happened, two months later I was pregnant again. This was a game changer.

This is when we did something completely unconventional and my husband joined me at home so we could both raise our kids, instill their values, morals, responsibility and ethics and put family first. while our staff went virtual. It was Michael Gerber's eMyth at work, where he introduced the new future of running a virtual office. Back then, it was barely heard of, and we were creating a new ideal scene for our family vision.

What a massive transition it was - managing programmers from a distance with 2 toddlers at our feet and we worked when they slept. We were really grateful for the move when only 2 months later I was again pregnant with our 3rd and final child. All three of my kids - Kennedy, Celeste and Caleb were born in June, exactly a year apart (and that's a formula I won't be repeating :) So it was happiness, harmony and chaos all rolled into one as we created systems, strategies and schedules to handle all of it.

It was another ah-ha moment though that resulted in the biggest change

HERE'S HOW I DID IT!

for me, my business and family. We realized we were operating under the 'illusion' of entrepreneurial freedom as the kids got older and noticed daddy was on the phone at the beach. I went in search of the next model that would allow us not to just be with them, but include them in the journey and truly wrap our time and life around them. The research began, but it didn't take long for me to discover Internet Marketing.

The new direction for our family included us moving to California from Toronto Canada. Me and the 3 kids flew to LAX, rented a car, I got them enrolled in school, lived for 2 months in an apartment with no furniture and slept on the floor while my husband closed the sale of the house, sold all of our belongings, and joined us on Thanksgiving day.

I then started my business with no list, no contacts and no idea what I was doing and in a total of 58 days I wrote a book called 31 Days to Millionaire Marketing Miracles which is the complete A-Z of Internet Marketing and launched it to #1 on Amazon, it gained such momentum people started to call me to coach them through the book for \$8500, and I made 6 figures in my first few months. The World Internet Summit noticed, and contacted me that I had won new internet marketing success of the year, and flew me all expenses paid to appear on my very first stage - with Jay Abraham, Mark Joyner, Mike Filsaime and the masters of internet marketing - in front of 3400 people.

My speaking career was instantly launched, and now I have spoken around the world in over 35 countries with the biggest names, and was voted the #1 Woman Speaker in the World for Internet Marketing when after 3 years I traveled the circuit as the only woman on stage of 11 other men. It was the greatest journey of my life, and it gets even better.

Because of the way we had created our family, both my husband and 3 kids got to join me as we toured the world as a family. It was the ultimate dream.

2. Connect to Your Ideal Prospects

Then for growth, it was time to invoke step number 2 - Connect to Your Ideal Prospects

When I originally went into internet marketing, I didn't really have an ideal prospect. It was primarily a biz opp audience looking to make money. I created multiple programs to serve them, ranging from Recurring Riches for Life, to Entrepreneur in Overdrive and many more. Here is what I

started to see though, as well as I taught them, as great as my programs and trainings and masterminding were, the bottom line is their vision still needed to be built, and technology was a barrier.

That is when I took a look at what is needed and wanted, and what was I willing to do.

I actually fought the business I am in now, went almost kicking and screaming because I didn't want to do it. I had done it already, 20 years ago I created websites, did SEO, created online foundations for companies, and integrated to software, accounting and electronic data interchange. It felt like I was going backwards. Until I once again brought up my vision and purpose.

My vision and purpose is to get you and your message to millions.

For me to achieve that, I was going to have to build it for you, and that's the business I started once again www.InnerSurf.com InnerSurf International. Now it's a pure joy to get your vision, and create it from logo, brand, landing page, and fully branded site. Here's the reason it was a joy, I hand pick my clients. I got so exact on my ideal prospect that I only work with clients I want to. I'm not cheap, but I am a bargain. For what you get, compared to other masterminds, clubs, trainings, full delivery of your brand and websites, and the like, I provide you with a turnkey business ready to go.

In order to get to that point though, I had to establish who that ideal client would be, and then connect to them. For me it became businesses, coaches, authors, celebrities, speakers and holistic practitioners who had a message they needed to reach millions with.

Then as a successful step I started to strategically search where they were, and through trial, error, and fine-tuning - my perfect client avatar started to emerge. Women, 45 years old and up, who wanted technology taken care of and were part of the above group of planetary game changers (the enlightened males appeared too.)

Now that I know where they are, it's even better than I ever could have imagined. I became so recognized as a value add in my field for women-based businesses, that I was selected by the largest women's organization in the world - eWomenNetwork - to be their social media strategist corporate wide, and a recommended provider to create a fully branded online presence for their members. That's a benefit I dreamed of as part of my

vision, and was thrilled when it was delivered to me like a gift with speaking gigs I had only dreamed of. So when you service a specific target audience and truly connect to your ideal prospect, you will emerge a leader and chosen provider when done with authority and branding.

3. Converting to Customers

What's left once you commit to your vision and your ideal prospect - Converting them to Customers.

Today's market is dynamic, online centric, Google dependent, and social media savvy and if you can leverage and understand what to do and where to turn, you can surround yourself with collaboration partners that can help you navigate and dominate.

Let me highlight some critical success factors for you that you can apply right now to Shine Online and Reach Millions with Your Message.

This is the step to convert prospects to customers. It starts with the following steps;

1. Your vision
2. Your Brand
3. Landing page
4. Custom branded purpose driven emails
5. SEO (Search Engine Optimization - Keyword selection)
6. Social media integration and matched branding and messaging
7. Corporate/branded site
8. Traffic
9. Sales page—product highlight pages

Most companies only have a business/branded website. If that is the case for your business, you only have one-half of the websites required. Given the possible investment you may have done on your corporate site, that statement might seem a bit upsetting right now. I can guarantee though, that a few additional sites will create that autopilot mechanism you have dreamed of when it comes to attracting clients, closing deals, and crushing your competition!

The biggest advice I will give in this area, especially since most people come to me with this question - 'How can I get my social media to work?'

Here is my answer and it may apply to you too - "Before we look at

your social media, I need to go 5 steps back and determine - What do you want as the outcome, who is your target market, and then I evaluate what you have from look, colors, landing page, website and online assets - because otherwise you could be wasting more time and money.”

You see each social media has a purpose and each of them are very different than the others - which is why simple cross posting won't get you the results you want.

If you take the time to create your vision with a stable online foundation, then you have the 3-step formula to Quantum Leap Success.

It's how I did it. By making sure I was always clear on the above 3 steps, and then creating a focused plan and strategy to carry out what was required - whether I needed to hire branding experts, website developers, marketing strategists, business building consultants, or mentors and training for specific steps I needed to know, so I could apply, and later teach.

It has been a quantum leap journey for me - as I would catapult to different levels of status and income, stabilize, get the systems, procedures, and staff in place to have a solid foundation to launch my next level from. This is another way I did it. Rapid growth without a stable foundation will create a crumbling building and a long fall.

So where am I now?

7 Time International bestselling author, world-renowned speaker in over 35 countries, achieved my dream of being published with Wiley Publishing and getting a top New York literary agent, appeared on over 22 TV stations last year alone in front of 20 million viewers and I continue to grow my business and service for thousands of authors, speakers, holistic practitioners, change agents and businesses around the world.

Simply put - you can do it the hard way, the long way, or the get it done for you and quantum leap way. Today's market is dynamic, online centric, Google dependent, and social media savvy and if you can leverage and understand what to do and where to turn, and if you need help so you can do what you need to do, leverage people like myself to do it for you - so you can have the quantum leap you need. There are a lot of moving parts, you can't handle all of them by yourself, and if you continue to try, your results will show it.

Stay connected, and let me know how you are doing, and how I can

HERE'S HOW I DID IT!

help.

The journey is worth it, the voyage can be rough, but when you arrive at your destination, and know that it's part of your purpose and mission and you will have left a legacy that will be here forever.

I wish you much success!



Tracy Repchuk

Tracy Repchuk is an online marketing and social media strategist and speaker. She is a 7 Time International best selling author, has been an award-winning entrepreneur since 1985 and has helped thousands of clients get their message out around the world. Tracy is an internationally acclaimed speaker and motivator in over 35 countries. She keeps audiences engaged with her ability to break down complex concepts and turn them into formula based success.

Tracy started her first software company at the age of 19, which still supports Fortune 100 companies. She has been nominated for awards such as Entrepreneur of the Year, Chamber of Commerce Business Woman of the Year, Coach of the Year and Stevie Awards for Business Mentor of the Year, received Provincial Volunteer and software development awards and has appeared in the International Who's Who in 7 categories.

She graduated in 1985 with a degree in IT and additionally earned a Certified Management Accountants designation. In 2007 Tracy won "New Internet Marketing Success of the Year" from the World Internet Summit and catapulted into success with her best selling book 31 Days to Millionaire Marketing Miracles, speaking engagements, and extensive internet experience in web development, software integration and marketing since 1996.

Tracy and her company provide fully branded done for you solutions - from brand development, logo, landing page, list building, funnel marketing and full website development, complete with SEO and Social Media

services.

She specializes in online marketing campaigns that build a cohesive corporate or personal brand using an integrated web strategy that helps you attract more leads, get more clients and make more money. Her solutions are done with marketing and results in mind. In addition she has appeared as a technology specialist in National TV segments with ABC, NBC, FOX, CW, HGTV, San Diego Living, Good Morning New Mexico, CNBC, 4 your money, Report on Business, KMIR, Life Love's Shopping, Daytime, Fox 5 Las Vegas, New Mexico Style, Vegas Inc, USA Today, Forbes, MSN Money, and over 50 publications, newspapers and magazines, plus 3 motivational movies.

Resources

Tracy Repchuk Master Site - <http://www.TracyRepchuk.com>

Tracy Repchuk Corporation - <http://www.InnerSurf.com>

Free Gift - How Your Brand, Websites and Social Media Work Together

<http://www.FastActionResults.com>

Facebook - <http://www.Facebook.com/TracyRepchukFan>

Twitter - <http://www.Twitter.com/TracyRepchuk>

LinkedIn - <http://www.Linkedin.com/in/TracyRepchuk>

Google+ - <https://plus.google.com/u/0/+TracyRepchukTV/>

YouTube - <http://www.Youtube.com/TracyRepchuk>

Pinterest - <http://www.Pinterest.com/TracyRepchuk>

Instagram - <http://www.Instagram.com/TracyRepchuk>

9

CHANGE THE STORY TO EVOLVE REALITY

- Time to put on a LaserSmile Too!

- BY DR. HISHAM ABDALLA, AUTHOR AND CEO/FOUNDER AT
LASERKIDS DENTAL.

“Your Smile is Your Brand.
It says everything without you saying a word,
for it speaks to the Soul of the World.”

As a dentist, I’m part of a loathed profession. That’s a reality.

Or is it?

I believe that reality is our collective conscious awareness of what we accept to be true. That’s how humans convert magic into logic.

I conceive reality is a subjective, fluid thing that can be altered, based on the stories we create and believe - together making what we call Paradigms. A paradigm is a habitual way of thinking and perceiving the world.

HERE'S HOW I DID IT!

With these beliefs, I set out to create a new conscious realm capable of changing the paradigms of perception about my profession. Then, with diligence, I did.

To achieve this, I decided to re-invent how dentistry was practiced, portrayed and thereby perceived. This would begin with creating an Advanced Professional Development Institute where my 'New Face of Dentistry' paradigm could be expressed and taught. It would also include a unique dental practice that would operate as the most technologically advanced dental spa possible, providing a "New Guest Experience", not merely treating patients.

My proposed facility had never before existed per se, and being only 25 years old, my ideas were considered outlandish by many colleagues and experts. From 2002 to 2005, I refined the ideas that formed my dream, and then, began pursuing it with valor, without feeling the need to prove anyone else wrong. I simply desired from my heart to Do Better.

That pursuit met with resistance. Sharing my dream too often meant being laughed at, ignored or treated as a total madcap. I was told it couldn't be done, wasn't needed, and was too controversial and risky.

Very few people were willing to share my vision and encourage me to continue.

We all need others to believe in us and support us during our journey to success. Find those few who will, then leverage your ideas and dreams through their engagement, while avoiding the masses that advise you to "get real" and list all the reasons why your dream is foolish.

It helps to remember two things. The masses are responding to the commonly held view of innovative ideas: most never materialize. Most innovative visions never materialize because their dreamers don't pursue them with strong desire and action, not because they are worthless ideas.

"Dreams never come true by wishing. Dreams only come true when passionately desired in the heart and acted upon with an absolute determination to succeed."

My core philosophy: "Let's seek health, rather than fight disease" drove my dream of helping people "Look better, feel better, and be better" physically, emotionally, and mentally through refined and re-defined

dentistry. While I enjoy crafting new smiles, I yearned more to arouse joy in people's hearts and make their minds smile.

This fueled my desire to learn, then take the actions necessary to realize my vision.

My dream focused on creating a healing and teaching sanctuary where visitors seeking treatment or enhancement encountered a positive emotional impact throughout their stay and individuals seeking new learning became immersed in the latest technology.

The total effect would be a broadening and elevating of healthcare perceptions while it inspired all those guests to become more empowered, energized and engaged in their own well-being.

I dreamed of a dental spa where an individual would feel appreciated and served, rather than treated or viewed as an ailment bearer.

I envisioned an Institute that would be a beacon of inspiration, driving and transforming my profession into the future.

Leaders committed to excellence would be generated and excellence would be the paradigm that would guide our consistency of care. Personnel serving throughout the facility would be hired for their generous attitudes and trained in new skills.

I wanted to share my dream with the world, collaborating in abundance with my colleagues and fellow healthcare professionals to communicate a superior message of care.

I dreamed of creating harmony and unity.

"Harmony is when individuals and their environment come together in concord to create a pleasing Whole."

To achieve harmony meant achieving a constructive confluence of elements that would engage all the senses.

The sense of sight would be braced through architectural design, blending beauty with form and function. An artistic logo would prompt contemplation about the workings of the place.

The sense of smell would be enhanced with bergamot and sandalwood

HERE'S HOW I DID IT!

soy candles. Visitors would never be assaulted by the sterile, chemical odors associated with typical dental clinics.

The sense of taste would be soothed through offerings of refined minted water, barista coffee, and a range of herbal teas and nectars.

The sense of hearing would be stimulated with music, customizable to many tastes, affording guests a pleasurable and relaxing journey during their stay.

The sense of touch would be heightened by surfaces that felt clean, fine, and cozy. The relaxation suite would be designed to encourage guests to chill out on a chaise longue in comfy spa robes and slippers while waiting to be served.

My dream was to create an environment that would alleviate the fact that dental treatments themselves are never going to be fun to receive, no matter what cool technology is involved. I was also determined to make treatments as minimally invasive and painless as possible, with personalized sedation options.

“Above all, I set out to create an experience that would outlast the procedure in the person’s memory.”

People forget many things, but they will always remember how we made them feel. If you create an outstandingly positive service experience, you will succeed in any business or relationship.

Manifesting my dream also meant taking eccentric steps.

I declined to follow traditional reactive dentistry mandates, so no Yellow Pages ad or flashing ‘dentist’ signs were used. New guests would be cultivated through existing guests’ referrals, our website and online presence, media articles and TV appearances, and direct referrals from doctors, dentists, and specialists.

People would have to hear our story before they came to us.

I also envisioned a new vocabulary that would change and elevate the lingo of my profession.

New terminology had to be crafted where nothing was accepted as conventional. I was creating a whole new world within my profession,

where excellence in service took the lead and advanced digital technology and Lasers would help make dentistry a pleasure rather than a pain.

I began with the concept of who we serve – not patients, but Guests. Our visitors are not all in pain and suffering from disease, so why should they be labeled as such? We would use the guest's first name as much as possible and I would be Dr. Hisham or just Hisham, not Dr. Abdalla.

Guests deserve a friendly approach, so a Concierge greets them in a Lounge, rather than a receptionist fortified behind a counter in a waiting room. Concierge and receptionist are terms with different meanings, and very different roles as well. A Concierge is present to serve people, not to check them in and out.

So, we would be shaking hands, welcoming people in, showing them around, providing them with a healthy beverage, and asking them to make themselves comfortable - not to take a seat. Our Concierge would accommodate guests' needs, including organizing travel arrangements or parking.

Guests would be seen in consultation suites, where treatment plans would be discussed in comfortable privacy, with digital photography and radiography disclosure displayed on iMac screens. Guests would become more involved in their treatment and be able to make highly informed decisions. This would be a sharp contrast to 'patients' who are often intimidated by their dentist's treatment plans, presented most often, while they are in the dental chair, helpless and scared under glaring lights.

The elevation of expressions would include the people who serve at the Institute not being the 'staff', but rather the 'Team'. I would be one of the members of that team. Our team members would serve each other and the common goal of excellence. Every role would be critical to our service and every team member would matter.

Dental assistants would be known as GuestCare nurses, as that's what they do: provide care.

Gone would be the front desk, practice manager or similar dental industry terms. Instead, we would have the Concierge, team leaders, and project managers.

Dedicated to my dream, I worked through challenges, one by one, never allowing myself to be deterred from my quest and in April 2006, the Laser

lifeCARE Institute was born.

“The determination to win should never be confused with competition to keep others out of the way. It should invigorate you and the people around you to all win together.”

Your determination to share your vision, methods and benefits of the outcomes of your actions will ultimately cause you to be viewed as a leader, even if you initiated your dream with minimal or no support or know how.

People thrive on inspiring and heroic stories of struggle, perseverance and success. Humankind has told and re-told such stories since the beginning, first as ancient legends and fairy tales, then as today's books and movies. The need for inspiration is expressed in how we pay lots of money and attention in order to continue being engaged.

It follows then, if you make your determination to succeed engaging to others, because you need their help, their recognition, reward and their love, you will discover innate leadership and growing support.

Through my life's adventures, I learned to accept the world for what it is: a collaborative being of all of us together, similar and different in every way.

“We are variables of One, and one is not number it's a Unit. The more we understand, accept and integrate as a unit, the better we serve and evolve.”

In this world, we must accept others for who they are, even when they make choices different to ours. We must stop dwelling on the differences and rather dwell on the similarities. With this simple understanding, inner peace, and then world peace, can be manifested.

“The time now calls for a global culture of singular consciousness and cohesive unity through acceptance, innovation, and service.”

As my dream materialized and endorsement grew, I was able to formalize the tenets that had evolved and brought me so far. I was able to accentuate the tremendous benefits of cultural variety.

Cultures are groups of people of similar character, not actually people who are exactly the same. The more you understand and are prepared for that, the more success you will have in life.

The Institute began with and has constantly maintained a culture of mixed individuals who share a common purpose: to serve while innovating. Our organizational culture is diverse, yet united. Our guests and colleagues have often remarked that the cultural environment within the Institute feels like the United Nations, where harmonized variety invigorates the common goal.

Since the birth of the Institute in New Zealand, we have appreciated human diversity, with members from Canada, USA, Colombia, Brazil, Czech Republic, Germany, Hungary, Egypt, Sudan, South Africa, Palestine, Iran, India, Philippines, Australia, as well as born and bred New Zealanders. And then, there is the global citizen by birth and upbringing: me.

Our wonderful team includes members of different age groups, distinctly different backgrounds and spiritual beliefs. The guests, whom we serve, are even more diverse and travel from around the globe to see us.

This is our Institute culture - cohesive characters who share the same traits - a conjugated culture of Excellence. Character building of individual team members, chosen for their attitude, happens from the day they join us. Just imagine if all corporate entities, communities, societies, and nations accepted this as the new norm. Wouldn't this world become irresistibly better and better?

As we stand today in 2014, it is my humbling joy to share that the Laser lifeCARE Institute is a worldwide hit. By the written, spoken and video testimonials of local and international guests and colleagues, from all dental and medical specialties who have trained with me at the Institute, we are leading a new generation of innovation and evolution in the healthcare profession, from design to technology and from service to education and true preventative care.

To achieve my dream, I developed, and then followed my proven 4D formula:

$$\textbf{(Dream x Desire) + (Do x Determination) = Success}$$

Your dream is there for the making, if you desire it and apply a determined effort to do what it takes to attain it.

“Today's Excellence is tomorrow's mediocrity; so keep pushing boundaries and pursuing excellence in everything you do.

HERE'S HOW I DID IT!

Excellence is a state of mind and a conscious decision to strive to be and do better today than you were and did yesterday.

It's not a matter of passive being- it's a vibrant journey of becoming."



Dr. Hisham Abdalla

www.drhisham.com

www.lasersmile.co.nz

Dr. Hisham Abdalla is a New Zealand Doctor, practicing as a NZ's first Laser Cosmetic Dental Surgeon. He is a Professional Educator, Transformational Speaker, Mind & Mouth Health Expert and researcher, as well as Founder of Laser LifeCARE Institute and LaserKidsDental. He is an International Bestselling Author – of #1 Amazon Bestseller book: [4D Leadership – Master the 4D's of Success and Live Your Dreams](#).

Dr. Hisham is a lover of wisdom and a multicultural connector who is passionate about Humanity and Service in Excellence. He is recognized as an engaging influencer and leader within Generation XY professionals, through the art of Conscious Deliberate Mass Evolution and Unity through Diversity.

Global by ideology, culture, background and experience he unites minds and hearts towards looking better, feeling better and being better. With core inner Drivers of Mastery, Integration and Service in Excellence, his vision is to generate happy, healthy and prosperous societies through empowering innovation, inspiration & personal leadership. Dr Hisham dedicated his life's work to help people realize higher cognizance and live their dreams in harmony – Human Unity through Diversity.

HERE'S HOW I DID IT!

Dr. Hisham masterminds with world-class leaders & has shared speaking stages and private dining tables with many international influential icons in Business, Leadership, Politics, Arts, Culture and Health.

His famous quote “Let’s Seek Health rather than Fight Disease” applies to Balancing Health of Mind, Mouth, Body, Society and Humanity – Individually and Collectively. It emphasizes his philosophy of care as a medical professional, internationally recognized trainer to surgeons, specialists, and dentists, as well as an inventor of and activist for better health awareness & systems.

Dr. Abdalla was an invited Associate Professor at Cagliari University in Sardinia, Italy and is an affiliate member of the American Dental Association. He is an internationally acclaimed educator in the fields of Laser Dentistry, Minimally Invasive High-tech dentistry and Cosmetic + Full FACE Aesthetic Dentistry. He is the accredited course provider and examiner for The Queensland University Laser Certification program.

10

HOW I REALIZED THAT THERE WERE PROBLEMS THAT I COULD SELL A SOLUTION TO!

- BY MIKE CARRAWAY, INSTRUCTOR, ADMINISTRATOR AT
REAL ESTATE SUCCESS INSTITUTE.

When I got the request to write up “How I did it” and detail my start into the world of online money making, I knew I would have to tell the story of sitting on the balcony in Destin, Florida writing my first online book. Of course, there was a lot more involved than just writing the book. I also had to put together the sales machine that would sell that book. So... here we go!

Before I get into this you should know one thing: I never imagined that 8 years later I would be writing about the experience. I was just writing the book to write it. I knew it would help a lot of people and I knew I could fill in a lot of gaps for them. Even better? I knew the market I was writing the book for was pretty small – it wasn't health or money making.

It was “how to make wine at home”.

How about that one for a huge worldwide market? I didn't do any research, I didn't check for searches, I didn't do anything to “make sure” that this was a market that would buy. I just sat down and wrote the book over the course of a week at the beach.

If we go back to the winter of 2006, we would find me trying to make some wine at my home. I had tried several 1-gallon test jugs and none of them came out good. Then, I graduated up to 5 gallons (if a little doesn't work, increase the volume, right?). My first 5-gallon batch came out not to good as well.

Here was the issue(s)... Every time I got to a spot where I didn't know what to do, I would go to Google and ask. I did hundreds of searches. As it turned out, I couldn't find the answers to most of the questions I had. That was terribly frustrating. After about 2 to 3 weeks of this, an idea popped into my head...

“If I was having all these problems finding answers to simple winemaking questions, anyone else in the world would be having the exact same problems.”

I realized that THIS was the kind of problem that I could “sell” a solution to.

All I needed was some time away from it all to get a book done. Lucky for me, our annual beach vacation was coming up in May. I decided right then and there that in the evening, when everyone was winding down, I would sit on the balcony overlooking the ocean and write my how to make wine book.

Sounds nice doesn't it? Just hang out at the beach on the balcony and write my book. Ahhhh!

Unfortunately, when reality bumps into your dreams, funny things happen and nothing works out like it is supposed to. First of all, the boys always (did I say always?) wanted to stay up late and cause excitement. Then of course the spouse wanted to sit and talk.

To make a long story short – I spent at least 2/3rds of my time riding herd on the boys and listening to my wife. The other third of my time was

actually spent writing my book.

Since you are reading this in this book, I am going to go ahead and give you the “secret” of winemaking: just check that the sugar and acid is right and then throw in yeast and wait. Really. It is that simple.

The problem is that there's so much nothing to do that people want to “do” something to make sure they are doing it right and they end up messing it up. Making wine has been around for over 8,000 years. It is not a high science endeavor. It also doesn't have many technical requirements or many equipment requirements.

Bottom line? I was going to write a book on how to do nothing but wait. And that, my friend, is one tough book to write. But I figured, if anyone could do it – I could.

My first full day on the beach was superb! I had several adult beverages, played in the sand, swam in the ocean and had a BLAST! Of course, when you do these kinds of things all day long, it makes you pretty tired at night. And after I got into the room and had some food and wine, I was nodding off on the couch with the TV on. There was no way I could write anything. I was beat. So off to bed I went with thoughts of banging out double the words on day 2.

Day 2 was much the same as day one. The ocean, the beach, the adult beverages – WOW. It was a great time!

The difference was that I toned everything down just a bit. I also didn't have wine with dinner. So – right around 7:45pm, I got my computer, went to the back patio overlooking the ocean, and started to type. And remember – I wasn't typing up hard intricate stuff. This stuff was easy. Check the acid, check the sugar, and throw in yeast. Simple. That was the biggest problem I had writing the book. There really wasn't enough information for a whole book.

What did I do? I started creating problems and questions that I had had when I was starting to make wine.

If you ever decide to sit down and write a book and you run out of things to show people how to do, that's when you start going through all of the questions and problems that you had. It is also why many marketers will tell you that YOU should have experience in what you are teaching or writing about.

That first night, I wrote for about 3 hours almost totally uninterrupted. It was easy – or at least it seemed easy to me. I had been thinking about doing it for a while and had my thoughts sort of organized. It was only when I got into night 3 that I started running out of things to say. There were no more “how to”s to teach. And that’s when I began improvising and talking about problems.

I went back through the book on nights 4, 5, and 6 and every time I found a place I could put in a problem or a question, I did. On the last night, night 6, I had a whopping 36 pages of pure unadulterated content. It was priceless. Or – at least I thought it was priceless.

Would anyone else think it was? That was the question. Now I had a product. It was time to sell it. I’ll get to that in a minute.

I had a whopping 36 pages of awesome content – perfect for a book. Except for one thing: it was about 70 pages too short. I needed 70 more pages – something good that wouldn’t piss anyone off and would help the reader. And remember: in a book, 70 pages are 140 pages of content. WOW. That’s a LOT of stuff.

I had to give this some thought. What would take up 140 pages of space but give great information to the readers? This puzzled me for a week or so. And then – I got it.

Recipes. Home Winemaking recipes.

They were available all over the internet free of charge and had been passed down year after year. I started doing a little data mining and soon had enough winemaking recipes to fill up 140 pages. The thing about these recipes is that they do not appear to require any testing for sugar or acid or anything else. According to them, you just put the stuff together and it works out perfectly. NOT.

And that was a beautiful thing because I could always tell the reader to refer back to page so-and-so earlier in the book for an explanation and a Q and A of that part. It worked out pretty good for both me and the reader.

When I was as finished as I thought I should be (and that’s something you need to get over), I exported the file to a .pdf file so it would be ready to upload and download. Then, I added a few charts and tables as .pdf files and zipped up everything into one zip file.

I was ready to sell 10 million copies! I should point out: up until this point in time, I was NOT an internet marketer. All I was at this point was an unknown book author. Well – not totally unknown. My wife and the kids knew about my infamous book. Now, in order to sell this awesome manuscript, I had to enter into dangerous shark infested waters known as the internet marketing arena.

I was almost totally inexperienced at online marketing. I had some experience with link exchanges and putting up links back to my real estate website but that was about it. I knew what a link was and I knew what a webpage was and that was about it. I had a feeling it was going to be an interesting journey.

The first place I went was Clickbank (there was no JVZoo at the time). I read through their stuff and started trying to build a page with the Clickbank buy button on it. Let me be frank here – it took a while. Remembering back on it – I believe this was the first real technical hurdle I had to overcome before I could move forward.

I was also working on my sales page at the same time. All those few months I was just “hoping” for a change. I wished and hoped that someone would click the buy button and I would make at least one sale. For a few months? That didn't happen. Then I started looking at how much traffic I was getting. It was dismal – in the range of 30 or 40 clicks a day.

I had a new venture now: driving traffic.

I learned and started article marketing. I wrote and published so many articles on winemaking that I have forgotten how many there were. Every one of them had a link back to my buy page. I just KNEW that if I sent enough people to my sales page, I would eventually make a sale.

And?

I did. It wasn't glorious. There were no fireworks. Nothing. Just a sale notification from Clickbank that I had made about \$15. It had taken me about 5 months from when I had that book ready to sell. FIVE MONTHS.

And the thing is? I worked on that site every free minute I had. And even after 5 months? I had ONE SALE to show for all this effort. Was I

HERE'S HOW I DID IT!

down about it? Did I let that get to me? No. I just kept doing what I had been doing.

Why? BECAUSE IT WORKED.

At the same time, I was looking for other ways to send motivated targeted traffic and I came across “list building”. I read everything I could find on it – building a list of readers and followers. After all the reading and learning “how to”, it all came down to this:

I had to buy into an autoresponder service and set it up.

Sounded like more work to me. And if you know me, I don't like work that much. The reason I was doing this project was so that I could make money without work.

It took me about a month to get the hang of the autoresponder, build a new page as the landing or optin page and then create a very small and free version of my book. Then, I had to write and create 77 emails as follow up emails. Why so many? I had read that while 80% of your buyers will buy within the first 15 or so emails, the rest will buy over the next 50 emails. I didn't want to miss a single one of them.

My wife and I were scheduled to go to Chicago for a Realtor trip for 4 days. I decided to crank up some Google Adwords ads that directed people straight to my optin page and I started that running 7 days before we left for our trip. The first big sales email would hit the first people on the list while we were in Chicago.

We were touring a park, it was cool and the sights were great. My cell phone went “ding”. I took it out and looked at it. CB SALE. No kidding? That was pretty cool. A half hour later, it dinged again. Same thing: CB SALE. 10 minutes later – again. In fact, during our tour, my phone dinged about 14 times. YES. 14 times! And in just one day!

Was I excited? Was I running my mouth? Was my wife telling me to STFU? It was a very very exciting day.

This is exactly how I got started in the internet marketing business. The strategies I used and the techniques and skills I used are the exact skills used in marketing any product online. I went on to do videos, change my winemaking site into a membership site and eventually hit \$500/week from the site.



Mike Carraway

I have been working “online” since the early 1990s – before most people had computers and before anyone but the military and universities even knew there was an internet. Back in those days, we used modems, hoped other had them, and ran ads. People had to log on to one of our computers and sign in with a phone number to access the information that we advertised. That was a very early form of gathering leads “online”.

Since then, I have fortunate enough to create many different systems for generating income online. Between the early 1990s and the early 2000s, I began showing others how to duplicate some of the things I was doing. I began creating training courses that showed how I was able to set up online income streams and these courses have helped thousands of aspiring internet marketers. Realtor organizations throughout the U.S. hired me as a speaker and/or instructor.

Between 2009 and the present, I have shown over 50,000 people how to market their business and sell their products and services in the online environment. I have been a featured speaker at many marketing events and have coached and helped people LIVE. The courses I have created and books I have written continue to help people to this day.

It has been my privilege to meet and become friends with some of the top marketing people on the planet. Being able to associate with and

HERE'S HOW I DID IT!

bounce ideas off of these incredible people has helped me and helped the people I coach immensely.

To get access to my videos, my training, my coaching, and more – sign up here: <http://mikecarraway.com/>

11

SUDDENLY MARRIED - JOURNEY OF A WOMAN WHO IS LONGING TO FIND HER IDENTITY

- BY PUJA GUPTA, SPEAKER AND INDIA'S NO. 1 LIFE
DESIGNER.

As kids, we have all read the books in which the tall, handsome prince comes and swoops the princess off her feet, and yes, after getting rid of a couple of villains, they get to live happily ever after... Real life though is a tad different; find out why my picture-perfect life wouldn't just do for me.

When the fairy tale got real...

Like all stories, this one begins a long time ago (15 years to be precise) that was the first time someone made a decision in my life that was very different from what I wanted. My parents who sowed the desire for a good education and instilled a sense of independence in me, somehow decided to get me married. I was just an 18-year-old confused teenager. A great proposal had come by and they had just got carried away. And within three months, I woke up in the morning of 11th March 1999 as a wife to

someone I barely knew.

I still remember thinking now that the excitement and the buzz of the wedding is over how do I undo what had happened. Days become months, months turned into years and somewhere around 2003-2004, I had hit rock bottom.

The funny part was that not even my closest friends or family knew about this. Why? Because my life looked perfect in every sense: two beautiful children, an amazing man, exotic holidays, loads of money, jewelry, cars, parties... Everything, in every way, was perfect. And yet I felt completely empty within. In fact, if someone asked what was it that I wanted, I had no answer. All I knew was that I wanted to run away. I wanted to die and come back again to get a chance at living life again.

Finding ME

The problem in my story is that there was no villain. No one to fight against, no one to put the blame on, no one to stand up against... Then what was my problem? My problem was "ME". Whenever in life your belief about who you are and what you are doing doesn't match, you can pretend as much as you like but you are going to feel depressed and frustrated.

My greatest challenge was everyone was so happy for me but I felt so lonely. I knew I was not being fair to my family or myself. I felt guilty not wanting to be there, after all, they had done nothing wrong. But after years of personal conflict in my head, I mustered up the courage to go tell my husband that I needed to leave.

By now, my kids were 3 and 6, and I knew I was gasping for air. I could not pretend to be someone else any longer. My very sweet husband asked me, "what was it that you wanted to do?" and I told him I was not sure what I wanted but I wanted to be financially independent. I said, "I want to find out if I'm living with you because I'm used to the luxuries and comfort that you provide me or if I really do love you? It was a question that had been troubling me and if I could somehow find the answer, I will be able to give myself closure." He had sweetly replied, "Do whatever it takes to find the Puja you love."

However, another problem was that I had no education or skill to be financially independent. For five years, I had let myself to just exist, doing nothing but running the mundane life of a housewife. I had to start from

scratch. I had collected a small amount over the last few years, with it, I joined a Montessori course. A course that would at least give me a diploma in becoming a teacher. Having young kids, all I knew was about them so I thought it was best to educate myself in this sector. Nine months later, I received a certification.

Meanwhile, I had identified a place to open a school and got a bank loan for almost 50,000 dollars. And in April 2006, I started my own preschool called Alps with two of my closest friends. Since 2006, the school did amazingly well and we grew along with it. Meanwhile, I flew to America over half a dozen times studying self-help under the best of teachers.

Jack Canfield of the Chicken Soup for the Soul fame became my mentor and I started to train teachers, parents and anyone who wanted to talk. Not wanting to visit a psychologist or shrink, my friends started to do courses with me and in 2011, I started my own company that promotes living life to its fullest called 'Life By Design'. Today as I look back, I can't even recognize the Puja of those years.

My 1st mistake –WAITING TO BE RESCUED : Instead of taking responsibility of my life

I truly believed someone will come and fix my life for me. My cultural conditioning was that for any problem - parents, teachers, friends or just someone would come and help me. Be it notes I needed for a class, a chapter I didn't understand or even failing to send college applications, there was someone for everything. Especially in India, my dad's resources could always do the final job.

However, no one in the world came to save me when my soul was screaming. In fact, people were cheering and it took me a long time to accept that no one was coming. I realized I was living in denial. I realized that even to die, I'll only have to take the action. Sometimes you have to hit rock bottom to jump back up. Just like on a trampoline.

One morning, I still remember lying on my bed; I jumped out and decided I'm not going to play a victim. That I'm not going to give up on myself and yes, I'm going to do whatever it takes to become the star I always was. From that day on, be it good, bad or ugly, I decided that I and only I, will make all my decisions. No one will control my life. I decided that I will stop blaming or complaining and I almost felt the weakness leave my body. And even though tears were rolling down my eyes, I knew for the first time, these tears were not of hopelessness but of the strength I had

resolved to own.

Suddenly, I was accessing a part of me I thought didn't exist

From that day on, I have consciously made every decision/choice that life had offered. And to me, it is no coincidence that when you own your power the world gets out of your way and the path to your dreams start to emerge.

My 2nd mistake – WISHING TO LOOK PERFECT : Instead of focusing on being real

My first five years had been dedicated to making my life look perfect. A lot of effort was going into saving my marriage. It mattered to me what other people thought of me, my husband or our lives. I had till now survived on the approval of my family and friends

- My mother boasting how lucky her daughter was to get into a house that was so nice.
- My mother-in-law praising me.
- All of our friends seeing us as the perfect couple.

Had Facebook been there, I'm sure I would have built a dream album of exotic memories and special moments, looking picture perfect in every snap.

So how did I get the courage to break so many hearts? The fact that so many people believed in my life (which was a lie) was my greatest challenge.

First, I had to be honest with myself and then, I had to break the news to others. To change anything, I would have to make different choices. My husband Puneet was very easy because he knew deep down I was unhappy. So for him, there were not many surprises. However, I remember trembling when I had to ask my mother-in-law if I could fly solo to America for two weeks, three times a year to study, leaving my little ones at home. I could picture the disapproval in her eyes. I knew as and when I started to work, my friends would wonder what does she lack that she needs to do this or is he not giving her enough?

All these thoughts were driving me crazy. But I also knew I had no choice, these are the reasons I had been tied in shackles for so long and no longer could I be contained. Slowly but firmly, I started to reveal myself. Some people like my mother-in-law understood and some didn't, but as my

courage grew, I started to notice a pattern or a trend. Friends, acquaintances started to call me on how I did it.

How did I have the courage to study again, open a school, start earning and so on?

I could feel a sense of envy in every word they spoke to me.

Over time, I realized I got so rooted with the voice that lived inside of me that it stopped mattering what people thought. I was sure they would eventually come around to see my point that as we remove the layers of pretense and keep becoming more and more real, people start to see us in a different light. And the more pure and clean my thoughts became, the more risk I took to be honest. There is something very attractive about authentic people. The world needs us all to become real so that we can trust again.

I have fewer people in my inner circle now but they are my soul mates. Sometimes, I do feel lonely but I've accepted the price I have to pay when transparency is the way of my life. I wouldn't go back to being a slave to our society's expectations ever again.

**The 3rd Mistake – EXPECTING CLARITY FROM DAY ONE:
instead of exploring all my options and opportunities**

When I decided to do something in my life and to be independent, I knew I was looking for a few things:

Who am I – My personal identify devoid of all the tags the world puts on me.

Respect – The lack of self-esteem and disappointment had shattered my soul. I wanted that back.

Freedom – To decide my life again. Big or small, I wanted to find out what I wanted and why.

I started to do packaging. I was extremely artistic and gift-wrapping and decoration came naturally to me. However over time, I realized it was too fluid.

My next move was to join a multi-marketing company, there again, I realized while this company introduced me to amazing self-help books and CD's. I was way too well off for a business that cost only a 100-dollar

capital, especially in India.

Then I moved to wanting to be a make-up artist. I applied at MUD in California and started to assist some top artists whenever they came down to Chennai. However, long work hours due to late night fashion shows were in complete misalignment to my life. And very quickly, I realized that I will never fit in. I wanted to do make up but my priority was definitely my kids. And so when Puneet mentioned how this was just not working that as he walks in at 6.00pm, I would be leaving. I completely agreed and backed off.

Why am I giving you the details of all the things that I failed at? That's because I never looked at them as failures. Every step made me realize something about what I wanted or didn't want.

While packaging from home, I realized I wanted more than pocket money and no one was going to give that business any importance because of no overheads and also because it was home-run. Secondly, I realized that I wanted to own my own brand. And last but not the least, I needed timings that suited me.

And when I opened the school, I got all of the above and more. We want to get everything perfect from day one. We wanted to know our purpose and live it every day. While purpose is the unraveling of your passions, it doesn't always evolve something you start with. I realized that it is Ok to be confused and that if I continued to lean into aligning my life with the voice that lives inside of me, someday I will know. Even today, I am evolving just that, I know it now. I have a vision for my future but also the flexibility to accept anything if God had better plans.

I have faith even in confusion knowing that clarity is always a few steps away. Sometimes knowing what you don't want is also a route to clarity.

So never again did I let myself be stuck. I normally know what I want now but if I don't, I look around long enough to realize there are opportunities hiding in every corner and go with the one I feel most aligned to at that time, knowing as I grow I will even move on from here. That's the beauty of life

The 4th mistake: LIVING A VERY PROTECTED LIFE WITHIN MY COMFORT ZONE: Instead of finding people and challenges that inspire me to grow.

I was scared ... what if I fall flat on my face? What if everything people are telling me is true? Doubt and fear had started to show up and I had no idea how to handle them.

I had lived behind destiny and prayers for so long that simply believing in myself became a great challenge. I wish I could say I arrived here with no scars but the truth is for every three steps forward, I know something or the other would make me retreat one step back.

There would be days when doubt used to totally overtake me and I would be cursing myself for even trying but by the grace of God, sooner than later, that too would pass.

All I knew was I had to keep moving. That I can't quit. I can tweak, I can change my route. I can change my partners and my business plan but I can't give up. My sleep became light and I needed constant reassurance. That's when I realized that all of us need a mentor.

What is a mentor in my dictionary? A person who will push you when you have no strength left. A person who will show you a ray of light when you feel you can only see a dark tunnel.

Yes, it's very difficult to keep believing in yourself always though that was something I was becoming good at. I was smart enough to surround myself with people who could see my brilliance when I believed there was none. I started to identify people in my life whose energies inspire me. I then hired a coach... Every Wednesday, 10-11pm, he would speak to me, helping me deal with stuff that needed to be sorted to move forward. This weekly positive reinforcement happening constantly over three years changed my way of thinking.

Today, this is the best gift I give to every client of mine. I'm just not interested in teaching all that knowledge but far more interested in supporting people in how they are using and adapting it in their life. Week after week, tweaking it to suit their values, their passions and harmonizing their environment.

The 5th mistake- IMAGINING THAT COLLEGE WOULD GET YOU READY FOR LIFE!: Instead of continuous growth through consistently accessing knowledge through books and courses.

The biggest mistake of my life was imagining that we are supposed to know everything, that by the time anyone graduates from college, they

HERE'S HOW I DID IT!

should be ready for life. I believed that as I did not have a degree, I'd never be good enough.

However within a few years of my marriage, I started to notice even postgraduates were struggling. Not only that no one degree is complete. I started observing that all really successful people were continuous learners and they were constantly focused on improving their skill set.

The more I started to understand this the less sad I felt for myself and at some point, made a decision to self-educate myself. I enrolled into various programs from Marketing 101; Business development; How to write a book to learning success principles. Reading became my favorite hobby and I gradually went from clueless to someone who could contribute to most conversations.

Having my topic as "life", the umbrella was so huge that anything I learnt could be connected to life.

Relationships remained my favorite subject for a long time till I realized great relationships needed great self-esteem. Self-esteem comes from taking risk and being successful. Financial freedom too plays a key role in giving you the power to decide in your life. And so all of this became my obsession. I would Google these topics and kept learning, making notes. I would share it with friends and go back to find the missing links when I was not able to answer some of the questions.

Today, I know no information is permanent. World is moving at a very fast pace and to keep up, we all need to keep ourselves abreast.

I congratulate you as a reader to have been able to reach the end of my chapter. I want to acknowledge that in our busy lives, where time is the most important asset, you have given some of that to me. And I hope in some way my story would repay you, by guiding you so that you don't land up making too many MISTAKES of your own.



Puja Gupta

I have been working “online” since the early 1990s – before most people had computers and before anyone but the military and universities even knew there was an internet

Puja Gupta is India’s No1 Life Designer, helping people across the globe in consciously designing the life of their dreams. She lives in Chennai, India, with an amazing husband Puneet and 2 boys, aged 14 and 10.

She has over 100 articles in print /newspapers /magazines and videos to her credit. She has counseled teachers and students in various schools and colleges , corporate , individuals and has won the Extraordinary Woman’s Award 2014. She runs seminars across India with the likes of Jack Canfield, John Gray, and Brian Tracy.

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12

PANIC MEANS YOU ARE GETTING SOMEWHERE!

- BY JENNIFER UREZZIO, FOUNDER AND SPIRITUAL
DIRECTOR OF SOUL LANGUAGE.

“You aren’t good in relationships, and you will never have anything special with someone because you are so stubborn, angry and only think of yourself.”

These are the words that I heard from my boyfriend of over a year, a year that was full of ongoing statements like the one above. All of my life, I wanted to be profoundly loved, and I wanted to profoundly love someone.

How often do we hear that in order to truly love and be loved we must first profoundly love ourselves? I spent a good part of my life teaching, guiding and providing the space for individuals to fully connect to their Soul and heart. I have spent years supporting individuals to love themselves, create the lives they want, and know that they are unlimited.

And, for an entire year, while trying to receive what I so desperately

wanted, I created such a disconnect in myself that it came down to someone I cared deeply about implying that I was broken.

My whole body froze, and for the first time in a while, I was able to hear the Divinity within me. And as the Divine often does, it wasn't all flowery and poetic. It was very straightforward. "Hang up!" And, so I did. And, for the next year I spent every moment recovering myself, loving myself, and having a willingness to heal those parts of me that were in disagreement about my true nature, those parts of me that were so convinced that I was unlovable, those parts of me that were in deep shame.

After I hung up that phone and went through a series of screaming and crying jags, I decided to step back into my practice and training as a spiritual guide and teacher. I decided to really step into what I do best for others and start "working the program" for myself.

Several years ago, I asked a very big question of the Divine. I knew my life purpose (Powerful Healer and Teacher of Service in the Spotlight) and wanted to know from the Divine how to be that in my life and the lives of others. The Divine answered back with a new way of teaching myself and others to connect to the Soul. This new paradigm, called Soul Language, helped put some tangibility to the intangible. It gave, without putting anyone in a box, definitions to the three major energies of our Soul. These energies are our mission and purpose, how we will be known here, and how our Soul prefers to go through life. So after identifying someone's three Soul Languages, I could provide them with a one-liner for their Soul. This one-liner then becomes the matrix of expression for them, that guidepost to living the full expression of themselves. I had not been living a full expression of myself.

I had only been half listening to my Soul's guidance. My Soul had led me to this relationship, so that I could heal those parts of me that felt separate and alone. So the first place to start was letting go of the judgments around my choices.

Forgiveness – Taking Back Your Power

When we are charged around a situation and holding onto judgment, it drains our life force. All that 'unforgiveness' is using up power that you could be using to create the life you desire, to live your dreams and manifest abundance. Often we hold back forgiveness as a way to protect ourselves from making the same mistakes twice and as a way of proving to ourselves that there was a reason to our suffering.

HERE'S HOW I DID IT!

We hear so much about forgiveness, and yet, no one really tells us how to do it. Why is that? Because it is so personal and the switch for forgiveness is individual in each one of us. So I set about finding my forgiveness switch. The key to forgiveness, I believe, is accepting that you made the best possible choice at the time and that if you could have done things differently, you would have made that selection.

The easiest way I found to forgive is to simply activate it inside your system with the Divine. And then, allow the Divine to do the heavy lifting for you. So I repeated the following statement for several weeks. “Divine Intelligence, fill my body with Divine forgiveness and acceptance for my choices around (fill in the situation, person, etc.).”

If you find yourself in resistance around this statement, you can start with a willingness to forgive and accept. And, that statement is, “Divine Intelligence, fill my body with a willingness to move into forgiveness and acceptance for myself around (fill in the situation, person, etc.).”

After I moved through a layer of forgiveness, I was ready to understand why I felt that I was so unlovable and unworthy of my greatest desire – which was being profoundly loved and loving profoundly. Please note that as things are revealed to you, your forgiveness tool is a good one to keep pulling out and using.

Understanding The Core Issue

Human beings want to understand why something is, so we are under the impression that if we just know the reason why something is true or not true, then we see the solution. Understanding is key to a certain point. What is more important is trust. Create a deep profound trust and construct your life from that consciousness rather than the consciousness of the challenge or core issue.

I started with a very simple and complex tool to get to the core issue. It is called chasing the fear. And, it goes like this:

“The reason why I don’t have (fill in the desire) is because I am (fill in what pops into your head).”

You want to keep filling in the second blank in that sentence until you know that there is no further place to go. Some signs of that will be tears, a knowing, or nothing else pops when you ask that question.

This part of my healing didn't happen overnight (in fact, none of this healing happened over night). This process, from the moment I broke up with my boyfriend until I was ready and received someone who is a healthy, loving, partner, was about 14 months. We so often want our healing to be instant. The aspect that I had to keep remembering was that I'm not broken, there is nothing to fix, and I'm just in the process of remembering and turning to the truth.

So, when I reached my core issue, I could feel how heavy, icky and sticky thinking about that core issue felt in my body. I could sense how my mind was fully engaged in believing this issue. I was aware how I was looking for reasons and experiences that validated this lie (that I was not lovable or worthy of love).

So being the metaphysical wiz kid I am, I knew that heavy, icky, sticky in the body meant that that thought/feeling was not the truth of me or the truth of Source. That was programing, a lie, and painful experiences. This feeling of not being lovable was not truly of me. It was something that was implanted and that I chose to believe and reinforce. So if I chose to believe that thought and feeling, if I chose to be impressed by it and feed it, well, I could do the opposite.

Panic Means You Are Getting Somewhere

As soon as I determined the core issue, my system went into panic (please note that panic, fear and doubt will start coming up again, when the thing that you desire is presented to you!).

My mind became like a super engine trying to outrun what my Soul was saying. If I chose to believe that I was lovable, my mind told me that I would get hurt, not get what I want, the individual would discover all those reasons why I'm not lovable and leave, that person would change their minds, and the list went on.

I sat down with myself and my Soul, and I listened to all the reasons why I am lovable. I looked in a mirror, stared into my eyes and said, "I love you." I filled myself with Divine love. I noticed that I wasn't treating myself with respect and began to love and appreciate myself.

I created boundaries where no boundaries were created before. And, I looked into the face of panic and told that small, frightened child that I loved her. I repeated one of my favorite affirmations, "I'm one with the Divine. I'm loved and supported, and there is a solution to my challenge."

HERE'S HOW I DID IT!

I focused on my sacred practice of connection with my Soul via my Soul Language Team (those three energies). I realized that I had been conducting a drive-by sacred practice, which consisted of complaining to the Divine and telling the Divine how much I needed to be fixed.

I changed my focus with the Divine. I sat in reflection and allowed that feeling of being one with the Divine to flow in me and through me. I asked to be guided, led and shown the next step. Resistance and panic became my friends, because those emotions showed me where I wasn't activating compassion and love within me.

What happened during this time? Friendships blossomed. Self-care and self-awareness became paramount. The additional weight that I had put on during the relationship began to fall away. And, almost all those emotions that I had been holding back flooded to the surface. All those reasons that I believed (and had always believed) that I wasn't lovable began to reveal themselves. And, with every new awareness, my constant was forgiveness, acceptance and realizing that it was a very well constructed lie.

Did I have support during this time? Yes! I had my Soul, the Divine and human guides to remind me that I am whole and complete. And of course, all of this healing started showing up in my work with others. My clients were more willing to move through their challenges, my guidance became laser focused, and my creative power was overflowing. Why? Because I was utilizing my power and energy for me and not using that power to keep a lie going or a story repeating. And, I wasn't full of anger or deep regret. I was free! Really free and with liberty comes a knowing of what choices you would like to make and the confidence to select them.

Decision Time

One day, I had an experience with a friend of mine. We had set up a day to spend together. I had rearranged my schedule, cleaned the house, and prepared a meal. He didn't show up. He didn't call to say he wasn't showing up. And, I had this thought, "I am worthy of something better in relationships. I am ready for individuals to be in relationships with me. I am ready for partnerships." And, I sat down and created a prayer.

Dear Divine:

I'm willing to receive love fully and completely. I am willing to let go of those things that don't serve me. I am willing to show up and have people show up for me. Parts of me now know that I am lovable, and I'm ready to

experience this on a whole new level. Bring it!

Love,
Jennifer

At around the same time, two other things happened that cemented my intention and helped in my receiving of this desire. I was conducting a workshop called Voicing Your Vision, and one of the attendee's vision was focusing on finding a partner. As we worked on her vision, I felt as though the Divine wasn't just speaking to her through me, but the Divine was speaking to me as well.

And, I found out the morning of the workshop that a friend of mine went into labor. Here we are talking about vision, and all these things are happening in my life to help me construct a bigger vision of what I truly want and accept it. When I found out that my friend had her baby, I was so excited for her and so sad for myself. I suddenly realized that I wanted a family. I wanted to be part of something bigger than just me and a cat. It was something I had never let myself feel before, this wanting. And when I had that thought, I handed it over to the Divine. I knew that my little mind couldn't come up with a solution for how I was going to get what I wanted.

Manifestation Occurs

A couple of days after my event, I heard that inner voice of Divine wisdom. Even if you don't remember anything from my story, remember this. Listen to the inner voice of Divine wisdom. It leads to bliss.

"Go online and be open." Right away, I moved into rebellion. Online dating was a hotbed of chaos and crazy. There was no way I was going to meet someone online. And, once again, "go online and be open."

I finally surrendered and listened to the guidance. Up pops a profile. And before I knew it, I was sending a note to this man. I can't remember the details of those first interactions. All I can remember is that from the first moment of contact, the experience was different.

Everything is different about this relationship, the level of respect and feeling, the connection, the interaction, the way we talk things out, the chemistry, the partnership, that I feel strong and vulnerable all at the same time.

Did the panic start up again? Yup! And I moved into connection. I

HERE'S HOW I DID IT!

started talking to my Soul in a bigger way. I spent some time loving that part of me that was so afraid of getting what I want, not getting what I want, being loved, not being loved, etc.

When you finally “do something”, it really is only the beginning of the story. It's how you keep doing it that is the rest of the book.

I don't know what this relationship is going to develop into. What I do know is that the experience of doing it has forever changed my life. And I am forever grateful for it. I also know that anything is possible. If I could receive my heart's desire, so can you!

I know that being in deep connection with my Soul and the Divine supported me through one of the most difficult times in my life. If you are interested in learning more about finding and understanding your connection, feel free to secure your discovery session via soullanguage.us.



Jennifer Urezzio

Jennifer Urezzio specializes in helping people connect – to themselves, to each other, and to the Divine.

She founded a new paradigm, Soul Language, which provides guidance for understanding our true nature and tools for accessing deeper levels of awareness.

This new insight into how the Soul expresses itself is being embraced by top healers, lifestyle coaches, and CEOs all over the world as a method for helping people recognize their purpose and live from a place of power and truth.

To learn more visit: <http://www.SoulLanguage.us> or <http://www.soullanguage.us/the-book/>

13

YOUR HISTORY IS NOT YOUR DESTINY – REWRITE YOUR STORY, REINVENT YOUR LIFE!

- BY EMMA TIEBENS, AUTHOR, SPEAKER AND BRAND
MARKETING STRATEGIST.

Twenty-five years ago, I arrived at the San Francisco International Airport on board a United Airlines plane from Manila, Philippines. It was my first time to be in the United States and I practically didn't know anyone except the family I was going to live with. All I had with me were \$1,000 cash, a suitcase, and a rather simple dream! To settle in the United States, marry someone to be absolutely and madly in-love with, raise a family, travel the world, experience life together and walk into the sunset hand in hand. All of these while helping my family in the Philippines live a better life. Those were my very simple dreams that I have visualized many times in my mind. Can you tell I am a romantic through and through?

Boy, no one told me that it wasn't going to be that easy! There was so much I needed to learn – how to cross the street, ride the bus, cook for myself, find a job and most importantly, communicate in English where

people can understand what I was saying. My first job was at a bargain store called “Pic N Save” then, now Big Lots. It truly was a very humbling experience considering that before I left the Philippines, I worked at one of the biggest movie production and video advertising companies in the Philippines, Viva Films and Unitel Productions.

I knew people here spoke English but I didn’t realize that Los Angeles is a melting pot of cultures and Americans from all over the country that also spoke with heavy accents. I didn’t know that there were such a thing as “New York, Texan and Southern, accents. Transportation and language became two of the top challenges I would learn to get comfortable with. So the first things I did were to learn to ride the bus, sign-up for a library card, read lots of books and watch a lot of TV. I remember my favorite shows then were the news channels, HBO movies “I Love Lucy”, MTV and of course, Home Shopping Network and QVC. These are shopping networks that sell products 24 hours a day! I had one purpose why I watched these shows and it wasn’t to be entertained – it was to mimic the way they pronounced words. The Dictionary was my best friend! We’re talking about a 3-inch thick Dictionary – there were no computers nor iPads and iPhones then. If you wanted to read a book, you go have to go the library that I did quite often.

Armed with my new-found confidence in my communication skills, I confidently applied for a job as a Bank Teller at Bank of America in Malibu, CA and was hired on the spot! That was even before I could distinguish pennies from dimes or nickels to quarters! The bank was rather far from where I used to live and I didn’t know how to drive then so I had to take 4 bus rides each day to go to work and back. It was scary. I could have made excuses and just said, “I’ll wait until I am able to drive and know how to count the money” but I didn’t let that intimidate me – I knew better than to pass this wonderful opportunity up. Within 1 year, I was promoted three times, they sent me to training programs paid for by the bank, and I met the most amazing highly influential people at the bank – politicians, celebrities, billionaires and one thing that was surprising was that most of them are so down to earth and so humble. I also transacted and handled a lot of money everyday as the VIP Teller and that inspired me to see that money is attainable. That if these people can have them, so could I.

In a very short time, I adjusted to the American culture and started meeting new friends - friends who are great people and pillars of the community here in Malibu. The more I meet highly influential people who were down to earth and kind, the more I realized that they are people just like you and I, but are just a few steps ahead with fame and fortune. As I

got used to that environment, I too became a Malibu resident when I met a wonderful and adventurous man who loved to explore, travel and fly his own airplane! It was the most carefree phase in my life! He offered for us to travel in a Volkswagen Westfalia Camper from California to Florida and back, stopping at all the major national and state campgrounds! I decided to leave my job at the bank and respond to this once in a lifetime offer! This experience was priceless and indescribable! One moment we were admiring the Arches National Park and the next we were at the Petrified Forest, then a day later, we would be at the Grand Canyon. The home we lived in was truly spectacular! Built on a one acre lot, on a hill with 240-degree views of the ocean and the back faces the canyon. Life was great – it was almost paradise until the “Friendly Skies” beckoned.

I was reading the newspaper one morning and on the Classified Ads section, was a huge ad – “Wanted Flight Attendants For A Major Airline”. That got me really excited but my excitement was quickly turned into doubt when I realized that they may not hire me as I just had my Orthodontist put metal braces on my teeth to align my bite, plus I wasn't sure if my English was good enough for me to communicate with the passengers and crew members on the airplane. Oh, and I was still scarred from that incident, just before I left Manila in 1989, I was applying for a job as a Flight Attendant for a major Philippine Airline, when during the interview, I was told that “We can't hire you because you smile too much.” Seriously? I smile too much? Since when was smiling a disadvantageous trait for an airline employee?

It was clear that my self-worth wasn't where it is now. I was still overcoming shyness and I was focusing on the things that really shouldn't matter. After 3 separate interviews and an 8 week unpaid training program in the middle of winter

In Chicago, IL, I graduated as one of United Airline's newest Flight Attendants! It was one of the most exhilarating times of my life! Now, I will get to really live my dream to travel and experience people, places, cultures and cuisines! My relationship at that time couldn't take my new found career and I had to make a decision – to let go of my dream of exploring the world or settle down with someone.

After weighing the pros and the cons, I chose to travel and explore the world – a decision that opened even bigger doors for me! I met the most amazing people from all over the world – crewmembers and passengers alike – whom I am still in touch with, to this day.

I made a decision to move on and pursue my new found career. I travelled the world for 7 years and even requested for a transfer to Hong Kong as my base. The people I've met and the lifestyle I lived was straight out of a movie! It was amazing! Such a gift! After flying for about 6 years, I started longing for someone I can love and be with. The longing for a lifetime partner kept tugging at me, and it was then that I met the man of my dreams, the man I would marry and be the father of my child.

I didn't anticipate that conceiving a child would be so traumatic for me! After going through countless surgeries and fertility procedures for four years, I got pregnant four times but only one child survived those pregnancies. I was devastated yet very grateful that I was Divinely gifted with one beautiful son, Garrett.

The catalyst for my entrepreneurial journey and the discovery of my life's purpose, happened at the same day of Garrett's birth. A week before Garrett was due to be born, I experienced excruciating pain in my lower abdomen and I knew something was terribly wrong. A couple of weeks prior, I already started sleeping on the couch downstairs as I couldn't go upstairs anymore. That morning, I found myself yelling for help, crawling on the floor, waking Gary up. 911 was called and in 3 minutes flat, they were right at our doorstep.

After 12 needle pokings, they finally found a vein for my IV. We waited for hours as they performed ultra-sound figuring out what was wrong with me but they couldn't find anything. When the doctor made arrangements to transfer me to my original hospital, the baby's vitals started dropping and all I heard was "Code Red... Code Red" and they rushed me into the OR. I overheard them saying to my husband: "Sir, put this smock on and follow us..."

A few minutes later, after all the commotion, I heard the doctor say out loud: "Oh my God... Oh my God... look at the hole in her uterus! Mr. Tiebens, a few more minutes, you could have lost them both... this is a miracle!"

I still get teary eyed when I remember those moments... it was a time when my son and I really came close to dying without really knowing I was that close.

Since that time, I have always been mindful that I am living a second life.

HERE'S HOW I DID IT!

God gave our son and I a second chance at life and it's for a greater purpose for sure. I know in my heart that I was given a second chance to Encourage, Empower and Equip entrepreneurs – to become not only a Messenger of Hope but also a Teacher of Skills they can leverage. I discovered then that my life purpose was “To Live A Life On Purpose and Help Others Find Theirs”.

Two years after the birth of Garrett, I felt a burning desire to pursue my passion, but I didn't know which of them I could monetize. All I remembered was that I was passionate about designing and creating jewelry since I was 8 years old. I started my jewelry business, which I called Bella Gemma, meaning beautiful gem. I believe that women are beautiful gems and I want to adorn them with beautiful gems. I invested six figures in the business, bought all kinds of gemstones, did the marketing and the designing. Two years later, I wasn't where I wanted to be, even though we were receiving many awards I needed to make a decision to keep doing what I was doing or pursue something else.

Having been an employee most of my life, I dabbled into entrepreneurship through my jewelry business. After investing hundreds of thousands of dollars in that business, I realized that there was one thing I didn't have. The right blueprint on how I could monetize the message behind the business. Needless to say, I wasn't fully prepared to become a successful entrepreneur. I was fueled by passion alone, with little or no structure and knowledge of technical and practical applications business. The business didn't thrive. I had to make a decision - to pursue entrepreneurship or go back to becoming an employee.

In 2006, I reinvented again and went into network marketing business. I built an organization of 6,000 people in California and all over the world by introducing a nutritional beverage in California. The acai berry was the headliner, together with 18 other power fruits and we truly were “jacked on the juice”! Despite achieving success for myself, I saw that the people in my group weren't succeeding on the same level, so I ventured out to find out the best possible marketing strategies I could bring to the table to help them simplify the process and have a shot at success.

In 2008, I dove deeply into personal growth, business growth, studying technology, overcoming my fear of speaking. Through my many travels to different seminars, I met the most amazing people and expanded my own circles of influence. I also identified which mentors were the “real deal” and which of them are there to make a quick buck. I discovered the concept of “Relational Marketing” which is also now considered attraction

marketing, permission marketing and magnetic marketing. I found a way to simplify ones positioning online so any business no matter how small can look like a big business online and offline so they can attract their ideal clients, connect at the heart and convert them from prospects to clients to raving advocates!

For the first time in my entrepreneurial life, I was having fun and generating money I never thought possible. I created my blog, <http://www.TheRelationalMarketer.com> and that also became my brand where I was able to help other entrepreneurs who are in the same journey with me. I started hosting my own signature live events as well as webinars, while also writing my books. My first book was an anthology just like this one but it was with someone I truly looked up to. A lady known globally as the “Pied Piper of Social Media”, Mari Smith. Mind you, participating in a project like that required some money, which I didn’t have much of. So I got creative and started asking for payment plans. Our book, “The Relationship Age” became an Amazon Bestseller in 3 categories barely an hour after its release! That decision opened bigger and wider doors for me!

Why did I share with you the story of my personal journey? It’s because I want you to understand that your history is not your destiny and that you have the ability to continue to reinvent yourself and it takes decisions upon decisions to do that. Most of the time, as you make the decision, there is no guarantee on what the outcome is but one thing that’s guaranteed is whatever it is, when done with the right intention and trust, it will be relevant to who you are becoming in alignment to who you were meant to be and what you were meant to achieve in this lifetime.

Those experiences ushered in my life now as an Inspirational Speaker, Amazon Bestselling of “Magnetic Memorable and Trusted”, Podcast Host for “Magnetic Memorable and Monetized” on iTunes, Clarity Coach for Life, Career Transition and Business, Brand Marketing Strategist and now, due to popular demand, I have re-introduced my knowledge and passion for gemology as an Intuitive Gemologist and I designed a jewelry collection called “Gemspirations – Gems to Support You In Your Journey of Transformation, Inspiration and Manifestation of Your Dreams To Reality”.

I always believe that the present is perfect and we are exactly where we need to be. My journey has brought me to now, and I love being able to inspire people all over the world through the various platforms I have created which helps empower them with Positivity, Purpose and Clarity. Helping entrepreneurs, experts and executives gain crystal-clear clarity in

HERE'S HOW I DID IT!

many areas of their lives that inspires me to wake up each day to make a difference. It is the clarity of their monetizable message, clarity of their mission, clarity of mindset blocks that keep them from living a life of success with satisfaction and significance.

It is my desire to serve that helped shape my own brand and platform. When you Google my name, Emma Tiebens, you will have access to my 300+ videos on YouTube, my Podcast on iTunes, my Authors Page on Amazon.com, my hundreds of blogposts as well as my daily Facebook, Instagram, LinkedIn, Pinterest, Instagram and Tumblr posts. Yes, I have simplified and demystified social media to create a powerful and compelling online presence that has helped me connect with some powerful global thought leaders and movers and shakers. It starts with a platform and before you can start a platform, you must have clarity. I would love to serve you and stay connected with you so please go to <http://www.TheRelationalMarketer.com> and leave your name and email to receive my 10 Free Videos on “How To Go From Invisible Best Kept Secret to A Visible and Trusted Online Authority”.

I am an advocate of entrepreneurship but I also have respect for people who have an expertise and are working in jobs. Personally, I believe that I can do so much more by being an entrepreneur. I love the freedom and choices it brings and my son Garrett also knows how to pursue his own dreams of becoming a Speaker and Yoga Instructor at 12 years old. It goes without saying that there are also disadvantages of being an entrepreneur – a lot of responsibilities, uncertainties and many people not understanding your logic of why you don't want the stability of a job.

Needless to say, I went through many moments of self-doubt in the past year but instead of retreating and saying good-bye to entrepreneurship, I would do the opposite. I would invest tens of thousands of dollars more in personal growth and business seminars, Mentors, courses and books to learn as much as I could and as fast as possible so I could start Mentoring and helping entrepreneurs. I knew early on that I must give myself the experience of creating an environment for new breakthroughs by strengthening my faith muscles.

In hindsight, I do wish someone could have told me that once we make a commitment to pursue entrepreneurship that we need to have a business plan and a realistic awareness of where to access funds to sustain the business. In most cases, the 3 years of trial and error is quite the norm, but in most people's case, it takes about 6-10 years to really see tangible results and stability. When we see people out there who seem to be overnight

successes, you'll see that they are what I call, "the overnight success that took 10 years". They seem like they have the Midas touch – that everything they put their hands into, immediately turns into gold. In truth these are people who have invested blood, sweat, tears, and yes, even letting go of relationships that matter to them, in pursuit of their bigger and highly resonant purpose.

Some clients would come to me and say, "Teach me how to do video marketing. Teach me what to say." and the first, there are some mindset issues that are happening; there are some emotional issues and its affecting the financial, the physical aspects. If necessary, I also talk to them about the spiritual aspect of their lives. I evaluate my clients not just from the physical body but I look at them as a whole. When I say spiritual, it's not from a religious standpoint, it is the heart. Your heart is your spirit and your mind and your emotions are combined into one. I have a very comprehensive questionnaire that I ask my clients to fill-in before we start working together. When we go through the questionnaire, that is the time they realize that they have issues other the ones they really want me to help them with. So we work on those issues first, then we proceed on the communication.

When you have blocks it is impossible to embrace video marketing, social media or even writing your own book. If you know your self-worth is damaged, if you don't feel like you're good enough, if you don't feel like your message is big enough or you don't feel like you should be seen; it is nearly impossible to succeed in creating a platform for yourself and your business. There are all kinds of vulnerability that happens in video marketing; thus we need to address this before they can take off.

It is important to align with your platform, what you're focusing on with your true authentic self. At times, people don't know what their true authentic selves are because they're influenced by all kinds of things, like the negativity that they've been carrying from the past. They're so clouded by perhaps allowing someone to speak into their lives, people who don't really know what they're talking about. They are being dragged by other people's story. When we take ownership of our story, when change that story, that's when the magic happens; that's when the transformation and the reinvention occur.

We create so many reasons for not succeeding and we unconsciously tell this to ourselves all the time. Most of the time, we don't even realize it. We need to change our story and how to we say it. We have to be able to tell ourselves and train our feelings on how we're going to communicate to

ourselves and what we're going to tell ourselves. It ties back into the Law of Attraction -- what you think, say or feel, you attract. Whether people acknowledge that law or not, it's a universal law that is always active, always responding, always there. Just like gravity -- we don't necessarily feel it yet we know it's there. Otherwise, we would all be floating on air!

Everything starts with our thoughts. People think that phrase is so overused. We talk about it all the time. People say, "Oh I've heard that before." Or, "I already know that." Well, if your results are not showing it, you really don't know it - you really don't know what the mindset is all about, you don't know what the law of attraction is all about and you don't know what the rule of thinking is all about.

When you come from that powerful story and you've trained yourself to come from that positive place, then your actions are inspired. When your actions are inspired, it's more powerful because it's the right action. When people say, "I'm busy" but are not showing any results, it is just busy work. There is no inspiration backing it up. Inspiration is the power behind one's ability of changing their story.

Some entrepreneurs constantly tell themselves, "I am not getting enough clients." They repeat this over and over. Well, is it any wonder that they don't have any clients? The universe simply agrees with them and says, "You're absolutely right, you have no clients!" It's a vicious cycle. To break that cycle, they need to acknowledge that they are speaking the result that they don't want. The more frequent you say that, your subconscious mind also chimes in and says, "You're right." You need to change your story and say, "I love the idea that there are people out there waiting for me. I love the idea that they're on their way to me. I love the idea that I'm so talented, I'm so powerful and I have the gifts that are ready to be embraced by people. It is nice to know that I have invested my time and resources to learn what I now know and that is enough for me to help someone who is now on the same stage I was a short time ago."

What is the outcome you want? Do you want more clients or do you want to wallow in your pity party? The positive energy in saying, "I believe I have the gifts. I believe the clients are on their way." is so much more powerful than "I don't have any clients." It's just a simple concept of shifting. I suggest, you need to write it down. When you write it down, you can refer back to it and read it. Going back to it and reading it over and over, before you go to bed, in the morning when you wake up, will help you solidify that thought into an inevitable manifested reality.



Emma Tiebens

Emma Tiebens is the President and CEO of Stieneb Corporation and the media calls her “The Relational Marketer”. She is a Motivational Speaker and Success Acceleration Coach and Clarity Coach in the areas of Motivation, Meaning, Marketing and Money” as well as a Public Relations Expert and Brand Marketing Strategist. She is the Amazon Best Selling Author, of the book, "Magnetic Memorable and TRUSTED” as well as “5 Paths to Profits” and “Relationship Age” a book anthology with Social Media Expert, Mari Smith.

Emma also has a degree in Gemology from the Gemological Institute of America, which is the inspiration for her Jewelry Line called, “Gemspirations – 13 Power Gems for Your Journey of Transformation, Inspiration and Manifestation”.

Emma’s background is film production, advertising, marketing, banking, financial planning but her favorite experiences were being an International Flight Attendant for a major U.S. Airline and her very first business, Bella Gemma Jewelry. Her near death experience during the birth of her “miracle son”, Garrett, propelled her to live a life on purpose and helping others find and monetize theirs.

Emma is passionate about encouraging and empowering entrepreneurs, experts, executives and educators with Spirit-Driven and Universal Law based success principles and successfully equips them with powerful

HERE'S HOW I DID IT!

technical “how-tos”, leveraging cutting edge technology to help them achieve a “V.I.P. Status with Visibility, Influence and Profits.

She coaches and speaks on SUCCESS with Satisfaction and Significance and is an expert at helping virtually anyone who's looking for that “next level” of success, to achieve CLARITY first as it is the key to living a life of Purpose-Driven Success, with Satisfaction and Significance.

Emma has worked with the world's “Who's Who” in personal development, media, entertainment, activism, politics and C-Level Suites of global corporations. She speaks about “Brand Power”, “HardSell vs HeartSell”, “The Power of Connection”, “Your Message Matters”, “Visibility, Influence, Profits”. She also hosts a podcast show on iTunes entitled , “Magnetic Memorable and Monetized”
www.MagneticandMonetizedPodcast.com .

Emma would like to gift you with "10 Free Videos on “How To Go From Invisible Best Kept Secret, to Visible Trusted Online Authority” please visit <http://www.EmmaTiebens.com>

She regularly speaks as a Keynote and Motivational Speaker at various corporate and non-profit events globally and hosts her own 1-day and 2-day Training Seminars in Southern California.

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14

HOW DO YOU DEFINE SUCCESS? HOW DO YOU MEASURE GROWTH? LET'S TALK.

- BY LANA REID WATERS, TRAINER, COACH, SPEAKER AND
BUSINESS GROWTH EXPERT.

*“The success or value of a coach is measured solely by the achievements of the team
they coach . . . or in the case of a business coach, the success of the clients they serve.”*

~Lana Reid Waters

When my clients reach their goals, I feel fantastic! When we fall short, I feel pain.

Yes, I used the word we on purpose, for I believe with all my heart, the success of every business coach, life coach, strategist or consultant can be measured **ONLY** by the achievements and successes of the clients they serve. So, with that in mind, most of this chapter will be devoted more toward the topic of how my clients have achieved success, rather than a monologue about myself.

First, let me explain where I'm coming from. Though I spent more than

HERE'S HOW I DID IT!

two decades in the corporate world and traveled to virtually every state in the US teaching classes, leading workshops and seminars, training clients and co-workers, my passion has remained with small business.

I was raised on a farm in central Washington State. I was brought up to believe that hard work, persistence, honesty, generosity and ethical behavior was the key to success and that even though I was a girl, I could do anything any boy could do and do it 10 times better. Thanks dad!

Good thing too, because like most of you, I've had my share of challenges. A crushed pelvis, major eye surgery, broken bones, serious illness, numerous and multiple family tragedies, personal struggles and a laundry list of other things have given me a vast number of opportunities for success.

But my struggles are no different than yours. Personal and professional challenges are just part of life. We all have them. How we deal with them, learn from them and move past them though, makes all the difference in the world. It's about attitude. It's about accountability. It's about taking action.

Attitude. Accountability. Action.

“When opportunity comes knocking, it's usually WORK that answers.”
~Unknown

The great thing about being a coach or consultant is the ability to choose your own clients. This is a fantastic benefit and it's also a really important component to success. You see, all the best, most compelling and useful information in the world is totally useless if it isn't put into practice. A successful coaching or consulting client is a client that not only dreams big and charts a course to achieve great things, but also someone that is bold enough to act on those goals.

I work with a group of tremendously successful small business owners, managers and entrepreneurs that have a burning desire to dream big and achieve big things. They share the attitude and belief that their dreams and goals are worth working hard to achieve, the wisdom to see the value in working with another professional to craft winning strategies and in helping to implement them.

It takes courage. Courage to seek help and courage to sometimes do things outside the comfort zone. Most of all it takes courage to take action.

And to keep taking action. . . day after day. . . moving, working, refining and striving toward the dreams and goals they themselves are bold enough to set!

Does this stuff really work? Well, in a word, YES!

I recently worked with a client that owns a holistic wellness business. Together, we nearly doubled the revenue for that business in just 15 short weeks.

How did we do that? Well, a few baby steps really.

We began offering useful informational marketing to prospects and current customers alike, simply to add value (no sales involved in this service oriented marketing, no strings attached). We also reached out to past customers in an effort to reactivate them as clients and created one or two simple offers that compelled people to want to buy now.

Just these few strategies, combined with one single up-sell and one down-sell strategy for just one of their products, created an explosion of interest, created a ton of new leads, conversions skyrocketed and the average number of transactions per customer and average dollar amount per transaction went through the roof.

Perhaps the most important thing to come out of those few short weeks was something even more valuable than a doubling of revenue. The business owner became excited about his business again!

Isn't that why we go into business in the first place? Sure, we want to earn a good living, but we also want to love what we do.

I love what I do for a living. I make it my mission to help others feel the same way.

The \$4000 question

Another client had a florist shop that also rented tuxedos. By just adding one additional step, asking just one little question every time someone rented a tuxedo, they were able to increase their revenue by just over \$4000 per year. More than 80% of that was pure profit!

That \$4000 question was, "Do you need any dress socks to wear with your tuxedo?" Yes, really. It was about socks!

HERE'S HOW I DID IT!

The store began to stock one single style of men's and boys dress socks, and just by making that option available to each tuxedo rental customer, it not only generated another sale for the store three out of four times, it also increased customer satisfaction. The customers were able to avoid having to drive all over town at the last minute looking for socks that they forgot they even needed. They appreciated the reminder and happily purchased the socks when they rented the tuxedo. The shop raked in the profits.

Everyone wins.

Asking just one question resulted in \$4000 in additional revenue. Can you imagine what happened when we added a few more questions like this? Profit skyrocketed!

I spent a zillion dollars on marketing classes in college and couldn't figure out how to market my own business

"There's a way to do it better. Find it."
~ Thomas Edison

As business owners we are passionate about our businesses. We pour our hearts and souls into the business. We work long hours and sometimes feel we will never be able to get ahead.

I've been there.

I've spent tons of money on brand marketing because I was told that I must, but didn't see much in the way of a return for my precious dollars. I knew I could generate fantastic results for my clients and should be the obvious choice for someone that wanted their business to really grow, yet my competition, which didn't have the same skills and talents that I possessed, always seemed to get more business than I did!

It was frustrating.

There is a better way to market a small business and it's not what we learned in college.

It's called comparative, informational marketing.

A few statistics.

On a good day, only 3% of your perfect target market is ready to buy

right now. This means that if 100 people in your perfect target market are surfing the web, dialing the phone or walking down the street, actively searching for what you sell, only 3 of them are ready to purchase something right now.

These are now buyers.

Most businesses market only to the now buyers and I was no exception. These are the 3%. This means that you, me and our competitors are fighting over a very small number of prospects in our perfect target market.

What about the other 97%?

I wanted to reach those other 97% too. Here is what I found out, and it has worked for every business I've ever worked with since . . . retail, service oriented, real-estate, health and wellness, holistic, dental, chiropractic . . . all of them.

Laser-focus marketing efforts to those now buyers for sure, but don't stop there. Begin to reach the other 97% by creating informational marketing and offers that help the 'later' buyers learn about the products or services you offer and why you are the best one to provide them, so when they finally do decide to buy, they will buy only from you.

Use hot button headlines in your marketing that address what your audience wants to achieve if they were to purchase what you sell. Address concerns they may have about things they may wish to avoid. Get inside the mind of your customer when creating ad copy and be consistent in your messaging at every touch point: newspaper ad, website, on hold message, flyer, brochure, business card, PPC, Facebook page, sales scripting, in the store at the counter . . . every single contact. Every time.

Comparative, informational marketing, if done correctly, will not only set a business apart from the pack for the 3% that want to buy now, it will also make a business the obvious best choice for those other 97% that will buy later.

But, you must actually BE the best, most obvious choice. So, if you can't say with a straight face you're the best choice and also explain why you're the best with actual facts - not a bunch of fluff, you must innovate. Innovate or you will die.

That's the really, really short version, but successful marketing is a component of every single, small business success, including my own.

Collaboration and buy-in are essential

The first business I ever created a plan for, went bankrupt.

The first business plan I ever wrote was for a trucker to purchase a truck and equipment so he could start his own business. I wrote the most awesome, foolproof plan ever written for anyone. It couldn't fail. He would be rich. I was so proud.

My client got the loan, started his business and I knew he would be the next big thing in trucking.

A few years passed and I ran into this client again. I asked him how his business was going, expecting him to give me a great report and to share wonderful stories of massive profits. Instead, he shared with me that his company had gone bust. I was crushed. That plan was fool proof and I knew it. I asked what had gone wrong, because I knew I had taken every possible thing into consideration and wanted to know why the plan had failed.

My former client looked me in the eye and without blinking said, "Plan? I didn't even use your plan. It didn't make any sense to me. You wrote it and I got the loan, which was great, but the plan wasn't realistic so I never looked at it again."

Lesson learned: I cannot design a plan, strategy, goal or action FOR my client. I can only do these things WITH my client. Without collaboration and buy-in there is no commitment, and without commitment, there is no action.

No action = no success.

After that big, humbling, ah-ha moment, I totally changed my approach. Never again did I simply create a plan, put it in a nice folder and hand it over.

Sure, I work for my clients, but to achieve great things we have to work together. There must be collaboration and there must be buy-in, or it simply doesn't work.

Begin with the end in mind.

"No matter how small you start. Start something that matters."

~Brendon Burchard

Not every person has the same wants and needs. We all have the same basic needs of course, the need for food, shelter, the ability to pay our bills, but most of us have more lofty goals and those are the goals that ultimately drive us. I most always start out by helping my clients do these things first:

1. Define where they are today in their life or business
2. Define where they want to go with their life and/or business
3. Define how they will know when they reach their destination
4. Create the steps necessary to achieve the goal(s) and reach the destination, assign target dates and responsible parties.
5. Create some way to measure progress

I ask them to tell me:

1. What they think it would take to double their business or their happiness?
2. What strategies have they already tried?
3. What worked, what didn't and why/why not?

Ask yourself these same questions. Answer them honestly and you'll reveal a wealth of knowledge about yourself and your business that you may have never considered before.

Small businesses are lame. Everyone buys their stuff online.

Small business is dying. Big box stores, online shopping and mega-stores are taking all of our business. We don't have a chance. Our marketing doesn't work. We can't get ahead.

These are all things I hear all the time. These things don't have to apply to you and they don't apply to my clients.

Basic economics teaches the law of supply and demand. If you sell a product or service that someone wants, they will buy it. The more they want it and the fewer of them there are, the higher the selling price can be.

Does this apply to small business? Absolutely!

The fabulous successes my business clients and I have achieved can be reduced at their core, to a few concepts, a few metrics and a formula.

Listen

Listen to your customers. Listen to your employees. Listen to other

HERE'S HOW I DID IT!

business owners. Listen to other experts and learn from them. When you take the time to truly hear what others are saying, what you learn from listening can take your business to a whole new level.

Know your audience

This sounds basic, but it's so important. Just because you are passionate about and love the product or service you offer, does not mean your audience has that same kind of love for it. AND, just because your audience used to love that product or service you offer, it does not mean they still do, so stay up to date and stay relevant.

Know your competition

Again, so important. What do they offer? What do they charge? How are you different from them? ARE you different? Do you offer more services, better services, better products, more selection? How are you different? If you don't have a good answer to this, stop right now. You must innovate. You must make changes immediately to set yourself apart from the competition so that you know in your heart that you are the best choice.

Learn comparative, informational marketing

Once you're certain that your business is clearly the obvious, best choice, communicate that intelligently and clearly to your audience, by using facts, statistics, and verifiable data. Just saying you're the greatest doesn't make it so.

Know yourself

What are you willing to do in order to achieve your goals? How committed are you to making this work? You're either all in or you're out. Decide now if you're willing to do what it takes to make your dreams come true and commit to making it happen. Then seek the skills, knowledge and help you need to make it happen.

Measure

How do you even know if you're improving or are successful without measuring your progress? You won't.

You must make it a priority to figure out a few basic metrics at a bare minimum in order to grow a business. This takes time and is often painful, but it's absolutely crucial. Basic metrics include: # of leads, conversion rate, # of customers, # of transactions, average sale amount, revenue, margin and profit.

Here is a very simple formula using basic metrics:

$$\begin{aligned}
 &\# \text{ of Leads} \\
 &\times \\
 &\% \text{ Conversion Rate} \\
 &= \\
 &\# \text{ of Customers} \\
 &\times \\
 &\# \text{ of Transactions} \\
 &\times \\
 &\text{Average Dollar Sale} \\
 &= \\
 &\text{Revenue} \\
 &\times \\
 &\% \text{ Margin} \\
 &= \\
 &\$ \text{ Profit}
 \end{aligned}$$

Now watch what happens when we plug in some hypothetical numbers for a very small business, and then create just a small 10% change in each metric:

Starting Point		Goals (10% Increase)	
Leads	4,500	Leads	4,950
Conversion Rate	30%	Conversion Rate	33%
Customers	1350	Customers	1633.5
Transactions	1.3	Transactions	1.43
Average \$ Sale	\$140	Average \$ Sale	\$154

HERE'S HOW I DID IT!

Revenue	\$245,700	Revenue	\$359,729
Margins	24%	Margins	26.4%
Profit	\$58,968	Profit	\$94,968

A change of just 10% in each of these metrics created an increase of more than 60% in PROFIT in this hypothetical example.

Measurement and tracking is essential to my success and to the successes I'm able to help my clients attain.

It's not without hard work, but its necessary work.

I block time to work on my business every week and I advise my clients to do the same. This is not time spent training, consulting or coaching others. This is time spent working on creating the best products and services I possibly can. On planning and implementing my own strategies and in learning from other experts in the industry.

The world is changing at a tremendous rate. Businesses must change with it or they will no longer be able to compete. They must stay relevant, current and in tune with the marketplace or they will quickly lose market share.

We all have much to give . . . each and every one of us.

Discover your own voice.

Have the courage to pursue your dreams and to help others as they pursue theirs. Be the best at what you do. Learn to measure and track basic metrics. Block time to work on your business and create down-sell, bundling, up-sell and other strategies to improve sales, improve profit and improve customer service. Position your business in such a way that your audience will choose your company over the competition because you really are the obvious best choice, and you will grow by leaps and bounds.

I'm a coach and a consultant. I've had great successes, but my true

achievement is measured by the success of my clients. I'm far from finished. We have many great things to accomplish together!

I invite you to join my community at www.LanaReidWaters.Com and www.WatersEdge.Net. There you will find links to my other sites, free video lessons and some helpful free tools. You will also find information about the products and services I offer.



Lana Reid Waters

Lana Reid Waters is a business strategist, coach and consultant to successful small business owners and entrepreneurs, nationally. Lana founded Waters Edge Development Group in May, 2008 after serving more than two successful decades in the financial services and IT industries.

Training, operations, sales, customer service, project and high profile emergent management assignments have combined to give Lana a unique and varied perspective on virtually all aspects of business, as did the opportunity to wear a consultants hat in every position she held over the 20 years prior to founding Waters Edge.

With a personal interest in real-estate and property rehabilitation, Ms. Waters has been known to handle a reciprocating saw and a paint brush with ease and has personally purchased, rehabbed and sold more than a dozen properties. Lana loves to take the ugliest house in the neighborhood and turn it into a show place, as she sees potential in the most undesirable of properties.

Her uncanny ability to also see untapped potential in people and businesses makes Lana a tremendous strategist and trusted coach, able to help her clients make sense of chaos and create profit where there once was none.

Ms. Waters is not only a certified business coach, but holds both executive coaching and life coaching certifications as well.

She created the online e-learning site, Waters Business Growth Academy, the business building workshop series Business and Marketing Boot-camp as well as the Explode your Revenue – Expand your Reach small business seminar.

A variety of tele-seminars, webinars, a group coaching and mastermind program as well as personal coaching and strategic consulting services are but a few of the products and services currently offered by Lana Reid Waters and Waters Edge Development Group.

Related Links

Lana's main site <http://www.lanareidwaters.com>

Lana's consulting company Waters Edge <http://www.watersedge.net>

Find her on Facebook <http://www.facebook.com/waters.edge.dev>

Follow her on Twitter [@LanaWaters13](https://twitter.com/LanaWaters13)

Find her on LinkedIn <http://www.linkedin.com/in/lanareidwaters>

15

LEARN TO BE YOU

How to Change to Have More Energy & Fulfillment

- BY DIANA DENITINGER, CREATOR OF THE CHANGE YOUR GAME FORMULA™.

Do you remember as a teenager getting invited to your first party or dance? What questions went off in your mind? Well, the first question for most people is “Who else is going” so you get an idea of how much fun to expect based on the crowd attending.

But the second question, at least for girls, is the most important and that is “What am I going to wear?!” I remember my first party and excitedly running to my closet and pulling out lots of outfits and laying them out on my bed. But then looking at them all I got filled with this sense of confusion. Did I want to wear a long dress, a skirt and blouse or elegant pants? At that point it was too overwhelming to choose alone.

So then I remember running to the telephone and calling all my girlfriends. “What are you going to wear?” We shopped together for outfits spending hours in shopping malls and changing rooms until the best one hit home and we all screamed in unison “That looks so great on you!”

And it sure felt great!

CHANGE INTO THE REAL YOU

Feeling great is the way to go! With enthusiasm and energy life seems easier and you seem to accomplish more with lightness, grace and ease.

Feeling great on the inside because others say you look great on the outside (or because you made a great cake, fantastic business decision etc.) is a tricky thing. It means you could easily feel bad if others say you look bad (or messed up vacation plans or wrecked the car). How many times have you felt bad being criticized about food, dress, place or style (not to mention sports teams or politics) but to please them and or to avoid useless discussions you just pretended you weren't.

You can say yes (or no) to your spouse even when you want to say no (or yes), you can agree to let your grade schooler experiment something even though you know they are not ready, you can go along with a work strategy even if you understand it will not get the desired results... until something gives, breaks and crashes. Usually it is your self esteem and then the relationships. Only when things bust we most look to change. Picking up the scattered pieces can be hard especially if we only consider things as the victim or the carneface. Most people want to find to person to blame, to make one person right and the other one wrong. Their energy goes to defending opinions and choices.

Instead your energy needs to go towards meeting your Needs.

*Needs drive behavior, beliefs and values. You are your Needs.
Your Needs define the Real You.*

Needs steer your choices every second from the smallest detail to the biggest picture. When you satisfy all your Needs, including your Unique Individual Needs, your Cultural Needs and your Universal Human Needs then yes, you can say you live a great and fulfilling life.

This chapter is about my journey as a Life Transformation Expert creating a faster, more effective and profound training and coaching formula.

*The Change Your Game Formula is on my scientific discovery
of the 22 Unique Individual Needs.*

I am humbled and honored to have hundreds of clients worldwide say “Diana, you know me better than I know myself” because of the precision and clarity they have received about who they really are. As a Corporate Trainer and a Psychosomatic Illness therapist I studied everything from business models to quantum physics, neuroscience and antique symbology to assemble this groundbreaking tool called “The Change Your Game Formula”.

SOME PILLOW TALK FOR WOMEN

It's ingrained in female DNA to do things together. We are “programmed” that there's safety in numbers. Have you noticed how girls and young ladies always go to the restroom together? This feeling safe, both physically, emotionally and intellectually is a Universal Need. There are 6 Universal Needs that mostly drive your surviving but your thriving is driven mostly by 7 out of the 22 Individual Needs.

Too often the Universal Need for group and fitting in becomes stronger than your Individual Need to show up as who you really are. You want the right “outfit” but this outside fitting in does not always fit who you are on the inside. Underneath it all women worry about being alone and are willing to compromise anything so they aren't. Change creates instability and upsets them. Look around you at how many women you know who still live with a man they don't love or who cheats on them because they are afraid of change.

Women worry about getting it all done because they rarely say no to others and are then compulsively scheduling their days. When was the last time you said “yes” to yourself everyday for whatever desire you had?

*The secret to stop worrying is to understand your Individual Needs.
All your desires are conceived here and are waiting to be nourished!*

Concerned about aging and not being attractive? It could be surprising to you but I have found that women who connect deeply to their Individual Needs show up highly confident and highly attractive. They feel energized, they live life on their terms and they attract opportunities to meet every Need. Stop worrying yourself sick! Changing into the real you is fabulously fun!

A PEP TALK FOR MEN

Men have a stronger Universal need for protecting and providing. They need to tangibly show off their self worth and self value. This translates into creating a perceived value that they, their family and the world recognize through their salary or job title. Even though they might not admit it, they worry about not being able to create a secure life for themselves and their family, not having the financial means to have a great lifestyle and future. And the older they get they worry themselves with questions like “What have I accomplished”, “What have I done with my life” and “Will I be remembered?”

Your Unique Individual Needs are your biggest fears and greatest talents!

How do you think you can guarantee all this stuff if you don't have a clear idea of who you are, if you don't focus on applying all your talents and if you don't unleash the unexplored potential inside? When you hook up with your Unique Formula then not even the sky is the limit!

A SNAPSHOT OF UNLIMITED OPPORTUNITIES

One of my personal coaching clients was a very creative social worker teaching art at an orphanage. After glimpsing her “Formula” I started asking very precise questions about her drive for excellence, her creative passion and keen sense of intuition - her top 3 primary Individual Needs. I sensed there was something holding her there in the orphanage. Sure enough she answered that she herself had been adopted. She felt that those children needed her motherly care and she was grateful. But inside she felt there was something more and this created frustration and emptiness in her life. In a short hour I connected her to her real dream. And in 2 short weeks she was offered the opportunity to open her own photography studio. She immediately attracted clients and income by teaching her unique photography approach. This was such a better fit for who she had become. Sure the change was a risk, but so much more fulfilling.

Discovering who you are meant to be and how you are meant to evolve requires guidance.

THE TINKER TOY LEADER

In a multinational family owned company where I did Team Building

HERE'S HOW I DID IT!

Training, the son of the owner stepped into a new role as the CEO. With the father's retirement both this younger son and his older sister took over the reigns of the business. She stepped instead into the role of president. Expectations were high among the 100 plus local employees.

But what I perceived is that the son did not have Leadership as a Unique Individual Need. The pressure was on him from all sides to emerge as one. At age 45 he was so much happier inventing, designing and assembling production machinery. Not even the sister had what I defined as Leadership Needs. She was the dreamer and she had the vision. And the brother had the knack that a toddler has putting together tinker toys or that an 8 year old boy has putting together Lego blocks.

Another consultant they were also using during the transition period advised them both to attend some powerhouse guru run Leadership workshops. Each time they came back and felt even more like misfits in their new roles.

You can't be who you aren't.

We continued on the path of bringing out and appreciating the Unique Individual Needs of each of the 15 members of the team. I guided them in formulating a profound and deeply felt mission statement and metaphor for their vision based on who the “sum” of who they all were. After 6 months they opened factories in Russia, India and a business office in Canada. This was not because the CEO and President were outstanding leaders, but rather because they were true to their real selves.

Along the path of learning to be us we are often steered to learn how to be someone else, walk in someone else's shoes, follow in someone else's footprints. This couldn't be more dissatisfying and discouraging. The generic 5 steps or 7 secrets to being “whatever” don't often work and sometimes do more damage, waste more time and lower the self-esteem of those who follow them.

DEEP PROBLEMS AND LOW PERFORMANCE

Even though all employees in companies aren't worrywarts, they are human beings with needs and concerns. When employees share the stress they live during their work hours, I am amazed they can find the energy to even smile when they get home. When I coach private clients and they share their personal lives, I am amazed that they can even perform at work

from 9 to 5.

Another private client recently approached me concerned about her children's health issues. With very open clients I feel freer to ask vulnerable questions about what is really showing up in their life. And this is when I really have fun. What was real that day was that her 6 month old baby had bronchitis and her 12 year old son, one of the fraternal twins, a growing gluten intolerance. When I asked her how she enjoyed work she went on and on about how great it was. This is how clients try to steer coaches away from looking closer into their reality. My questions get to the point and today included ones like: who is your son named after, what close tie did you recently lose, what is your fear about not being at home and which grandfather did not want to get married. These are not typical coaching questions but rather a symbolic interpretation for what had manifested in her life. Then she revealed that her parents had not talked to her for 3 years because they were offended that she moved with her husband and children to a foreign country.

In a half hour we unraveled this ball of confusion and sadness. She finally saw the intertwining of stories in her family's past and the relation with her children now. She finally felt the loss in her heart and admitted she had been pretending it didn't hurt. I told her I saw her as a small girl pouting in the corner like she had been punished. She saw exactly that too.

Early the next morning my phone rang and she called to share with me some amazing news. She said it was the first night she slept so well in years and that when she woke up she wrote a 5-page letter. Best of all she said that her 12 year old daughter came up to her and asked "Mom, what happened? I have never seen you so happy." They hugged and she answered "I just feel so peaceful today and I love you all so dearly."

There are no misfits, just fogged identities.

Now she is ready to journey along her path of Unique Individual Needs. She is ready for a process of changing into who she is because she is free from who she is not.

CHANGE STARTS WITH AWARENESS

And it needs to start with you.

What happens usually is that you try to change into who you aren't. You

HERE'S HOW I DID IT!

look outside to imitate certain role models so you feel you fit that perfect image of how you think a spouse, a parent or a professional should be. But it doesn't fit for long and never really feels right.

Either that you decide to change very slowly and only be who you really are around certain people because you sure don't want to rock the boat or destabilize them! You tell yourself that if they ever really knew you then maybe they wouldn't like you anymore, keep you in that job or have you as a friend.

Lastly you give up because you don't know WHAT to change into. And here we are back to the clothes example for the party. If you wanted to really be a knock out with your wardrobe, well, it sure would be best to hire a fashion consultant.

And to know WHOM to change into, it's best to hire someone who knows you inside out.

YOU CAN FINALLY RELAX

My studies in neuroscience have confirmed that both in the brain and the DNA of each individual you can find how they have been "programmed" to life. Their behavior is predictable and their Individual Needs are predefined from conception. How each person then decides to act is up to them. They can utilize this programming in an "automatic way" not being aware of it's existence and therefore create a dissatisfying life experience or they can manage this programming to their benefit and have an amazing one.

To discover this programming, you don't need any special medical exam or blood test. All you need is the "Formula" with the predictable images, significant key words and unconscious symbols that a person uses.

In private workshops I often ask participants to bring an object they just cannot part with.

Once a dermatologist brought 2 angel statues. I asked her if her mother or grandmother had lost 2 children. She surprisingly answered "Yes, my grandmother" and then shockingly asked "How did you know?" I told her that often doctors chose that profession because in a certain sense their brain tells them that by choosing medicine they are the ones to save those relatives. She had complained about feeling like she could never do enough or be good enough and I asked her if her father wanted a boy. Once we

released all the expectations she was feeling pressured to meet, she was able to connect to her natural healing talent. Things changed quickly and her family relationships improved. She stopped working the long exhausting hours and her husband was happier. She felt more relaxed and enjoyed time with her daughters. The fear of needing to save, to be the best, to over performing was just the lack of clarity of her unique Individual Needs and talents.

THE MOVEMENT TOWARDS MEANING

Most training and coaching programs are Result Oriented. The client wants to find a new job, attract a soul mate or lose 15 pounds. This is Want Oriented but leaves the client wanting more and usually only happy when they get something from the outside.

Maybe the woman with could have set a strategy for how to get a hug from her daughter.

Maybe something would have worked to get her the wanted result.

How I Do It is by using the “Formula” as a Needs Oriented process. Starting from the Need, a client connects with what that means to them. They draw “what it looks like”, they make a list of desires and they design a plan of action to fulfill them. This process is biological - meaning logical for life. We all desire more life out of life. The physiological processes that take place when you meet your Individual Needs make your life more meaningful. This meaning is the catalyst for energy. Remember when it meant so much as a kid to get that ice cream after dinner that you happily washed the dishes? You sure didn’t sulk! It is the same with learning to be you. It means something deep inside and you feel motivated to be, do and have.

*My life’s mission is the Movement for Meaning.
When you “Finding Meaning You Find Yourself”.*

My Professional Corporate focus is guiding them to reach higher business objectives faster with the inertia of Individual Needs. I enjoy Teams who create impactful mission statements including a commitment to ecology through energy consciousness. Reach me at contact@dianadentinger.com

My Private Coaching tends to attract high caliber women who are

HERE'S HOW I DID IT!

looking for more in their lives. It seems to be women's time now to stand up and impact their future and the future of the world. I lovingly support human empowerment, but I do not support "power over" and "against" movements that are sexist or racist. We are all here for a reason and all life forms are precious.

I invite women to contact me by email for coaching diana@womenofmeaning.com or visit www.womenofmeaning.com/movement for a complimentary video series. And I also encourage men to join this Movement for Meaning since women, with the uniting support of men, can catalyze more loving and peaceful change throughout the world.

To accelerate this, I am searching for life coaches interested in learning my profound tools.

Let's make it one great party where we each show up as the best of who we are meant to be! contact@dianadentinger.com



Diana Dentinger

As the creative leader in innovative corporate training programs, private coaching sessions and keynote speeches, Diana Dentinger has transformed and motivated hundreds of clients to achieve more clarity, meaning and performance in their personal and professional lives.

Diana is Founder of Women of Meaning, dedicated to creating female leaders in a new paradigm of co-creation, cooperation and compassion. She offers leading edge training methods that give the women instant clarity and confidence to reach balance and fulfillment by finding meaning to find themselves.

Diana is the Creator of The Change Your Game Formula™ a life transforming personality profile that supports people in accessing their full potential, increasing their problem solving abilities and energy. Diana also founded a proprietary virtual coaching school called The Meaning of Life School™ where she teaches trainers and coaches how to guide their clients using her tools based on neuroscience.

With the use of these tools, her corporate clients have been able to create unified teams with precise visions for their future. Some have saved over \$1million in waste and others 20% more profit for their companies.

Her private clients have transformed stressed family and couple relationships as well as dissatisfying career dead ends into more fulfilling choices. Most of her clients have found the courage to write books, start new businesses and change jobs thanks to her coaching.

HERE'S HOW I DID IT!

Diana was born in Chicago, Illinois, USA and received a Marketing Degree from Miami University in 1984. Her experience as an entrepreneur throughout Europe, enabled her to create her home, worldwide business and family in Italy. She now lives in Northern Italy where she raises her 4 children.

Diana is a neurobiology Psychosomatic Illness therapist specialized in behavior, Editor of the Inner Peace Parenting Magazine and Featured Author in the book “Pure Genius – Simple Solutions that Work to Light up Your World”.

16

3 PRINCIPLES TO KICK START ANY BUSINESS. BE YOU

How I Created A Lifestyle Business In Less Than A Year.

- BY KYOKO YOSHIKAWA, CEO, PRINCIPAL PLANNER AT
WEALTH PROTECTION AUSTRALIA.

More than 70% of all businesses started, stay small; they usually turn over less than \$300,000 and have less than 3 employees. As you may know, over 80% of the new businesses fail in the first 5 years. Even if they survive, they struggle financially without enough profit in the business.

Once your business is established, the next phase is called a “Lifestyle Business” where you have the flexibility and freedom with your time and money. About 14% of all businesses fall into this category. This type of business has 3 to 12 employees and turning over enough profit margins to comfortably sustain their business.

The aim of many entrepreneurs is to create a lifestyle business rather than a massive multi generation business. There are certain things you need to know when you are setting up and running a successful small to medium

enterprise.

CLARITY : Clarity is a compass to lead a way

Like many entrepreneurs who are starting their journey, I attended numerous business seminars, invested a lot of time and money into personal development to grow myself.

Many years ago, I went to a particular event and the presenter asked the audience, “ Which do you think is more important in business success? Passion or Clarity?” There were mixed answers, some said passion, and others said clarity.

Someone said passion is necessary to keep the fire burning, and it helps to over come challenges and keep going. It may also bring more joy and sense of achievement to work in your chosen field.

How about clarity? Yes, it is also important to have a direction and purpose to inspire others. I whispered to myself, I think both are necessary in business but I think having a clear direction of where I am going will not only make me focused but also lead and inspire other people. I honestly cant remember the answer the presenter gave, but this question certainly got me thinking about what these two words mean; to me and how I should run my business.

Before I became a financial planner, I was running a non-profit organization for children in Australia. The team and I raised money and supported children around the world. It was one of the most rewarding things I have ever done. Countless people helped our project but I also met many people who would say, “ I really want to, but I don't have money to give away or time to volunteer”. I saw the sincerity in their eyes and I knew they were telling me the truth. I felt helpless. I realized people in rich countries like Australia needed help too.

I thought about what I could do to help people, so they have the choice to do things they love. I think people are more generous with their time and money, once their needs are met and they don't have to worry about survival anymore. So this lead me to becoming a financial planner where I could help people and make a positive change to their lives. This is my passion.

I love planning, strategizing and professionally developing myself. Most of all I love educating and helping my clients. Seeing the positive changes in

their financial situations made me proud and filled me with a sense of achievement and gratitude. Because now they have choices in life to impact others in a way they choose to.

When I decided to leave the company I was working for and start my own financial planning company, I thought about what kind of lifestyle I wanted to create for myself. My ideal life consists of spending time with my husband (who is also a business owner) and my beautiful puppy enjoying life. This means I had to create a lifestyle business by allocating purposeful and dedicated hours to my business.

I needed to make sure I had a successful business for others and me. I understood I am not in a business of financial planning, but I am in a business of changing people's lives. My reason, my purpose was clear to me. It was excited and empowered. At the same time I was fearful knowing the significance of my business. I know I put this pressure on myself, but in my mind I could not fail in my business, failing was not an option.

I knew the first year of the business determines the future. My focus was on one thing – my business. But life throws distractions and challenges into your life. Many interesting business opportunities, personal and financial challenges as well as nice trip to a beautiful island came my way. Not that I said no to everything but often I said to myself “Clarity gives me direction and what I say NO to, will shape my path”. I had to remember sometimes I have to say NO and be focused.

PLANNING: A goal without a plan is a wish

If you have written a typical business plan, you know it is a very detailed document including your target, QSP, market data, SWAT analysis, financial projections etc. My business plan was written on a big sheet of paper with many colors and shapes. I created five-year plan and one-year plan.

I learnt from my experience, there is a natural flow in planning and creating a business. First identify the purpose WHY my company exists or WHY I am doing this business. Then define WHAT I want to do, WHAT business I am in. Once that's outlined think about WHO I need to have in my business then WHEN and at what stage I should have these people in my business. I thought about HOW I was going to execute the plan, and with the people I will have in my business at the end.

First I wrote my company name in middle and then wrote the essence of

HERE'S HOW I DID IT!

my company, the reasons of my company existence. I wrote “to provide education, security and freedom for my clients to build wealth and protect their family and lifestyle”.

Next is my target market and what service I am going to offer. I am one of only a few Japanese financial planners in Australia, so I chose Japanese people in Australia as my target market. As an independent financial planner, I wanted to provide as many services as possible but for the first year I needed to focus on a few services that 1) my target market would need and want and 2) give me cash flow. And I made a plan to expand my services after second year in business that I put in my 5-year progress plan.

Then I wrote my vision, which was more like an expanded version of my company essence. Locations of my offices, how I am going to provide education, quality of customer service I want to offer and how to deliver answers to my clients' questions are the few things I wrote down in this section.

I then wrote down goals that I wanted to achieve. I had to start somewhere so I just came up with some goals I thought were challenging enough but achievable. Goals included the company revenue, numbers of clients and staffs, which state I wanted to expand to, names of media and publications I like to write for. It was mix of marketing plan and financial goals as well as future prospects of the company.

I also wrote all marketing methods I could think of and circles the ones I wanted to do in the first year and created a marketing funnel for my business.

I listed ideal employees and potential referral partners.

I used a lot of space in the one big sheet of my plan for financials. I thought about how many clients and what services I need to offer to achieve my financial goals. This process also validated the services I listed are profitable ones.

Furthermore I wrote down critical things like what systems, process and resources I need to make it run my business efficiently. I had no idea that system or resources are needed but I wrote down to remind myself that these things are also important to be sorted at an early stage of my business operation.

After having a list of goals and things to do, I created a timeline and drew a line from left to right and put each of these into a logical order with

the due dates. I found looking at milestones and to dos from horizontally from left to right, rather than vertically helps me to be more organized in my thinking.

My goals, due dates and financial forecast as well as marketing plan were created not based on my projections or statistics, but out of my declaration. I just wrote what I wanted to see happening. I wrote “100 clients in 1 year” “X amount of annual revenue ” “do a retirement seminar in April” “start writing articles for a Japanese publication from July” “ 2 sales staff by September” “ Admin person by October” these are the some of the things I wrote down and that is how I started my financial planning business.

Based on the goals and timelines I created, I worked out what has to be done and created another detailed to do list for each month or each week. For example, I wanted to have 100 clients in a year, expected first few months would be the slow months, I gradually increased numbers of clients I need to make 100 clients in 12 months. Also I knew I wanted to do a seminar in April, I contacted a Japanese media in February and negotiated to start a marketing in March to promote my event in April. I didn't know how it would all go so I gave myself enough time to complete tasks.

I believe planning is one of the most fundamental keys to success in a short period of time. It gives me clarity, direction and focus. Each year I spend a holiday in a nice tropical location to review and plan my business for a coming year. When I have a solid plan, I can achieve all the goals 10 times faster with intensity and confidence.

DISCIPLINE: GSD - Getting Stuff Done

Discipline is a tough word but as a Japanese citizen, I love and honor this word, but many people use integrity or accountability in a similar way. I look up to Mark Bouris and he once said, “Passion is necessary but not sufficient. You need to have accountability”. Mastering the discipline is another key to success because you have to get stuff done no matter what, as you are the business owner.

I believe discipline is based on 2 things – Physical discipline and mental discipline. Physical discipline is based on creating a routine in a daily life, and mental discipline is based integrity and knowing your purpose.

My dad is 71 years old and he is the master of physical discipline. Every morning he walks for an hour, he practices putting for his golf hobby and he makes carrot juice for my mum who had a colon cancer last year. He

HERE'S HOW I DID IT!

loves his routines and he keeps it religiously. His routine creates incremental effects that he gets better at things. When he was 70, he won a golf competition against players from all ages. His philosophy is each day is a dot. Little dots create a line and lines create a beautiful drawing.

Creating a routine definitely helps with discipline and avoids wasting time. I schedule a certain day and time for things whether business or personal: exercise, accounting, team meeting, article writing, weekly planning and so on.

I think you will start to understand your best time to work, rest and do your personal things. As a business owner it is hard to have a balanced life between business and personal. But as long as I am balancing, I don't feel extremely overwhelmed and behind of my things to do.

Although physical discipline create an environment to make it easy for you to do the things you said you would do, it is hard to keep going without mental discipline.

I think mental strength comes from knowing your purpose and having accountability to yourself. Some nights I have to stay up until 2 am to finish my task, because I know if I don't do it, I will not achieve my goal within the given time frame. "I will do it someday, one day" attitude doesn't create success. I know success happens outside of my comfort zone and I know pushing myself is the best way to get the best out of me.

Whenever I am exhausted or facing challenges, I remind myself the purpose, the reason why I am doing what I am doing. The bigger the purpose, the more motivation I get because I am doing it for not only for myself but other thousands of people. Purpose is the fuel to keep me going.

I also seek my mentor's support. I love the quote by Albert Einstein 'we cannot solve our problems with the same mind that created them' I know it is ok to ask for help and I don't have to do it all by myself. I am very fortunate to have a very supportive husband, family and friends and I am grateful every day. I always let them know what I am up to, so they give me understanding and support that I need.

Business is a living beast, ever changing creature that you cannot take your eyes off. You have to be focused, precise in your direction and be committed.

I have established a very profitable lifestyle business in less than a year. To me, clarity, planning and discipline are the vital elements in successful business.

Clarity gives me the focus and direction.

Planning consolidates all the ideas to create goals and timelines.

Discipline makes the goals realized within the given time frame to achieve the purpose.

And always remember your purpose, your big WHY.



Kyoko Yoshizumi

Kyoko Yoshizumi is the CEO of an independent financial planning firm, Wealth Protection Australia and a director of Bright Mortgage Pty Ltd.

She is also the president of a Japanese non-profit organization ANE – Association of New Elderly Inc., assisting Japanese Australian mixed families and Japanese seniors living in Australia.

She migrated to Australia in 2002, and over the last 10 years she devoted her time and energy to numerous charitable organization as well as running her own businesses.

She is Australia's top financial planner for Japanese people, helping individuals as well as companies and organizations to achieve their full potential. She realized being an immigrant is not weakness but strength, and her mission is to educate as many immigrants as possible in Australia utilizing her language and planning skills, because they deserve a good life in Australia.

Kyoko has a brilliant way of using metaphors and stories to illustrate even the most complex financial concepts - making them simple and actionable.

She has educated thousands of immigrants nationally, and has become a well-regarded financial planner, author and presenter.

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17

MY YIN AND YANG BUILT A BUSINESS IT CAN BUILD ONE FOR YOU TOO!

- BY VICTORIA BOYD, AUTHOR, PUBLISHER, TRAINER AND
MENTOR.

You never know where or when inspiration may manifest itself --- sitting quietly, driving a car, or daydreaming in a meeting. It is during those defining moments, when the vision becomes so crystal clear, that you know things will be different from that point forward. I had that moment, realizing and grateful that my past Yin and Yang experiences were the perfect preparation to create a powerful alignment that would be an opportunity for business growth and community impact. It was from this *The Philantrepreneur™* concept, services and model became a reality.

It's funny ... while growing up, your environment is the norm, and the values you possess evolve and grow from that foundation. I did not recognize it then, but what a unique and enriching environment I had! It influenced me on so many levels. It was my 'norm' and I am so thankful for that unique form of normalcy.

I grew up in a home of complex juxtapositions and opposites. My father

was my first exposure to an entrepreneurial mindset. An inventor, a visionary, a 'live outside the box' kind of guy who never conformed to societal norms, but rather created his own path and his own way of doing things. He sat for hours contemplating and manipulating obstacles that he perceived as a problem that needed solving, confident that he could find the answer. He was the epitome of a right-brain-dominant personality --- always creative, multi-tasking, subjective, looking at the bigger picture and questioning the status quo. He never wasted energy dealing with processes or systems such as bookkeeping, databases or file management. These details just never made it onto his priority or to-do list. He had greater things to accomplish and there was always the next big adventure. He was an entrepreneur, the captain of his ship, and the creator of his dream.

On the complete opposite end of the spectrum was my mother, the conformist, who followed the line and never went against the tide. She was rational, logical and totally focused on details and objectivity. She was the household manager and dealt with all the details of raising four children and providing for their needs. She never had a driver's license and had no desire to explore outside of the world that was her home. I still remember a saying she would often use: "We don't do that." She would admonish us when we explored or stretched beyond how she felt we should live and how she defined right and wrong. More importantly, it represented how she wanted her children to be viewed ... as people who never stepped outside that box of what was considered 'proper.' It was her proclamation of the standards of 'the norm.'

As the youngest of four siblings, and if you think about most 'babies' in a family, we are often spoiled, and able to get away with more than the children who preceded us. I was no different: I consistently stretched the limits, and never really felt the need or desire to conform. I lived on the edge and pushed the envelope. I was labeled the rebel child. Thinking back fondly, I often heard the "We don't do that" phrase. However, through all my rebellion and living outside the box (my father's influence), I was always trying to please and live up to others expectations (my mother's impact). This was the first indication of my right and left-brain paradigm (or conflict, some might say). This paradigm helped mold the path I have followed, combining a creative perspective with a very analytical approach.

Combining My Yin and Yang to Form a Concept

It's wonderful how all of the different and seemingly diverse experiences I've had came together to create a valuable model of community impact. Looking back, I never had a plan to get where I am today. I was a teacher,

and never dreamt of being an expert in business and philanthropic development. But as we all know, life changes, events happen, and what you thought was your reality becomes your past that builds the future.

As a dance instructor, I translated the language of dance so that my students could appreciate and use it as a means of communication. Imagine a group of emotionally diverse teenagers, with hormones pulsing through their bodies, learning the technical aspects of dance. My job was to take all of this diversity and turn it into one harmonious unit. I taught my students how to determine a goal, internalize it, and then create a memorable message to be conveyed to others. For them, each individual movement in a dance became a word, and those words flowed together seamlessly to create a sentence. Those sentences become their stories.

To put this in context, in dance I used the stage as my canvas and the body as my pen. I heard music not as a harmonious combination of instruments and timing, but rather as individual voices that told their own story in a parallel conversation. I visualized and heard things in different modalities and created my own theme, characters and crescendos. That was my creativity in high gear. Adding to that creativity, dance and choreography is also a detailed process and very analytical. It is no surprise based on my childhood influences it became the perfect career to utilize my Yin and Yang upbringing.

Looking at my work as a teacher, I was charged with the success and growth of everyone that crossed my threshold. However, my passion for giving did not end at the classroom door. Involved in the performing arts I was consistently engaged in fundraising activities and found myself sharing or teaching my skills to many nonprofit organizations. This element became an essential part of my evolution as I took on more and more leadership roles in the sector. Looking back, it was a natural progression because as we as individuals mature and matriculate through career and life, our true core values and passions don't change they simply evolve and manifest in different forms. Therefore, my core is to teach, motivate and guide new paths of discovery creating new realities.

Fast forward – During this dual career in education and the nonprofit sector, that entrepreneurial mindset my father exposed me to growing up finally started to surface and kick in. I felt the need to solve a problem that I witnessed on a consistent basis - increase capacity and effectiveness of organizations. This journey started with getting an advance degree in organizational development and studying the works and theories of Edward Demming, Napoleon Hill, Robert Kiyosaki, Michael Drew, Roy Williams

and many more. I learned the language and fundamentals of business structure, revenue generation, marketing, effective systems, and numerous other aspects of development.

The courses I took at the time did not emphasize the ‘business’ aspects of running a nonprofit organization. It became an essential ‘missing’ element as an entrepreneur servicing the nonprofit sector and instructor of nonprofit management at a major university. I also needed to keep up with the trends and have at my disposal strategies and best practices needed for optimal effectiveness. I became an overzealous student learning everything I could that was current and applicable. Looking from a broad perspective, the value of my background in dance and early nonprofit experiences set the stage for me to have that ‘Ah Ha’ moment. Realizing that my exceptional ability to creatively process, and cross sectors to find alignment and develop systems for mutually beneficial results was what I was meant to do. The Philantrepreneur™ was born and has evolved as my Yin and Yang in action.

The Philantrepreneur™

In a blog February of 2013, I first referenced the term Philantrepreneur. Even though conceptually I had been using the term for some time and realistically I have probably been a ‘Philantrepreneur’ my entire life. This is why the concept made so much sense and was a natural fit for me.

A derivative of ‘philanthropy’ and ‘entrepreneur’, you probably won’t find the word Philantrepreneur in the dictionary – yet - I am imposing wishful thinking into the universe. Often the word Philanthropreneur is seen describing various forms of philanthropic activity. However, The Philantrepreneur™ business model and approach is a system that has value to both for-profit and nonprofits – we cross that often unspoken double yellow line separating the entities. Historically two separate paths, you were either a for-profit or nonprofit that existed and developed to serve different purposes. However, as the socio and economic climate shifted, the two entities became increasingly dependent on each other. This can be noted in the new legal designation of organizational structures such as Benefit Corporations (B Corps) and Low Profit, Limited Liability Corporations (L3C).

‘Philan’ - ‘trepreneur’ puts weight on and emphasizes the entrepreneurial component. It was the missing element and problem to solve in the nonprofit sector after observing the peaks and valleys, good, bad and ugly practices evolve. Infusing business strategies and an entrepreneurial spirit

and mindset into their systems and operations was the solution to have long-term impact.

Others are taking note....

There has been a shift in the corporate philanthropy perspective and their attempt to have community impact via external means. In 2009, IEG, the global leader in corporate sponsorship research and activation processes released data on an observed shift in the strategies of cause marketing and introduced the term “Meaningful Marketing”. IEG, in their introduction of “Meaningful Marketing” attributed the shift to the economic downturn or recession, which in turn heightened a corporation’s need to be financially and strategically accountable to stockholders. They needed more proof of impact either internally – return on investment, or externally – measurable outcomes. Corporations had been using philanthropy as a business strategy for years but generally with no measurable outcomes for the money spent. Therefore a shift in sponsorship processes involved emphasizing measuring the return on investments of these strategies. Private Foundations also began looking for increased measurable outcomes. Therefore, across the spectrum there was heavy consideration of the business impact nonprofit relationships can generate and the shift was quickly accepted and utilized. From this development evolved several strategies that have gain momentum in their application.

- **Meaningful Marketing** - Relationships with nonprofits must be able to be leveraged through multiple channels, media and markets and become the foundation of sponsor value and related community engagement.

- **Impact Investing** - Impact investments are investments made into companies, organizations, and funds with the intention to generate measurable social and environmental impact alongside a financial return.

- o Create a new narrative for corporate philanthropy as an investment in society.

- o Develop an inclusive “operating system” for philanthropic investment.

- o Professionalize the field.

- o Improve collaboration, communication, and knowledge sharing.

- o Mobilize “field level” leadership behind this agenda.

- **Congruence of Interest** - Aligning the strategic goals, products or services of the business with philanthropic efforts to gain a unified message and purpose. For example, a real estate company’s Foundation offers free courses on independent living, financial security and homeownership. All areas congruent with their business goals.

Influence of Marketing

Interestingly, the philanthropic shift also aligned with a marketing concept detailed in the book *Pendulum*, by Michael Drew and Roy Williams. Their main premise is that social interaction which impacts how marketing trends and messaging flow have distinct cycles. From Michael and Roy's perspective and research of history, they've been able to determine two primary modalities in which society operates and observed there is a swing from one mode to the other, creating two 40-year cycles. The modalities are a "ME" social lens and a "WE" social lens.

In the ME view, we're aimed at big dreams. We applaud personal liberty; demand freedom of expression; desire to personally be number one and we worship heroes, gurus, and rock stars.

In the WE view we admire individual humility, we applaud personal responsibility, demand conformity for the common good. We want to create a better world and we hunt out the "witches" and charlatans to burn them at the stake.

Marketing is currently in a 'we' cycle, and it is essential to demonstrate group and community activism. A great example of the WE cycle is quoted from the *Pendulum in Action* website – "Collaboration thrives in a WE Cycle, given, of course, the right combination of creativity and generosity." When in a WE cycle deep satisfaction comes from helping to create information that we use rather than just passively receiving it - the collaborative mindset. Harvard professor Jonathan Zittrain also stated, "Involvement of people in the information they read is an important end itself."

One very well known example of the WE cycle in action is the success and popularity of Wikipedia. Wikipedia is built on the belief that what we create in common is more meaningful than would be the same handed to us on a platter. Peer production allows people to be engaged.

Jimmy Wales, the co-founder, offers a simple, inspiring mission for Wikipedia: "Imagine a world in which every single person on the planet is given free access to the sum of all human knowledge. That's what we're doing." It was a huge, audacious, and worthy goal. But it understated what Wikipedia did. It was about more than people being "given" free access to knowledge; it was the action of empowering them, in a way not seen before in history, to be part of the process of creating and distributing knowledge.

So what does this mean? In today's marketing and business

development it is not so much about the product and services offered, not even the quality, but what is the company's WHY – the purpose and engagement demonstrated.

The Philantrepreneur™ - is it a concept, model, or resource? Let's say all of them.

As a Concept

As a concept The Philantrepreneur is applicable for entrepreneurs, corporations and nonprofits. The philosophy embraces the foundation of honoring one's purpose, passion and desire to give back to the community WITH fundamental business goals and strategies to make a profit. All three sectors, corporate, entrepreneur and nonprofit, must focus on revenue generation however each sector has different starting points, paths to alignment and unique nuances to be developed. The planning and strategies in the for-profit sector aligns products, services or business goals with strategies to have community impact, which is called congruence of interest. In the nonprofit sector it is the mission of the organization that is aligned with products or services, utilizing entrepreneurial strategies to increase fund development (profits).

As a Model

For Corporations & Entrepreneurs

The Philantrepreneur Model utilizes strategies that go from discovery to implementation, finding the opportunities that create a bridge aligning business goals with community needs. Based on the concepts of 'impact investing' and 'meaningful marketing' the model develops systems that support 'congruence of interest'. Utilizing established corporate strategic goals, systems are created which support profit and social responsibility and aligns the brand and goals into a unified message. The former traditional format of external cause support no longer exist but instead a system that generates value and benefits for the business. Many have already seen the benefits of creating their own internal systems, a nonprofit entity where they determine and detail their philosophy – their WHY. It makes it possible to facilitate the delivery of specialized programs, giving plans, grant awards and accepting donations to support their interest – their WHY.

Equally useful for entrepreneurs, is developing the relationship between purpose and profits. Living and creating a legacy by becoming a Philantrepreneur. Building a business model that has community impact as an essential component of the strategic plan. Implementing strategies of

The Philantrepreneur model will establish a message and brand that has a positive reputation and credibility, and capacity to build sound organizational operations.

For Nonprofits

The Philantrepreneur model infuses business strategies and an entrepreneurial mindset into the operations, systems and program development to generate revenue streams necessary to carry out the mission. The meaning marketing component is an easy fit to implement and

As a Resource

The Philantrepreneur TM has resources available in many different formats and all can be accessed via our main website. Find tips, strategies and insight from experts in the field, hear about the latest trends, you can even promote your own business and have community impact. It is your resource for everything Philantrepreneur! Explore the resources, become involved, and learn how we aim to serve your needs. Visit: www.ThePhilantrepreneur.com

The Philantrepreneur Journal

A comprehensive quarterly digital publication filled with informative articles and resources for the business and nonprofit sectors. The column writers are nationally known experts in their field bringing years of experience and providing professional perspectives and expert advice. Our Voices From the Field series is a compilation of leading experts that provide snippets of advice or tips on topics such as leadership, marketing, finance and other key areas needed for effective and efficient management and development. Sign up to get your subscription.

The Philantrepreneur Radio Show

Tune in live at 8 A.M PST every 1st & 3rd Wednesday of the month. Broadcast on www.BlogTalkRadio.com/philantrepreneur listen to featured guests from around the world or join the conversation as we discuss the many aspects of being a Philantrepreneur. Are you a Philantrepreneur? Want to share your story? Visit the website under the radio tab to complete and submit the Guest Inquiry Form.

The Philantrepreneur HUB

The HUB is a directory of tools and services for effective management and organizational development. Everything needed to start a new business, website development, presenting webinars, corporation services and much more. These are resources to help you be effective and efficient.

Consulting

4 Reasons Why You Need an Expert Consultant - Dr. Victoria Boyd

We Have The Experience -We come to you with a wealth of experience, having led numerous organizations through the process we learned important lessons (both dos and don'ts). We have the knowledge and experience needed to avoid common pitfalls often experienced during implementing programs that have specific legal requirements.

We Have The Tools - We are specialists. Armed with the knowledge, tools, materials, processes, and training to get the job done more quickly and more efficiently than your internal resources typically can. Based on past experiences and best practices, you can trust that when we will choose the right tools for your situation, and be ready to get to work upon engagement.

Enjoy The Benefits More Quickly - Why re-invent the wheel? With an established model it is far faster and easier to adapt templates and models to your particular situation than to start from scratch. It saves needing to re-direct important internal resources away from everyday business. The results are that both the planning and implementation process gets underway within a shortened time frame.

We Are Objective- An external consultant brings objectivity, and that objectivity can be particularly beneficial to make sure that best practices are the center of operational goals.

Our Philosophy and Model in Action

Ads For A Cause

With our Journal, Radio show and Hub resource directory there are opportunities to advertisements with us and reach a national audience. We model our philosophy with Ads For A Cause where 50% of all ad fees go to charity. Yes, 50% goes to charity!

The Philantrepreneur™ Foundation

1. The Foundation is dedicated to building capacity and creating

healthy nonprofit organizations. Too many nonprofits are struggling to survive and even though they need support services they can't afford them. Therefore through the Foundation's programs they can access free or low-cost training, assessment, personal consulting and much more. Support our efforts to help nonprofits go from surviving to Thriving!

NOW IT IS YOUR TURN - BECOME A PHILANTREPRENEUR

Easy steps to create you or your company legacy.

1. **Explore** – With a FREE Subscription to The Philantrepreneur Journal – learn more about social enterprise and 'being' a Philantrepreneur. Gain expert advice and stay up to date on the latest marketing, leadership and industry trends and news.

2. **Discover** -YOUR "Congruence of Interest"

- a. Identify business goals
- b. Find internal and external alignment
- c. Create opportunities

3. Implement - The Philantrepreneur Model: 6 Steps to Implementation (accessible on the website) explains the process, however why do it yourself? Get expert guidance and development services in one package... we will Discover and Implement your plan. Contact Dr. Victoria Boyd.



Victoria Boyd

Dr. Victoria Boyd has had a diverse career as educator, nonprofit leader and entrepreneur, which provided her with the foundation and expertise to be a dynamic trainer, speaker and mentor. It was also this body of work that became the inspiration to launch The Philantrepreneur™, a philosophy and model that promotes integrating purpose into the business framework to have greater community impact.

Her passion as an educator is evident as she consistently produces resources and provides training to individuals and organizations to improve their effectiveness. Author of *The Wealthy Teacher: Answering the question, What's next?* and *WOW 'Em: Webinar Secrets from the Wealthy Teacher*, she shares her journey and expertise to help individuals and organizations reach their full potential. As publisher of *The Philantrepreneur Journal* and host of a radio show her goal is to be an active resource in the sector.

Even though busy as founder and president of the GALAXY Group, LLC, developer of *Center Stage Leadership™* and consulting projects, she finds time to feed her own passion and still teaches various courses in nonprofit management at University of Nevada, Las Vegas.

18

A LIFE IN 3D - DREAM, DARE & DO - A METHOD TO FIND THE REAL YOU

- BY CHRISTINA AROS, HEART DIRECTOR, INTL. SPEAKER &
TRANSFORMATION EXPERT.

*“We need to allow ourselves to shine as the unique human being, we were born to
be”*

It was a cold February morning, pitch-black outside and freezing cold. I was at a 24-hour shift at the foster home I worked but something was completely wrong and what I’m about to tell you totally changed my life..

But let’s take a leap back in time.

Because it all began when I was 10 years old, and a healthy and happy little girl filled with joy and anticipation, ready to embrace and conquer the world. Unfortunately I wasn’t the slimmest girl in the class and I had curves, which led to a lot of bullying by my classmates, and it continued until I was 19 years old.

HERE'S HOW I DID IT!

I clearly remember how angry and infuriated I was, and that I often lost my temper when the other kids made a fool out of me, criticized me. The only response I had was getting in a fight with them, scream at them or started cry and often all three things at the same time because it felt it was so unfair what they did to me and I felt sorry for myself.

Luckily I had the most amazing school master, that encouraged me to keep up the great work in school and he often defended me, but along with all the bullying I built up my own defense which, you, dear reader, will know after a bit more reading, followed and actually haunted me for many years.

I created a persona that did everything to hide the vulnerable and week side of myself and instead I created this strong persona, very outgoing and ready to fight anyone and anything that felt unfair.

A strong outer that didn't showed tears, didn't showed pain and most certainly didn't show any signs of weakness, insecurity and increasing low self-esteem.

But with fatal consequences for my following life.

When I was 15 years old, I met my future husband and we were together for 22 years. At 15 I didn't feel I was good enough, and furthermore I felt very insecure and I tried so hard to be someone I wasn't.

Due to the many years of bullying of me weight and my body, I felt inadequate and I felt fat, so why on earth would someone 3 years older than me be my boyfriend. I was pretty sure that he was just teasing me and one day he would tell me, I wasn't good enough and he was just playing with me.

So in order to live up to my own high standards and in an attempt to hide my own insecurity I started to have an eating disorder - bulimia.

I didn't have the self-control to become anorexic but boy I could eat and then throw it all up again.

I felt like a world champion and very satisfied every time I paid a visit to the toilet.

Every time I felt a sense of relief, control, security and that I, tiny little insecure me, could conquer the world because all my insecurity, all my not "feeling good enough" and all my emotional damaged inner self was

disappearing right there in that instant I flushed the toilet.

I WAS CLEAN
I FELT SAFE

But it only lasted a couple of minutes !

And then I was right back at the same pattern filled with insecurity, self-blame and not feeling good enough.

My first attempt of leaving the claws of my eating disorder arised when I became pregnant with my first child, and thought to myself “at least do it for the baby”, but as you’ll learn later on, everything you do, if you want it to be sustainable, has to start inside of you and be an emotional desire from the bottom of your heart and soul, not because of an external thing or situation (yes, I know the child is inside of you - but I’m sure you get the picture).

When I was 21 years old I was still trying to cope with the world as the strong woman, hiding my own true self, not only to others but for myself as well.

I experienced my first depression.

21 year olds don’t get depressions!!

Well I did! And I felt lost and as the biggest failure that ever walked on this earth.

I was in the middle of building a career, I had very high ambitions for that career, and now I had to take a leave of absence for 3 months.

I was devastated but as the “strong” person I was, totally out of sync with myself, I handled it... my way!

I just changed jobs.

I always handled things myself because I wanted people to see how strong and perfect I was.

But it didn’t change my life or my emotional chaos deep inside, so when I gave birth to my second child and just couldn’t overcome anything, because I was really bad at saying no and really bad at asking other people

for help, I had another depression.

I refused to take the medicine that my doctor pre-scripted and maybe you're wondering right now, WHY I did that. And the only answer I have is:

I wanted to handle it myself.

Exactly the same pattern I used during my eating disorder.
Exactly the same pattern I used during my first depression.

Do you see the pattern?

Well I didn't back then.

I just handled things, by escaping them and thinking they would disappear if I just continued my life and filled it with something else. Changed my job, another education, positive thoughts, smiled or simply just focused on something else.

But they didn't disappear and the emotional hole inside of me just grew bigger and bigger.

Maybe you're thinking, I should have learned by now that it wasn't a sustainable method but unfortunately I just kept on living my life as nothing had happened, so when I was in the middle of my thirties I had my third depression and this time it was deeper than the other two before.

I found myself having suicidal thoughts, and it was only my two children, that kept me from doing it. At that point I was working as a leader and found myself unable to fulfill my own internal need for approval and therefore constantly searched for external acknowledgement, but it never came the way I needed it or when I needed it, so I worked harder and harder trying to prove to the world how good I was.

And it totally burned me out. Literally.

Once again I did what I always did, I felt and resigned from my job and accepted a position as a social worker at a foster home because I KNEW I was brilliant at it.

But to be honest, it is a really bad combination to be fragile, emotionally ruined yourself, and then have to deal with children removed from their

families.

One day in December I was at the ice rink with a colleague and about 8 children from the foster home, when a 13-year-old girl suddenly pulled me down from behind whilst speed skating.

I never forget the feeling and the thoughts I had when my body hit the ice cold and hard surface. I thought I was paralyzed and would never walk again.

I never forget the scream that came from my mouth. It was like 30 years of pain was released from deep inside of me.

And I most certainly never forget what I did afterwards.

I handled the situation like the rest of the times. Continued my shift. Cared for everybody else and forgot myself right up until that February morning where everything turned upside down.

I had been on painkillers since that day in December, and I usually never take painkillers and that particular morning was a nightmare at work. Youngster had been running our all night, and I was alone on duty, so I was tired and worn out. One of the young boys wouldn't do as I told him to and I had just had it, so I exploded.

Screamed at the young boy, grabbed his arms and dragged him through the entire house and threw him on the floor in his room, closed the door and totally collapsed in a sofa, covered my face and started crying like never before.

Luckily another person came to work at that time and all I remember saying was: I just can't do this anymore.

The thought of abusing and treating another human being like that just because I wasn't able to feel myself and listen to my body devastated me, and I immediately went home and never returned again.

Because that's where my journey to living a life in 3D started . It's was the tipping point where I finally woke up from denial, old patterns and un supporting beliefs. A journey where I changed my history so it didn't continue to be the story of my life.

HERE'S HOW I DID IT!

But how did I do that

I didn't do it over night and it took me several years to get to where I am now. Not that it can't be done faster but hence my husband decided to divorce me shortly after, I was really messed up, felt stressed and totally burned out.

I started my quest of who I was because I didn't had a clue what so ever.

I read hundreds of books on how to love myself, how to empower myself and I went to therapy but it wasn't until I started working with re-integrating my shadows and dis-owned aspects with Debbie Ford, who sadly lost the battle with cancer in 2013, that I slowly began to figure out who I really was deep inside.

Not the girl I was brought up to be.

Not the girl that had an eating disorder

Not the girl that was bullied through out childhood.

Not the girl that was depressed.

Not the girl that had to impress the world and show how strong she was.

Not the girl that covered it all out with a big smile in a big car, with a big house and loads of money.

I WAS ME.

With all my qualities, with all my flaws, with all my imperfections, with all my stories (which in fact I rewrote, and if you follow the link below, you can rewrite your story too).

So here I was with all my dreams and huge visions, with all my light and I was...

Perfect as me.

I felt whole, I felt authentic and I felt free.

Because I now had the freedom to be the person I really was. Not the person I was supposed to be. Not the person everybody else expected me to be.

But the person I really wanted to be, and I wasn't afraid of other people's judgment anymore.

And the best part of it was; I felt happy

Fundamentally happy

Even though I didn't own a single thing, no house, no fancy car, no jewelries, no money, no nothing.

But I was happy for the first time in my life.

And I was on the path to making my dreams come true, and helping others to become "the real you"

So after I had had my own business for several years as a transformation expert, international speaker and author, helping others change their lives from being depressed to become fundamentally happy I decided to release a life in 3D, and the following paragraph will give you a clue of what it is, so you can claim your own personal power.

A life in 3 D, The soul process to reveal the real you

" If you can dream it, you can do it. Walt Disney

Have you ever wondered what you wanted with your life? Or what dreams you want to chase? or what you want to accomplish no matter what? or when you feel fulfilled? or maybe you've even thought: Is this really it? Is this really what life is about? - just like I did myself, then I suggest you pay very close attention to what I'm about to tell you, because this really did it for me.

I've never been particularly visionary or even thought I could change my life by setting goals, but I know better now, and as with everything else here in life, we keep getting wiser over time and with age.

But what if there's a shortcut for you to fulfill all your biggest dreams and feel whole and authentic, living a life with much more happiness, love and inner strength. What if there's a shortcut for you to reclaim your personal power and become more successful as you?

Would you believe me?

What if you don't have to spend all your money on self- developing courses, books and therapists

HERE'S HOW I DID IT!

Would you believe me?

Not many would, but if there's one thing I know is true it is that no external incident will do it for you. No one will do it for you.

You need to find your own light and allow yourself to shine from within.

Let me tell you one of my favorite stories about human beings.
It's an old Lakota Sioux Legend about Hidden knowledge.

The Creator gathered all of creation and said, 'I want to hide something from the humans until they are ready for it.

It is the realization that they create their own reality.'

The eagle said, 'Give it to me, I will take it to the moon.' The Creator said, 'No one day they will go there and find it.'

The salmon said, 'I will hide it on the bottom of the ocean.' 'No, they will go there too.' The buffalo said, 'I will bury it on the great plains.' The Creator said, 'They will cut into the skin of the earth and find it.'

Then Grandmother Mole, who lives in the breast of Mother Earth, and who has no physical eyes but sees with spiritual eyes, said: 'Put it inside them.' And the Creator said, 'It is done.'

DREAM

In many years I wasn't ready to know my own true self but when reality knocked the door not once, not twice but a million times, it was time for me to wake up from denial, and accept who I really was.

And it all began by finding my dream, my life purpose, the passion of my life, my vision. What ever you want to call it, is up to you.

So the first step it to take some time and get in contact with your own inner wisdom, and listen to your biggest, wildest and most amazing dreams from the bottom of your heart and your internal wisdom. (please follow the link below to get a free audio and worksheet to guide you to discover your vision and dream)

DARE

Now you have your vision and dream in place and maybe you think everything will be easy from now on.

But you did the easy part, and now you really have to roll up your sleeves if you want to make your dreams come true.

Because there's a reason why you, as the ancient legend described, haven't been ready yet.

And that is caused by your old beliefs, your underlying commitments, your hidden shadows, and your habits..

If you want to break free as the real you, you need to step out of your comfort zone, because nothing grows inside of your comfort zone. It's very safe, and cozy but nothing will ever grow in there.

A couple of years ago I had to do a talk for 100 women about stepping out of their comfort zone and I'd like to walk my talk and do as I "preach", so I thought to myself " how can I step out of my comfort zone when being on stage doesn't scare me anymore.

The first thought I had was " I'll stand in my bikini on stage". As you read earlier on in this chapter I hated my body for 30 years and had an eating disorder for over 11 years and the thought of standing on stage in front of 100 women only wearing a bikini, scared me to death.

Instantly my non supporting thoughts and old beliefs like "who do you think you are", "they'll think your cheap", "they won't take you serious", "you're too much" overwhelmed me but as I was determinate to step up, I did it anyway and today I'm known as the speaker that undress..

No just joking.

Often our fears control our lives and then we crawl back into our sacred little safe comfort zone and when we do that, we don't allow ourselves to grow and share our light with the rest of the world.

No, it's not easy to step out of your comfort zone and often you have to do it one hundred times before you succeed, so you really have to be willing to let go of who you are in order to become who you want to be.

HERE'S HOW I DID IT!

It's just like when you started walking. You didn't succeed in the first step you took, but you keep on trying until you learned.

The first time I was speaking on stage I failed big time. I wasn't present with my audience, I read from my notes and I most certainly didn't speak from my heart.

It almost killed me to think I had to be on stage again and when I failed a couple of times more I went right back to my comfort zone and told myself I wasn't a speaker.

But today I know better because I have a message I want to share with the world and I'm determinate to do what ever it takes. So I started training with some of the biggest speakers in the world and eventually I became more and more comfortable with speaking and today I just love being on stage.

I bet you've tried something familiar.

At first you thought it would be difficult and awful but when you didn't, it wasn't really that bad.

Reality is often better than you imagination, so just do it and learn from it. (please follow the link below to get a free audio and worksheet to guide you to reveal one of your biggest underlying commitments preventing you from following your dreams.

DO

The third step is all about action on various levels.

Without action you don't change your life. And when you don't change your life you just get more of what you already have. You'll attract the same persons, the same incidents and situations, the same level of success and you'll feel the same about your life as you've done up until now.

Often in our effort to succeed and reach over goals we get caught up in negative thinking about what we still have to do, what we still need to do, what we haven't reached and so on and so forth so the first thing I'll suggest you do it to look at all your successful actions

Success breeds success, and unfortunately it's the same about your negative thoughts.

So make a HALL OF FAME list over your life. Write down the 50 most successful things you've done or experienced. It's worth gold on the days when you're down, and we all have those days. Then you just look at your list and feel the emotion attached to your successful stories and you feel better.

Change your thoughts. YES I'm serious. You need to change your thoughts because the thoughts you're having are creating your emotions, and you just as I do act from you emotions and how you act in life provides you with the results you have.

So if you're not satisfied with the results you have in life, CHANGE YOUR THOUGHTS!

None of us control when the thoughts arise just like we don't control our heartbeat, but you have the power to control whether you want to let your thoughts control you or you want to control your thoughts. Question your thoughts! Are they really true!

Don't let your thoughts control your life and take you on a journey away from your biggest dreams.

I mentioned some of my thoughts earlier that didn't supported me at all. We all have those thoughts and when they appear it's extremely important not to believe them and to sell yourself a better thought, conditioning yourself to think the best of yourself, nurture you thoughts so they support you instead of preventing you.

The most amazing question in this world is:

Is this thought propelling me forward and supporting my dream or is it holding me back and preventing me from my dream?

The same question can be asked when you have to make a decision.

And finally start acting on your intuition. I bet you've tried like I have a lot of times, to hold back even though you felt something was right. I dare you to do and act from the first supporting thought that come to mind.

Start paying attention to your inner world because the only one having the right answer for you

.....IS YOU.

HERE'S HOW I DID IT!

Not me, not anyone else.

You are the answer to all your challenges, all your success and to all your biggest dreams.

Have a safe journey.

I DARE YOU!



Christina Aros

Christina Aros is born in Denmark in 1971. Founder of a life in 3D and the author of 2 books and 3 eBooks.

She's a former Television talk show host, board member and business leader as well as a High profiled athlete.

Now a single mom with two teenagers, running her own business helping people living their lives with much more happiness, love, success and authenticity.

She travels around the world doing talks about living much more authentic lives and has been dancing on stage with coaches like Anthony Robbins, T. Harv Eker, and Andy Harrington. She even went to Fiji to study with Anthony Robbins.

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HERE'S HOW I DID IT!

Here's your link to the free products

[13 tips to live a more authentic life \(poster\)](#)

[Vision process \(audio and worksheet\)](#)

[Underlying commitment process \(audio and worksheet\)](#)

19

A HOW I DID IT – SPEAK TO LIVE

- BY BENJAMIN LOH, EXECUTIVE PUBLIC SPEAKING COACH,
SPEAKER & CONNECTION MAVERICK.

In this Chapter, you will learn how a 27-year-“young” guy steps into the professional speaking and coaching industry and pits himself against his peers who are typically 10 or 20 years older than him. Within 2 years, he has been featured on over 40 occasions over 10 different media platforms and is a published author of the public speaking book, **‘INSPIRIT – How Asian CEOs Inspire Action From The Stage’**.

Read this chapter if you want to learn:

What is the one “source” of motivation and drive that will keep you going through tough times?

The 3 biggest strategies that Benjamin deploys to keep him winning training and speaking contracts with multinationals like ANZ Bank, QBE Insurance, Shell etc.

How to achieve more and win more even if you come from a humble

starting point

Newton's Third Law

You know how you would daydream when your high school Science teacher was going through some big theories (not the Big Bang) and your mind was wondering off to another galaxy?

Chances are, if you are honest enough like me (yeah, right), you were probably dreaming your way through school! If and only unless, you had a crush on your teacher.

Thankfully enough, there was this one lesson that particularly stuck on in my head – Newton's Laws of Motion.

Not particularly sexy, you will say. But let me tell you – this lesson probably has one of the biggest influences on me in my life so far.

My high school teacher, Mr. Tan, had a particular penchant for me – no actually, for... using me. And to be exact, in his live demonstrations for the science theories he was supposed to “wow” us with week after week.

What you need to know about me back then was that I was a particularly pudgy boy. At 13 years old, I was 65kg (around 143 pounds) and was probably 1.5 times as heavy as the average student in my class.

So Mr. Tan wanted to illustrate the Newton's Third Law of Motion. And in case you have forgotten about this theory, let me in the spirit of public service share with you what that law means in simple terms,

“For every action, there is an equal and opposite reaction.”

To illustrate the action and reaction pairs in an even more vivid manner, he got me up front because I was a “big force” in this class. So to counter my presence, he had 3 other students up too.

Our task? I was standing and facing 3 other boys of average build all lined up. To be frank, I was pudgy but I wasn't exactly strong so I could feel the weight of the boys leaning in my direction.

Mr. Tan then made his point, “With Ben as the force, there needs to be an equal and opposite reaction with 3 of his friends here”

What he didn't expect was that my classmates got a little too excited and hustled with all their might in my direction. What happened next was pretty disastrous for any high school teacher.

I fell backward with a bad bruise and a swollen skull at the back of my head. My peers though, managed to break their fall and were left relatively unscathed. At this juncture, the entire class was laughing at us. To be more accurate, they were laughing their hearts out at the fall of the proverbial "fat boy".

Within moments, I burst into tears as I had felt so stupid and helpless. It didn't take me too long to pick myself up to rub away my tears and get back to my seat and to mull over what a nut I was.

At that time, Newton's Third Law was a painful lesson for me, nothing more. Little would I find out in my years to come, this Law would actually be one of my biggest sources of wisdom that will guide me through some of my darkest moments in my life.

My Dream – So To Speak

This would have been the story of my life had miracles and angels not come into my life.

For many years, I was fearful and frightful in front of people. Growing up as an overweight kid, I took the natural role of being a serial bully victim. Over the years, I retreated more and more into my shell and never learnt how to trust and reach out to people around. It was so bad that I would feign sickness just to avoid going for school camps or mass activities. It also affected my inter-personal skills and I would stutter badly whenever I was with a girl.

To make things worse, I still have my dreams... like any young boy out there! But mine was to speak in public. Why, you may ask?

It all started on a fateful afternoon when my eyes were glued to the television. It was screening the finals of a varsity debate and every debater that took the stand – words just came out from their mouths so effortlessly! There was this natural rhythm that they rode on and their hand gestures were purposeful and succinct. I can't help but be attracted to the charisma that was overflowing when they make their closing statement as a conclusion to their series of arguments.

I thought to myself,

“What if, just what if, I can be like one of these debaters in the future too? Standing in front of a huge audience and expressing my deepest thoughts to educate and move them?”

Like a fan girl besotted with her pop idol, I was left in a daze. My grandmother then turned off the television but I still stood rooted in front of the television with my half-baked fantasies.

In the split instant, I looked at my reflection on the television screen. Like a slap in my face, reality woke me up. I was still the same old fat boy. The weighing machine and mirror were the most honest beings in my house as usual.

Nothing changed. Nothing probably will.

Or so I thought.

The Metamorphosis and Three Lessons of Growth

The year is now 2014.

I took the stage with nary a hesitation after being announced by the emcee of the event. It was a keynote session I was delivering as a professional speaker. Speaking after the Chief Executive Officer (CEO) and Chief Underwriting Officer of the firm, I was supposed to engage over 250 members of the staff of an Australian listed insurance giant and share with them insights on how to manage their multi-generational workforce with the flippant, self-indulgent, lazy and narcissistic Millennials in their midst. And who better to educate them about Millennials than a 27-year-old on stage!

Shortly after, I zip over to a client's office. As the Chief Technical Officer (CTO) of a fast-growing global French chemicals firm, he was due to address over 50 of his leading distributors in Asia Pacific and get them all inspired and pumped up with new business possibilities.

Our mission for the day?

Prepare Mr. CTO to ensure that the content he will be presenting is highly tailored and relevant to achieve his business objectives. Also, we had to devise the right blend of stories, schemas, frameworks and processes to

be included in his presentation to make it highly engaging and memorable.

As a Coach, I'm one of the youngest Associate Certified Coach (ACC) in Singapore and Asia Pacific, credentialed by the International Coach Federation (ICF). My clients include entrepreneurs and executives from organizations like IBM, DHL, AIA, ERA, ANZ Bank, Barclays Capital, Ernst & Young, Franklin Templeton Investments, Lend Lease Singapore, Walton International Group and Le Xin Group. They engage me to either speak at their events or work with their executives to be "stage-ready".

As a published author of my first book – 'INSPIRIT – How Asian CEOs Inspire Action From The Stage', I have also been fortunate to interview Asian CEOs from companies like Bain & Company, LinkedIn, Maxus Global (part of GroupM), Mondelez International etc. I have also been thankful to be featured over 40 times on over 10 different media platforms (TV, radio, newspaper and social media).

Alright, you get the drift. Enough of my spiel.

This is a 'How I Did It' Book so as with all the other contributors, you want to know how I did it. And I will do exactly that and share with you how I made an entry into an industry at 25 years old where the average speaker or coach is in their thirties or forties. It's a mix of generic life advice and more specifically, industry and professional advice for the entrepreneur, whether young or not, to succeed.

Though I'll like to invite you to a good one step further and deeper to ask yourself,

"Why you will do it and still keep doing it when your path becomes a hell to trudge through?"

1. Discover your "Fountain"

I like my computer games and burgers equally. But for the former, one of my favorite games to play is Defense of the Ancients (DOTA). It is a multi-player Role-Playing Game (RPG) where you control a hero of your choice. Your mission – level up by slewing creeps, accumulate enough gold to buy the right weapons and defeat the ancients of your enemy (of course, ensuring yours is well-protected!) and your enemy heroes.

Now, whenever your hero's health runs very low, you can return to your home base and approach a massive fountain and that's when you get

revitalized again in the matter of moments.

In the same token, what is your “fountain”?

Simon Sinek popularized the movement of “finding your why” whether on an organizational or individual level with his TED talk (just Google – ‘Simon Sinek TED’)

The most successful individuals I know in my networks and the CEOs I have spoken to all approach their day with a mission-like intention and laser-like focus.

I don’t want to add on to the universe of self-help literature about the importance of “why” and how to discover your “why” except to share that personally, I believe a lot in visualization.

The “fat boy” you read about previously? He had a grandmother who really doted on him but she has passed on.

Every time, I feel exhausted from a day’s of work or defeated from a series of rejections, I take 10 deep breaths with each breath having me inhale for 3 seconds and exhale for 4 seconds. This grounds and centers me and at the same time, relaxes my entire being. Just so you know, this is the same set of techniques I have my clients do before a major presentation or speech too.

I’ll then look at my family photo and my late grandma and ask myself,

“What can I do now to honor my grandma?”

Almost immediately, I get the answers I need because this is the “fountain” I’ve discovered for myself. Pat Flynn, the Internet Marketing Expert, swears by looking at his children whenever he gets exhausted working on his projects.

For you, it may be God or some other supreme being. Or it could be your network of positive like-minded friends. Find out what sources you and return to your “fountain” whenever you are running low.

You need to find your “fountain”

2. Pay Your Dues, Fast

When I decided that I didn't want to take the usual corporate path and then become a speaker when I was in my forties or even, thirties, I knew fully what I was in it for. I was clear of my upsides, downsides and trade-offs.

I did my due diligence by joining professional networks and identifying who were the 1-percentiles in those networks. In my industry, these are the professional speakers who are netting mid to high 6-figure sums for an hour keynote session and easily making million dollars in a year.

Like an eager beaver, I was determined to have my opportunity to learn from them and find out what they do and don't do, in order to become who they are. So I asked to pick their brains and offer to support them for free in their engagements just so they give me an opportunity to do coffee with them and also shadow them.

Believe it or not, Steven Spielberg started out this way as an intern producer in Hollywood. And what I realize along the way -- being young has its amazing perks because people find it difficult to turn away someone who is honest, earnest and with an insatiable hunger to learn.

And that was how I started. I shadowed several mentors. I learnt through osmosis. I will observe how they open a sales conversation, how they get the prospects feeling that the problems they were facing were hurting them, when they will propose a solution, what to say when they were posed with objections and how they close a sales call with finesse.

The same set of routines likewise happen on the stage for my speaking mentors as well and I go as far as asking for the video recordings of their speech and doing a blow-by-blow review of their engagements. If my mentor is open enough, I actually even offer perspectives of how they can improve and the enlightened ones really appreciate it and go all out to help me even further!

All too often, people think they have to do it all on their own. They will struggle and find it more prideful to learn and do it all by themselves. Why? It could be that they are prideful, embarrassed or plain stuck at thinking if successful people will want to even help them out, in the first place?

I am a firm believer of 'success breeding success' and while you may not have achieved anything yet -- your will, intention and hunger to succeed added all together are sometimes the best and most attractive assets that you can offer.

And how I cope with people who are in authority and wildly successful? I tell myself that they are there and only there because they were born earlier than me and have had great people lift them up too. Of course, not forgetting hard work.

Every so often, I will look in the mirror and ask myself,

“You have it all in you to succeed. Why aren’t you?”

How about you?

3. Leverage, leverage, leverage

Related to the previous point, I believe leverage is really about winning together. Fundamentally, it takes one to embrace a mindset of abundance instead of scarcity.

Let me illustrate the distinctions.

People with a mindset of abundance will:

- Think how to design, organize and attract partnerships from other experts because you know the pie is always big enough for everyone
- Give and give generously when there is a poor fit between the opportunities on hand and what you can offer because there is a larger ecosystem of value you are contributing to, when you give
- Believe that you will receive in some way or the other, sooner or later, when you breed success for others
- Embrace a long-term perspective to their careers and businesses rather than be reactionary and chase after short-term benefits and gains
- Understand that it takes a village to raise a child and likewise, a tribe to help you win in your game and life so never be too conceited to keep learning and giving
- Ask themselves, “what’s in it for the world and my trusted partners around?” instead of “what’s in it for me?” as the sole guiding question
- Trust that the path you are walking on will lead you to bigger endeavors if your heart is in the right place to serve

To make things more concrete – I’ve put my book on public speaking up for crowd funding. To encourage my backers and readers to support me and especially for bulk purchases, I put together a scholarship package to provide them with more value. After all, it was a reasonable assumption that for my ideal reader who is a corporate executive interested to invest in himself – he would be hungry for other skills and knowledge.

So I tapped on my network and brought in other experts in the area of personality marketing, career search, English pronunciation, entrepreneurship and personal branding and have them offer an online product to my book backers for free as a “teaser” of their higher-end offers.

Sure, I could have thought to myself,

“Wouldn’t I be directing free traffic to them? Should I be charging them for this?”

After all, I’ve to invest additional hours in coordination, marketing their products, follow-ups, outreach work etc.

But if you listened deeply enough -- those concerns would stem from an abundance of scarcity. That there is not enough for everyone.

At this point in time, would it work out? I don’t know. But if you like to know what has turned out of this partnership, just drop me a note and I’ll be happy to share it with you.

If anything, I can at least put my hand to my heart and know that my readers will be immensely rewarded in the process. If they are bought into my partners’ offer because they have gained more value and become their paying clients, good on them!

Break Through Those Brick Walls!

Recall how I started sharing about Newton’s Third Law? Every force has an equal and opposite counter-reaction. Be prepared to hustle hard and invest the hours to your mastery. And be always aware that the more intention and energy you invest in the direction of succeeding, the more counter-forces (read: objections, setbacks, doubts, fears, curve-balls) will come your way.

After all, these counter-forces are like what the late educator and author,

HERE'S HOW I DID IT!

Randy Pausch liken to as the “brick walls”,

“The brick walls are there for a reason. The brick walls are not there to keep us out. The brick walls are there to give us a chance to show how badly we want something. Because the brick walls are there to stop the people who don't want it badly enough. They're there to stop the other people.”

In closing off this short chapter, I hope I have impressed upon you the 3 biggest strategies for “How I Did It”. To set the intention as an entrepreneur is already a bold undertaking in itself. You will need to work hard but more so, work smarter as well!

And while you as a reader may think I've done it all to be featured and included in this book, this can't be farther from the truth. I like to think I've barely started out in this journey. In fact, no matter what industry you are in, you need to remain as a Work In Process (WIP). The moment you think you know it all and stop learning is the very moment of your decline.

So please write to me, share with me what you've learnt and more so, how else I can learn from you in getting and being better.

You will also find a small little offer I've put together for you for your investing your time in learning from this chapter. Yes, it's a lead magnet and ethical bribe but a worthy one if you are looking to improve yourself as a speaker and presenter.

To receive a complimentary e-book on ‘100 ways to charm an audience: Power Tips for Speakers and Presenters’, just drop an email to mail@benjaminloh.sg.

Indicate in the title of the email – [First name] wants Speaker E-book.



Benjamin Loh

We live in a noisy world.

So my clients engage me as their Public Speaking Coach for a simple reason - to have more influence and impact on stage. When that happens, they are able to monetize their time on the platform and seed their messages more effectively.

Results like 'closing a USD\$40,000 deal' in an 1-hour presentation and coaching my clients to deliver winning investment pitches to solicit funding in ranges of USD\$500k - \$2M and also develop the pitch strategy for national level bids in the region of USD8+B quantum are some of the past projects I've taken on as their Lead Coach and Pitch Strategist.

As an Executive Public Speaking Coach & Professional Speaker and Trainer:

I am one of the youngest Associate Certified Coach (ACC) in Singapore and Asia Pacific, credentialed by the International Coach Federation (ICF). Trained as a Certified Extended DISC® Professional and Reiss Profile® Master, I work with my clients to overcome their barriers in public speaking and effective connections. My clients include entrepreneurs and executives from organizations like MOE, IBM, DHL, AIA, ERA, ANZ Bank, Barclays Capital, Ernst & Young, Franklin Templeton Investments, Lend Lease Singapore, Walton International Group and Le Xin Group.

My work in entrepreneurship and activism has also been covered on

HERE'S HOW I DID IT!

over 40 occasions on over 10 media platforms like Channel News Asia (CNA), Radio Television Hong Kong (RTHK), Straits Times (ST), The New Paper (TNP), Lian He Zao Bao (LHZB), Sunday Times, Business Times (BT), News938 Live and Gold 90.5 FM.

20

HOW I BECAME AN INTERNET RADIO ENTREPRENEUR AND AUTHOR

- BY JOE PARKER, FOUNDER AT PROGRAM YOUR LIFE RADIO.

There I was in my mid-forties, frustrated with the progress of my long technical career and slowly going broke as my income was not keeping pace with the needs of my family. I was shocked to realize that when it came to my business success goals I had two choices: scale back and accept mediocre progress in the world or do something different since my results were not matching my goals and dreams.

The illusion that I had made great progress in life was breaking down. I thought I had a good game plan. I graduated from college with a BA in Finance, then went on to Graduate school and achieved an MBA. I had a stable Information Technology job making over \$100k a year, a great marriage, two kids, and several real estate investments.

My rental investments had survived the real estate bust of 2008 although the rents were flat, my income was no longer increasing, and I was tired of flipping houses. Although I had outward indicators of success I was still

living paycheck to paycheck and the money was spent before it arrived. How could this be?

My goal has always been to be financially independent. I wanted to own my own business, make enough money to travel, and have the liberty to control my time. I wanted a house on an acreage, a shop, and to drive a new car every year. I wanted to see the world while I was still young enough to enjoy it.

Attempts to start my own business had all met with failure. I usually gave up long before the opportunity had a chance to blossom, or I would find another idea that looked better and jump from one thing to another.

The common threads were I was afraid to fail, afraid to look stupid, trying to be perfect, doing unproductive activities, and afraid of success. I was frozen by my own fears and doubts and had no system to guide me or person who knew what to do. My lack of success was my own responsibility. It was way too late in life to blame anyone else.

So, deciding to put a program into place to change my results, I made a decision with real commitment. Twenty-five years of collecting technical skills alone had not worked, so I knew I didn't need another technical skill. Plus, my wife wanted change too, so we decided to do this together.

We started taking personal development classes, which immediately began paying dividends. My wife and I rediscovered our dreams and got excited about our lives again. I started taking bigger risks at work and home, and challenged my limiting beliefs while stretching my comfort zone. It started working within a few months!

As a result I got a promotion at work and a raise. I started meeting people who were challenging themselves as well and began making new friends. Many of my old friends are still stuck like I had been. I finally started my own business and began building it in my spare time. Things were going in a better direction but something was still missing. I was too easily distracted by life's interruptions and would fall back into negative thinking. I needed to learn to focus.

Removing Distractions

What are distractions? Quite simply distractions are the downfall of most of our goals and dreams. There are so many things competing for our attention that I've now heard it called an attention war. Every mobile app

wants to be a social network and advertisements are getting more and more aggressive. TV shows and commercials switch the camera shot every six seconds so we become addicted to watching. Video games also have started to include features that make them addictive, such as constant alerts and time-based events.

In the absence of clear goals it is easy to fill up our lives with activities that are fun but do not move us closer to our objectives. We become oddly addicted to these activities, they consume all our focus, and time, leaving us no time for working on goal related tasks. Even work becomes a series of constant interruptions.

Email messages now popup in front of your current tasks and calendar events easily can fill up the day. Meetings often accomplish very little. We typically have little time for activities that make a big difference. I'm left questioning how we find time to get things done. How can I make time for my goals?

I learned we can master these distractions in several ways. The first way is by protecting your most productive hours of the day. Early morning until about noon is when we can focus on tasks and activities at our highest level. We must be protective of this time period by shifting activities that don't require a high degree of focus to later in the day.

Email is a prime example. The first thing I did in the morning was sort through email. This process could take a couple of hours and lead to several various other tasks, so by the time the process was finished my mornings were mostly over. By shifting email to just before lunch I have reserved my mornings for more important projects and tasks.

A second way to remove distractions is to stop doing things that fill your time and produce little. Watching TV at night is a great example. This can consume many hours each week and the negative effects of most TV shows will degrade your attitude. TV shows have become violent, greed based, and most characters are terrible roles models. There are exceptions to this but spending lots of time in front of the TV can guarantee your goals will not be achieved. A wiser use of time is focusing on your tasks, making contacts, and performing critical thinking.

A third way to remove distractions is to examine the way you deal with technology. For example, I grew up in the age before cell phones and was not introduced to computers until college. Still, I got interested in computers right away, hung out in the computer labs and soon was

teaching others how to use them. I went on to have a career as a computer network engineer because technology always has fascinated me.

Even so, to me technology has been a tool that I use to communicate, create, calculate, and design. It has been the way I've made my living. Working with technology has been a passion of discovery and learning, most of which has been self-taught. I do have formal training; however this was mostly to appease those who prize certificates over real knowledge.

Along the way I've also seen the way others use technology. This is especially true for my two sons. Whereas I've used technology to create software, networks, websites, and applications, my sons use technology as consumers. They know little about the inner workings of cell phones, websites, mobile applications, and software. Instead they simply consume the creations of others.

They spend hours of time on Facebook, YouTube, and dozens of other social applications. This time, if spent acquiring knowledge on the Internet or reading books, could lead to countless opportunities. They could learn software programming, video editing, or computer networking, all of which is available for free on the Internet. Instead they watch YouTube videos of people doing “stupid” stuff that usually results in a crash of some kind – FAIL videos. In fact acting “stupid” on the Internet seems to be the highest use of the technology for some.

The information super highway is coming to a standstill due to a glut of triviality. In an entertaining way, YouTube videos make heroes of those that fail at something, and Facebook is full of pictures of what people are having for dinner. Basically people have begun to treat technology as a toy instead of a tool.

This is especially true of the young, although my generation shares the guilt. For the young their first experiences with technology usually are playing a game on a computer, tablet, or cell phone, so it's no wonder that computer devices are mostly used for amusement. The gaming market for technology is exploding, with games some of the most popular applications on mobile devices as well as in the home. Growing up I did a lot of gaming.

Ultimately having a real kick-ass life became more important to me, so I stopped gaming altogether for a long time. Gaming had become a way that technology was controlling me instead of me using technology as a tool to get what I really wanted, which is my own successful business that

leveraged technology. I want to be a creator with technology not just a consumer.

Are you in control of your technology?

To a consumer of technology life is a rat race. You are a slave to it, and are always upgrading your devices to the next level to stay ahead. You are on Facebook or YouTube for hours living your virtual life. You play games or watch videos every night. You feel the need to instantly respond to every text message that arrives, even if it comes in at 3 a.m. It's exhausting... Ask yourself, are you able to unplug or turn off your phone? Can you not check your email for days? Can you wait until lunch to check that text message? Will anyone really miss your daily (or hourly) Facebook posts?

I'm not suggesting a complete disconnect from technology. In fact, I use it daily unless I'm on vacation or an adventure. However, my approach is to use it as a tool to get what I want or to be creative. I've found that I'm really good at applying technology to solve problems. I've done it for dotcoms, manufacturing, airplane companies, and the US Navy. The creativity of applying technology has always lured my interest. I love to learn and teach. My advice with technology is to use it as a tool and less as a toy, while making sure that you are controlling it and it is not controlling you.

Change Your Environment

So you can reduce distractions, but there were still too many negative influences in life such as the TV, radio, critical “friends,” and social media. How can we control outside influences? I dreamed of a way to program myself for success just like you program software to perform a task. Could I really program my life for success?

Why not? That's what the advertising on TV, radio, and the Internet is all about. They are constantly programming us to buy their product, think their way, or take some action that helps them but not necessarily us. They are actively programming us and it's working for them! The media spends billions to change the way we think.

I wondered why I can't use this for myself. Put a system into place that actively programs me to achieve my goals instead of theirs. I was tired of all the negative information and music in the world, and was ready for a positive change in my life.

Control Your Environment

As you have probably noticed, there is a revolution happening in media based upon the expansion of the Internet. One of the most exciting areas I have discovered is Internet radio. There are thousands of free stations that cater to all kinds of audiences. You no longer have to just listen to the local stations with all those commercials. You can listen to Internet and satellite stations on any mobile device – even cars. So I decided to take action on my dream and create a station where I can control the content and influences.

As a result, Program Your Life Radio (PYL Radio) was created for anyone that wants to have a constant stream of positive content and inspiration to counterbalance negative influences. PYL Radio is free music and inspiring stories in a streaming Internet radio format. It has high quality, original music from unsigned artists that will soon be discovered. New artists can even submit original audio material for airplay.

PYL Radio brings the best lectures, music, stories, meditations, and entertainment to people who want to grow. The radio network is fun and lively. The tagline is “We make personal growth fun!” It contains audio content that is positive, uplifting, feeds self-confidence, and provides opportunities to stretch your comfort zone. It has audio content from top motivational speakers such as Bob Proctor, who was in the movie *The Secret*, plus Nadine Lajoie, Andy Dooley, and Jim Britt. It also has comedy shows with an irreverent positive twist.

Listening to PYL Radio is one great way to help control your environment. Since it was launched in 2013 the station has really grown. It now has listeners in more than 30 countries worldwide. Building the radio station also has been the launching pad for my new career success. I found a way to leave my technical career behind and live my dream. While building the station I created an online web presence to market the station and founded my business.

It All Comes Together

Everything started to synergize as I sought new and different ways to make PYL Radio successful. I created the Program Your Life Podcast with my wife to share our stories and interview people who are having success. I had been a radio DJ in college and had always wanted to host a radio show.

I established the Program Your Life website using my technical skills. I

began doing a weekly blog on self-improvement topics. This way I could share the great ideas I was learning in my self-development courses. I established a social media presence on the top sites such as Facebook, Twitter, and YouTube. I learned to use these sites strategically instead of as a time waster. I syndicated my blogs and podcasts to online platforms such as iTunes, Facebook, Twitter, Spreaker, DoubleTwist, Tunein, and Stitcher.

I discovered the unexpected benefits of online collaboration, and setup affiliate and partner relationships with other online businesses. The relationships I have created through building the radio station have been amazing. One of the top speakers on PYL radio, Nadine Lajoie, has become one of my mentors.

My first book is being published in 2015 and it likely will become a best seller based upon the value it contains. The book was created initially by gathering website blog posts I had written over the previous 12 months. I organized them into chapters and added many new ideas I developed through my research. Then I wrote a 17-page book proposal, sent it to some publishers, and they loved it. It is really that easy to become a writer.

My book, called The Rise of the Chosen Ones: How you can be Chosen for Greatness, is soon to be released. It explains how the powerful myth of the chosen one, popularized in movies such as Star Wars and Harry Potter, can be used to transform all of us into chosen ones. Unlike in these movies, we don't need others to choose us to be successful.

The book also contains all the core beliefs, habits, characteristics, environments, and a business strategy a chosen one utilizes to be a winner. Then, it goes on to provide the growth path and achievement levels needed to determine your progress on the road to becoming a true master. Other books provide ideas and strategies but don't provide a roadmap to follow for success.

Are you one of the Chosen Ones?

If you desire a different and better life, then it can be yours. All you need is to choose yourself for a starring role and begin the journey. This is not a haphazard transformation, however. You must put systems in place that ensure your success, because systems work where self-discipline falls short.

I know you can program your life for success because I have done it for myself. What about you? Are you programming your life for success or is

HERE'S HOW I DID IT!

life programming you? You can take control now by reducing your distractions, setting a course, and managing your environment. It's really a fun way to live.

By taking control of your environment you will feel more positive about your life, get more accomplished, learn new habits, rediscover your dreams, and lower your stress. If you value peace of mind and well being you will want to take action right now. Don't miss another important opportunity.

Take the next step and begin building your automated system that will make you unstoppable. Visit my website for more details on how to begin programming your life the way you want it to be. As a special bonus for visiting I'm offering:

Bonus #1 - Free Chosen One Quiz that helps evaluate your current self-improvement progress

Bonus #2 - Free Report that reveals The 7 Biggest Myths to Avoid in Life

Bonus #3 - Free Success Audio Lesson from Jim Britt's Power of Letting Go program (Tony Robbins first mentor)

Bonus #4 - Free Vibration Activation audio program from Andy Dooley (Comedian brother of Mike Dooley from the movie The Secret)

Go to <http://www.programyourlife.org/raambook/> to obtain your bonus items.

Please sign up for my blog for more information about when my new book will be released. In closing, enjoy your journey in life and make a positive difference in the world along the way.



Joe Parker

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Joseph is the founder of the 24-hour free streaming Internet Radio station called Program Your Life Radio. This revolutionary radio station has listeners in more than 30 countries worldwide. The theme includes personal growth speakers, inspiring music, live shows, and meditations.

PYL Radio features the top motivational speakers such as Bob Proctor (from The Secret movie), Jim Britt (Tony Robbins Mentor), Nadine Lajoie (America's High Speed Success coach), and Andy Dooley (Brother of Mike Dooley from The Secret movie).

Joseph's new book called The Rise of the Chosen Ones: How you can be Chosen for Greatness, will be released early in 2015. The book provides the missing roadmap for personal achievement.

He has a bachelor's degree in Business Finance and a Master of Business Administration from Seattle University with an information systems emphasis. He holds several technical certifications including a CISSP.

HERE'S HOW I DID IT!

His weekly self-help blog is read by email subscribers and is syndicated through Facebook, Twitter, LinkedIn, and Tumblr. He hosts the Program Your Life Podcast with Kimberly Parker that interviews authors and speakers making a difference in the world. This is distributed on iTunes, YouTube, Tunein.com, and Stitcher.

Joseph has built an extensive online business platform, which includes several websites, streaming media, and social media networks. He has more than 25 years' experience with computer networks, servers, and cyber security. He has worked as a technology consultant for private industry and the US military. He is also a successful real estate investor with experience in residential rentals and remodels.

He has been studying personal development for many years, and has completed the entire PSI Seminars course work including the Basic, the Life Success Course, Men's Leadership Seminar, and Principia. He has also studied with and been mentored by Marshall Thurber from Burklyn Global, and he is currently in one of Marshall's mastermind groups.

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