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going pro

A Rare Glimpse

Go behind the scenes of 15 successful women in business





Letter from the Editor

Welcome to the second edition of Going Pro, the magazine.

It's been more than a year since I published the premiere issue and I still continue to get feedback on how much people loved the content. Thank you!

Here's what I know to be true about business. We think we want information and knowledge and how-to steps. We pine for a system or formula or some magic bullet that will get us the results we crave. And we assume there's some big secret out there that we are simply not privy to.

But the truth is, at the core, we just want to know we've got what it takes and that we can DO this.

We're not lacking for info (hello, have you Googled anything lately?).

We're looking for connection, acknowledgement and assurance that we're on the right path and that we do have what it takes to reach success – whatever that looks like for us.

I believe that's why people love this magazine.

It's because these 15 incredible women in business share – openly and honestly – about what it really means to Go Pro. And they speak candidly about their own personal struggles and what they did to push through ('cuz we ALL struggle).

Let me be the first to reveal the big secret.

These women are really no different from you. They may be a couple of steps ahead, but they are where they are because they fundamentally believe in themselves and their vision, they do the work even when it's hard and they commit to excellence.

Which means you can do that too – starting today!

If you're ready to embrace Going Pro – then read on and revel in the stories before you.

I promise that you'll feel validated, inspired and empowered to keep going and build a business you love.

To your success,



p.s. Would love you to share the magazine with your communities. [Click here](#) to tweet it out.



going pro

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{ GOING PRO: A MANIFESTO }

10 PRACTICAL LESSONS IN LEVELLING UP

HOBBYISTS RARELY MAKE HISTORY

**ACHIEVEMENT IS DELICIOUS
(BUT DON'T GET ADDICTED)**

**MAKE PLANS FOR
YOUR MONEY --
BEFORE IT ARRIVES**

**LET YOUR
TRUE STORY
SHINE**

MICRO-MOVES = BIG BOOMS

HOVERING IS EXHAUSTING. HONING IS ELECTRIC

BEYOND IS A GOOD PLACE TO BE

R-E-S-P-O-N-S-I-B-I-L-I-T-Y THERE'S ALWAYS
A CHOICE

**WHEN IT COMES TO CLAIMING
YOUR LIFE PURPOSE, THERE'S
LITERALLY NO TIME TO WASTE.**

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How to Scare Off Your Anxiety Monster and



Step into Your Greatness

by Sarah J. Bray

I started my business six years ago when I realized it was going to take too long for a traditional job to bring me financial security. I got married at 18 and worked full-time to help my husband get through school. I went to school on and off, but the debt load we were incurring freaked me out, so I didn't finish. I just knew that one day things would be different.

Then my husband decided that his degree in biblical studies wasn't going to pay off and that he needed a second undergraduate degree for what he really wanted to do. It began to dawn on me that "different" wasn't going to happen any time soon. At this point, we were buying groceries with a credit card, and I knew that couldn't last. So without even considering design professionalism or what that meant, I put my design and development skills up for hire.

I quickly realized that the more I hustled, the more money I got. That was my goal – to get paid. For several years, I hardly looked up from my computer. I remember having 23 projects going on at one time. I never stopped to think about it, because I knew if I did, I would break down. That wasn't an option. I just kept going and tried not to think too much.

Every project I took was driven by the need to pay bills. Even when I got to the point where I had a staff, I still couldn't let up because I had to meet payroll. I was scared. Anxiety drove me with a whip.

It took a while for me to get to the place where I am now – loving what I do every day, and allow-

ing myself to be driven by enthusiasm rather than fear. There were two major shifts that had to happen before I could make the switch.

I realized that my business was there to serve me; not the other way around.

This sounds simple, but it is easy to become a slave to "one day". One day it will be easier. One day I won't have to work so hard. One day soon this is going to pay off. And on and on.

One day is not coming. Business growth happens so gradually that you get acclimated to your successes fast. Make "one day" today. Make it right now.

I changed the structure of my business so that it was designed around the type of day I wanted to experience.

I'm a sensitive soul. I hate criticism. Designing for other people is quite possibly the worst field I could be in for my personality. And yet, I was voluntarily putting myself through that every day, multiple times a day.

That's just one example. What are you doing that is opposed to your nature? Are you writing crappy blog posts? Checking lots of email? That stuff is not inevitable. You can design your business so you never have to write another crappy blog post ever again. What would that be like?

Making the shift from being anxiety-driven to being driven by enthusiasm requires knowing yourself and designing your business around how you want to be in the world. Do that, and your anxiety monster will run for the hills. And when that happens, your greatness is just around the corner.

I quickly realized that the more I hustled, the more money I got. That was my goal – to get paid. For several years, I hardly looked up from my computer. I remember having 23 projects going on at one time. I never stopped to think about it, because I knew if I did, I would break down. That wasn't an option. I just kept going and tried not to think too much.

Sarah J. Bray

A Small Nation + SarahJBray.com

“My definition of success is that I enjoy an abundance of space in my life. Space in my time. Space in my finances. Space in my relationships. I don’t want to feel squeezed and pressured. Anything that makes me feel that way is not success for me.”

1. What does Going Pro mean to you as a successful women in business? Why?

Going Pro means getting over my insecurities and deciding to do what it takes to take care of myself and my business first so that I will have the capacity to create what I want to see in the world.

For so many years, I’ve tried to meet needs in my employees and in the marketplace at large, and all I succeeded at was having ridiculously good intentions and burning myself out in the process of trying to fulfill them. And I don’t just mean emotional or physical burn-out...I mean burning all of my resources, including my financial ones. Spectacular intentions don’t amount to much if you do not have a system for meeting your own needs first.

2. Everyone’s definition of success is different. What’s yours?

My definition of success is that I enjoy an abundance of space in my life. Space in my time.

Space in my finances. Space in my relationships. I don’t want to feel squeezed and pressured. Anything that makes me feel that way is not success for me.

Materially, I’d like to be able to align everything I own with who I am and how I want to experience life. I’d like to be able to get rid of all of our debt (we have a lot...thanks student loans!), get rid of my house that’s next door to the crazy lady who literally threatened to kill us because we mowed over our leaves (for real), and move into that adorable little house on the water that is at several acres from every other house around it. Since my husband and I are homeschooling next year, I’d like to be able to travel with my kids and show them what life is like outside of our backyard.

For my business, I’d like to be able to get or build an amazing studio space for me and John and Julianne and whoever else we’re working with to come and make things with us. I’d also like a space for holding small group events for my readers, clients, customers, and friends.

3. What was the tipping point in your business?

I actually think I’m in the middle of a tipping point right now in deciding to work in the exact way that I want to work, and then building everything out from there. I’ve taken big risks to do this, but it’s been worth it. I can’t wait to see how I view that decision in 3 or 5 years.

My first tipping point was when I decided that my content strategy was going to be at the center of my marketing efforts. The first thing I did was put my blog on the front page of my website. It’s amazing how that small change made my relationships shift. Op-

portunities started coming and my audience started growing. If I hadn’t done that, I would definitely not be where I am now.

4. Entrepreneurship is largely a mindset game. What mindset shifts did you have to make in order to play a bigger game?

I’m constantly having to shift my mindset when it comes to the value and scope of what I do. I have this incredible urge to offer more and more and more and go deeper and deeper and deeper with every project. I’ve had to recognize this tendency in myself. If I’m going to go that deep, I’m going to have to charge for it, and I’m going to have to make room for the fact that it severely limits the number of projects I can take on.

Because of this, I have had to price myself out of what I think my current market can bear. But I have been surprised on this front, too. Even people in the bootstrap, entrepreneurial market that I’m in want that kind of deep partnership with someone who is willing to commit heart and soul to seeing their project succeed in the marketplace. Even though the investment is great, the return is greater. So I’m still figuring out whether I need to step into another market, or if I can do just fine where I’m at.

5. What would you say to anyone who wants to create the success you’ve created, but feels stuck, scared or unsure how to do it?

Use the ignorance that comes with beginning to your benefit. Half the things that I’ve done, I never would have done if I had known all of the details before I got started. I wish I had more of that ignorance now; it’s harder to start new projects when you know what you know.

6. We’d all love to go back to the beginning knowing what we



know now. If you could, what are three things you'd do differently? I don't know if I would. I can't imagine doing all of this all over again, even knowing what I know now. But if it were inevitable, I would establish myself as a thought leader in my industry immediately. I would have set my prices to a level where I could take on the perfect amount of projects that would fuel my energy rather than kill it. And I would have started creating products sooner, even if it was just a little bit every day, on the side.

7. Were you ever scared to really put yourself out there and take a stand for what you believe? How did you overcome it?

Absolutely. I still am. It's scary to say no to big lucrative projects that you don't believe in (or that are with people you don't respect). I overcome it by sticking with the decision that I've already made. I don't think about the short-term financial consequences; I just trust that I've already made this decision based on logic and years of experience. I don't re-think it every time.

8. What do you still struggle with/what scares you?

I still struggle with collaborative content marketing, strangely enough. I just don't do it enough. I know I need to be in front of other audiences at this point to spread my message, but I don't take the time to do it. And reaching out is a little scary for this introvert.

9. What do you think it really takes to be successful in business? Consistency and experimentation. You've got to keep at it, and you've got to experiment so you can see what gives you the best

results and do more of that.

10. What's been the best part of running your own business?

The best part is knowing that there is no limit to the possibilities in my life. I don't have to think "Oh, we could never live there" or "I could never do that". I have the confidence and the resources to literally create a framework for anything. Because I've done it, and I keep doing it.

11. Give me three words to describe your brand:

That's a hard one, because since I'm a maker, everything I make has a different brand. And I refuse to think of myself as a brand. So I'll use A Small Nation for this question.

Colonial-era patriotism, depth of relationship to people and craft, tricorne humor

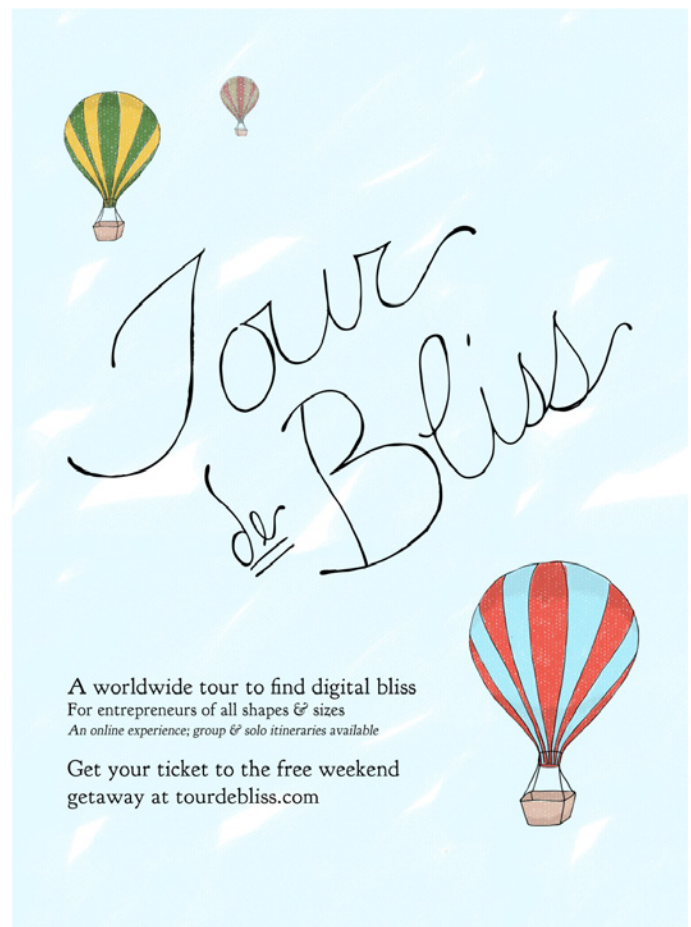
12. Anything else you'd like to add?

If you're not sure how you want to serve, don't start with what other people need and want. Start with what makes you feel brilliant and inspired. You can do anything – confine your choice to something that allows you to spend your day how you want to spend it. And not how you want to spend your days five years from now when you've achieved "success". But how you want to spend today. And tomorrow. And the day after that.

Because people may come into contact with your business for an hour or a day or six months, but you have to live in it each and every day. Do not create something that is not going to be enjoyable to live in.

Going Pro Motto:

Design your business to get lighter as it grows, rather than heavier. Do whatever it takes to serve from a place where your own needs and strengths are being met first, and build your business structures around the daily experience you want to have.



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Sarah J. Bray is a designer, maker, and writer for the web. She has worked with hundreds of entrepreneurs and influencers to spread their meaningful work all over the place. She heartily enjoys a good slice of toast and a bottle of blood orange soda.

Sarah builds digital nations at A Small Nation (<http://asmallnation.com>), and she is leading a world-wide tour to discover business utopia at the Tour de Bliss (<http://tourdebliss.com>). She also writes about her experiments in business and the web at <http://sarahjbray.com>.

A close-up photograph of a person's feet jumping on a blue trampoline. The feet are in mid-air, with the right foot slightly higher than the left. The trampoline mat is a vibrant blue and shows some water droplets and small pieces of grass. In the background, a green lawn is visible, slightly out of focus. The overall scene is bright and energetic.

Wanna Go Pro? One Potent Question.

by Alexandra Franzen

So. You wanna go pro? I've got one pivotal, critical question for you.

It's a question that sprang from the lips of Marie Forleo at her annual entrepreneurial lovefest in NYC – and it's a question that's become my near-daily meditation & source of continual elevation. A power-mantra, cradled in a query.

“If you were the BEST in the world at what you do, how would you BEHAVE?”

: Would you wake up at dawn, set your intentions for the day, and get crack-a-lackin'?

: Would you spend 15 minutes an hour on Twitter, or 15 minutes a day?

: Would you obsessively check your email, or would you keep your inbox CLOSED for the majority of the day, so you can frickin' WORK?

: Would you agonize over other people's careers – people who seem more successful and popular than you – or would you celebrate their successes and learn from their models?

: Would you send gawky, icky groupie-style fan mail to people you idolize, or would you approach them respectfully, as your esteemed peers?

: Would you waste valuable energy fretting and frittering with minutia (document formatting, toilet cleaning, button mending), or would you hire professionals to help you create “white space” in your life?

: Would you accept every new client, opportunity and request that comes your way – or would you choose your projects with gracious discernment?

: Would you say YES to dinner with an unexpected advocate, mentor or collaborator?

: Would you say NO to (most) unpaid gigs and pro bono requests?

: Would you move to a larger city, and start playing BIG?

: Would you build humanitarian structures, scholarship funds and charitable events into your business model?

: Would you blog about what you ate for breakfast, or publish articles with resonance and legacy potential?

: Would you raise your rates?

: Would you take a sabbatical?

: Would you sell your TV?

: Would you write a book?

: Would you hire an assistant, or find an intern?

: Would you do what you say you're going to do?

: Would you make yourself more accessible, or more elusive?

: Would you hire an outsource business partner? An image consultant? A virtual decorator? A voice coach? A brand positioning strategist? An intuitive? An astrologer?

: Would you take, teach or curate a course?

: Would you slice negative people out of your life?

: Would you learn to meditate?

: Would you change your name?

: Would you make eye contact?

: Would you hold yourself accountable?

: Would you treat your TIME as the invaluable, finite, non-renewable resource that it is?

: Would you change, slash, or straight-up kill your to-do list?

: Would you fill your days with objects, scents, music, textiles, fonts, colors, literature, systems, foods, festivities, experiences and HUMANS that make you feel strong, vibrant, galvanized – and greater-than?

Would you scrabble along, or would you SOAR?

It's a question worth asking. Every day.

So ask. React. Recalibrate your priorities.

And go PRO.

Would you blog about what you ate for breakfast, or publish articles with resonance and legacy potential?

Alexandra Franzen

Alexandra Franzen Inc.

“There’s often a gap between what we claim we want, and what we’re actually doing to create it. Aim to close the gap. Diligently & consistently.”

1. What does Going Pro mean to you as a successful women in business? Why?

Going Pro means...

Treating myself like an Artist.

Investing in myself like I mean it.

Cultivating dramatic DEVOTION to my business, my clients, and my unfolding legacy.

Asking myself questions like, “In 100 years, will this matter?”

And really sitting with the (often uncomfortable) answer.

2. Everyone’s definition of success is different. What’s yours?

For me, success tastes like... bringing my clients to tears, living debt-free, having the

capacity to mentor & inspire people around the planet with a single blog post, and being able to unplug, frolic & luxuriate – more than seems reasonable.

3. What was the tipping point in your business?

For me, Le Grand Tip began when I launched my signature offering – a one-day copywriting & business strategy immersion, which I call VELOCITY.

The launch represented me – for the first time – really sinking into my gifts, commanding what I’m worth, and stepping into an authoritative role. I was ‘done’ being an hourly hired-gun. I wanted to truly elevate & transform my clients’ lives & careers.

VELOCITY felt like a gargantuan step in that direction. It was adrenaline-pumpingly scary. I took that as a powerfully good omen.

Within months, my business, my online identity & my income completely catapulted.

I felt that inimitable ‘click.’ All systems GO!

4. Entrepreneurship is largely a mindset game. What mindset shifts did you have to make in order to play a bigger game?

It took hundreds of clients & a monstrous avalanche of testimonials to finally get it, but at some point along the journey I realized that (gasp!) I wasn’t a fraud. My business, my writing, my skills – they weren’t a joke. I was, like... talented. For real.

That monumental realization felt like...serenity. And surrender. Like I could simply show up – with my full attention – and that would be enough. More than enough.

I still contend with bouts of insecurity (don’t we all!) but no matter what’s going on,

I believe that I’m gifted. And that belief propels my business forward.

5. What would you say to anyone who wants to create the success you’ve created, but feels stuck, scared or unsure how to do it? Take a cold, hard, calculating look at your life. How you’re (really) spending your time.

There’s often a gap between what we claim we want, and what we’re actually doing to create it. Aim to close the gap. Diligently & consistently.

And then, quite honestly, it’s pretty difficult not to succeed,

6. We’d all love to go back to the beginning knowing what we know now. If you could, what are three things you’d do differently? Ah! Miraculous hindsight.

I would have allowed myself to enjoy the topsy-turvy, profoundly surprising process of building my business from ground zero, instead of stressing, fretting & what-iffing, every step of the way..

I would have taken a digital sabbatical every single month – instead of staying plugged into the digital grid, so terrified of “missing” something important...

I would have taken that trip with my mom. Instead of waiting till things were “all sorted.” Life is rarely...sorted.

7. What do you still struggle with/what scares you?

I have a quiet, internal panic attack every time I raise my rates. Even though every single time I’ve done it, my waiting list has gotten even longer – and my ideal clients have scarcely batted an eye.

Pricing is still a prickly spot. But at the end of the day, I trust my discernment & intuition – they’ve yet to steer me astray!



8. What do you attribute your success to?

Chutzpah, charm & consistent over-delivery.

9. What's been the best part of running your own business?

Working underneath a goose feather duvet. With my favorite music playing. Copious snacks

at my disposal. And very little clothing. Ah, the perks of entrepreneurship.

10. Give me three words to describe your brand:

Voltaic. Virtuoso. Va-va-vroom.

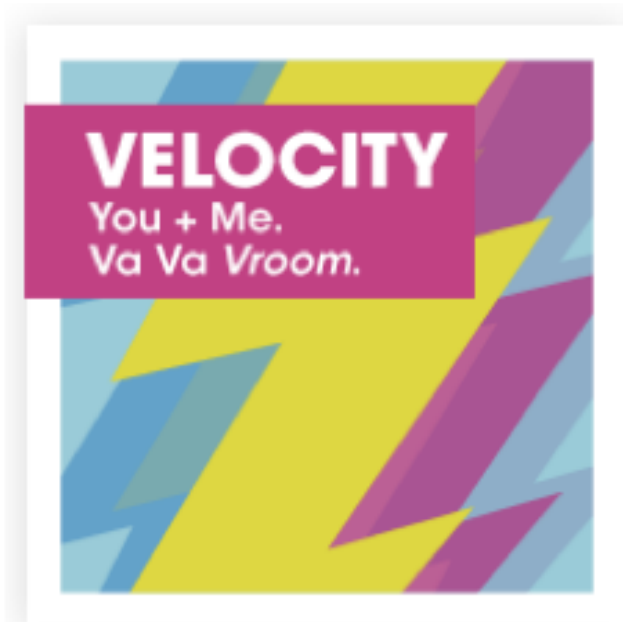
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As a Promotional Wordsmith & Personal Scribe, Alexandra Franzen channels entrepreneurial LOVE into unforgettable language – the kind that inspires an immediate “YES.”

With laser-lucid copywriting, next-gen promotional strategy & quick poetic instincts, Alexandra helps bestselling authors, elite coaches, wellness warriors & spiritual leaders find their voices, claim their online territory, and channel their skills into products, services – and entirely new businesses.

Find her at AlexandraFranzen.com & on Twitter at [@Alex_Franzen](https://twitter.com/Alex_Franzen).



Let's make a (play)date.

A whole day of wordsmithing & self-promotional synergy? With giggling & dirty jokes? Plus L-O-V-E?

Dive in, at: AlexandraFranzen.com

Going Pro Motto:

“How will you ASTONISH yourself, today?”

2000,00 SALA
AS YOU PAS



What Pros Know: The Most Ingenious Competition Paradox

by Tara Gentile

Before your business is really humming, one of your top concerns can be “the competition.” What is she producing? How is she promoting her products? How has he positioned his services? What if my customers discover him and not me?

What the pros know, however, is that competition is not only healthy – it’s necessary. Pros also know that there’s no such thing as “competition.”

Yes, it’s a paradox. A most ingenious paradox.

Let me explain.

If you’re producing a product or service for which there is no competition, you’ve got a big problem. Your problem is that there is, most likely, no demand for what you’ve just created. Seeing someone else create what’s on your mind is cause for celebration, not grief.

“Yes!” you exclaim, “People are buying what I want to create!”

Once you establish market need, competition becomes an opportunity to position yourself in a unique way. You can research and analyze the game that is already being played. You can learn the rules, the flow of the game, the major players and the minor leaguers.

You see, in a game like baseball:

“If somebody hits three home runs against you in the top of the inning, your job is to go hit four home runs in the bottom of the inning. But business, politics, intellectual life and most other realms are not like that. In most realms, if somebody hits three home runs against you in one inning, you have the

option of picking up your equipment and inventing a different game. You don’t have to compete; you can invent.” – David Brooks, *The Creative Monopoly*.

So in business, when you have competition in your market, it’s your job to go invent a different game. That generally doesn’t require changing your product or service but simply identifying how your product or service is already unique – thereby creating your own set of rules.

What do your customers tell you is different about the way you perform your service? Methodology? Values? Speed? What do you know is different about your production process? Materials? Packaging? Utility? Maybe you go ultra high-end. Maybe you go super affordable. Maybe you only cater to a certain type of client. Maybe you only use a particular material.

Each differentiating factor you can name becomes a new rule in your game. It forces your creative hand. It pushes you toward innovation and away from stagnation. Your new rules distance you further and further from the competition until you essentially have, what David Brooks calls, a “creative monopoly.” Being a creative monopoly means you’ve cornered your market, as opposed to the market.

In your market, there is no competition. The only kids that come to play are your best, most loyal, most excited, most willing to pay customers. They’re there for you! No other business, product, or service can meet their needs the way you can.

Sadly, most entrepreneurs fall short of ever creating this kind of monopoly. They worry more about what their competition is doing. They worry how the competitors’ customers are buying. They don’t see the opportunity to differentiate & claim their monopoly all around them.

Don’t let that be you. Embrace the competition paradox.

So in business, when you have competition in your market, it’s your job to go invent a different game.

Tara Gentile

Scout Create Media, LLC

“Going Pro is never waiting for someone else to say ‘yes.’ It’s regularly giving myself the ‘yes!’ I need to keep moving, keep growing, and keep succeeding.”

1. What does Going Pro mean to you as a successful women in business? Why?

Going Pro means taking ownership of your own opportunities & future. Going Pro is self-determination and self-reliance.

So many women are waiting for permission, or the big break, or that special moment when they feel they’ve “earned it.” All of that requires outside input. Going Pro means I’m the only one who can decide that I have permission to try something new, go after the magazine spread, or land a big fish client.

Going Pro is never waiting for someone else to say “yes.” It’s regularly giving myself the “yes!” I need to keep moving, keep growing, and keep succeeding.

2. Everyone’s definition of success is different. What’s yours?

Success is the feeling – the unmistakable knowing – that you’ve accomplished something. It could

be a big thing or an itty-bitty tiny thing. It could even be achieving failure.

We have a tendency, as a society, to disregard our small accomplishments and to not truly allow the experience of achievement to settle on us. If it’s not a “big” success, it’s not worth it. But I think that makes it more difficult to find your success moving forward.

Celebrate your small successes and you’ll find big success comes to you much more easily.

3. What was the tipping point in your business?

There have been so many tipping points in my business! Each is essential - and it’s important to realize that it’s not one but many tipping points that propel your business to the next level.

First, my business tipped when I purchased an existing business. I had been on my own for six months and an opportunity to purchase an existing blog, Scoutie Girl, came up. I jumped on it even though I didn’t have the necessary funds on hand. Getting the loan, handing over the check, taking over the work – that gave me the boost I need to take myself even more seriously and accomplish a whole new level of work.

Second, my business tipped when I decided not to leave money on the table anymore. I realized that I had been supremely undercharging for my work. Coming to terms with the value I provided and being willing to ask for it, made me take my business more seriously, too. It also led to more work and press. And yup, lots more money.

Third, my business tipped when I stopped hiding behind my brand name and took ownership of my

own interests and expertise by creating a personal brand under my own name. Immediately, I noticed others noticing me for the first time! It gave me more room to grow, more authority, and increased the quality of the opportunities that were set in my path.

4. Entrepreneurship is largely a mindset game. What mindset shifts did you have to make in order to play a bigger game?

In keeping with my third tipping point, I had to become more myself and less the brand name I had worked so hard on. I crafted a brand that was me and my deepest desires but with a sharper focus than ever before.

5. What would you say to anyone who wants to create the success you’ve created, but feels stuck, scared or unsure how to do it?

Get over it. Harsh? Maybe. But stuck, scared, and unsure are feelings that have to be banished from your reality if you want a life of success. Sure, we all face periods of indecision or distrust of our own potential but those periods need to be overcome with the internal drive to create, experiment, or do – or you need to take some time off.

I have little tolerance for people who talk the talk but never start. Entrepreneurship is a starting game. We start many, many things as we figure out what works. If you can’t start one thing, you’re certain to never find the thing that allows you to succeed.

6. We’d all love to go back to the beginning knowing what we know now. If you could, what are three things you’d do differently?

I challenge the premise of this question. I have no desire to go back to the beginning knowing what I know now or change anything I’ve done thus far. It has not



been all overwhelming successes or flowers and cupcakes. But each failure – and I’ve had some pretty good ones recently – has taught me so much about my business, my customers, and myself.

Those failures, and the blissful ignorance at their roots, is what success is really made of. Wouldn’t give it up for the world. Getting it all right is a sure sign you’re not challenging yourself or growing at all.

7. Were you ever scared to really put yourself out there and take a stand for what you believe? How did you overcome it?

I truly can’t remember a time I was ever “scared” to put out a strong opinion in my current professional incarnation. I’ve hesitated. But I’ve never felt fear when I hit the “publish” button.

When I tend to feel fear is in asking for help from my peers & mentors. I know they want to support me. They genuinely want to do what it is needed to help me succeed. But the “ask” is when I truly feel fearful.

To combat this, I push myself to do things that are so important, so true to my personal vision and the value I seek to provide, that I feel good about asking for help. That way, I never feel like I’m wasting their time or asking for the same help they provide to others. I want my needs and desires to be as unique as I am, as my work is.

8. No matter how successful any entrepreneur is, there are still areas that can be trouble spots. What do you still struggle with? Time management is still the number one thing I struggle with. I have two assistants that handle plenty of work for me including email correspondence, scheduling, and managing a whole other site. But I always seem to take on more than I can chew.

In fact, I wouldn’t actually say I have a time management problem – and maybe you don’t either! I get plenty done in the time that I have. Considering my workweek is really only ever four days (split child custody will do that for you),

I get more accomplished than most people.

My biggest problem is that, because I’m exceptionally productive, I think I can handle more than I really can. I always prioritize what is most important (to me), what is most fun, and what brings in revenue but there are plenty of other worthwhile things I say “yes” to. Focusing on saying a gracious “no” is an ever-present goal in my life.

9. What do you attribute your success to?

This is easy: experimentation. The will to experiment is one of my highest values. There is no problem a good hypothesis, careful testing, and thoughtful analysis can’t solve.

I’m a Virgo, so perfectionism is in my stars, but so is this analytical approach to work and life. I beat back perfectionism by allowing myself the freedom of experimentation.

Through experimentation, I’ve been able to create evermore-enticing products, compelling services, and true-to-me brands. Envisioning and shipping little steps or ideas is much more effective than trying to create something big and “perfect” but never getting it out the door.

10. What’s the best part of running your own business?

The best part of running my business is that, in the end, I’m the only one responsible for my to do list. There’s no corporation and no boss telling me what to do with my time and energy. There are plenty of others that influence my to do list like clients, media, etc...but, in the end, they’re under my control as well.

My work is my work. I do what I want to do. I prioritize what I want to prioritize. And I decide how the rest gets completed.

11. Give me three words to describe your brand:

Intellectual, Experimental, Practical.

How’s that for a little contradiction in terms?

Going Pro Motto: Redefine commerce.

Website: taragentile.com

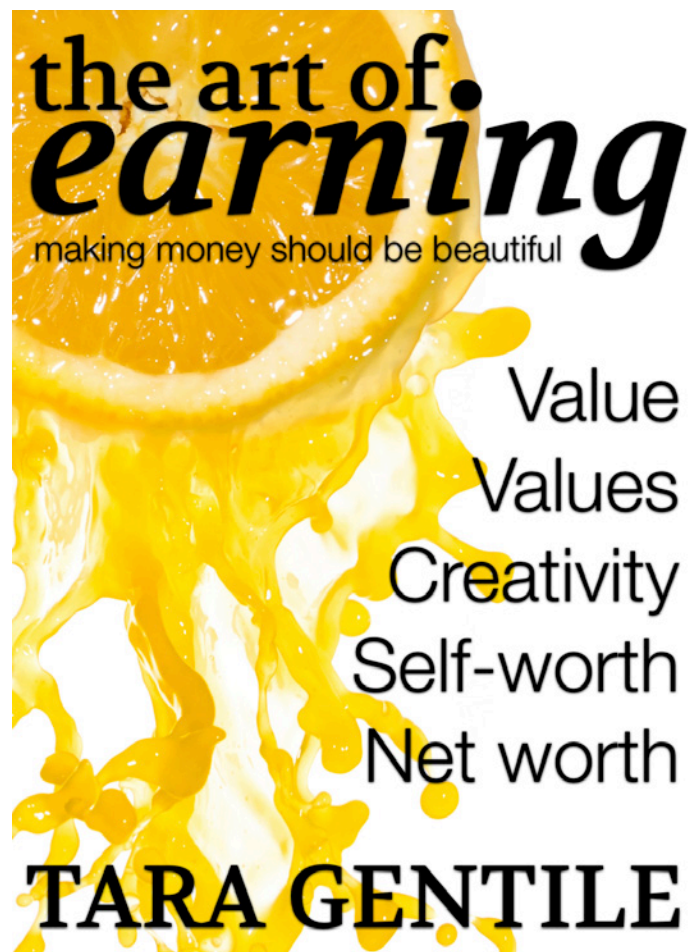
Twitter: [@taragentile](https://twitter.com/taragentile)


Facebook: facebook.com/tara.gentile

Other: gplus.to/taragentile

Tara Gentile is a thought leader & creative business coach redefining commerce as the creation & distribution of meaning, connection, and experience. She brings creative thinking to branding, product development, and marketing that incorporates both strategy and high touch design. Her approach to business in the You Economy resonates with MBAs, PhDs, and graduates of the school of life.

She writes frequently for the Daily Worth, Design*Sponge, and Etsy. Best-selling author, Jonathan Fields, named her blog a Top 22 Single-Voice Business Blog of 2012. She’s the author of several popular digital guides including her latest on the relationship between personal art and money, *The Art of Earning*.





Create a Clear + Compelling Story to Help Your Business **STAND OUT**

by Amy Harrison

Photo by Sean McGrath
<http://www.flickr.com/photos/mcgraths/3442114262/>

A clear story doesn't just tell people WHAT you do, it tells people why you're unique and why your customers should work with YOU.

In the past few years there has been an explosion of micro businesses which means competition is fierce. If you simply market your business based on the service you deliver or the product you sell, you become a commodity. Your customers can't see a difference between your business and the next, and suddenly you're being constantly squeezed down on price, which is a miserable place to be.

But if you spend time creating a story behind your business (and have a great product of course), you can attract customers who value what you offer and really want to work with you and your business.

And that's a wonderful place to be.

So how do you create a story that sets you apart?

If you've ever read about marketing your business to stand out, you'll be familiar with the "USP" or "Unique Selling Proposition." Unfortunately, too many people get hung up on the "unique" part. They think that to be seen as different, they need to be doing something completely different to anyone else.

That's not the case.

In fact, rather than look for one unique thing, you can simply make a unique combination of a number of elements about your business to create a story that your target market can connect to and distinguish from the competition.

An easy way to start teasing out information you can use in your story is to think about the following 3 stages:

1. What your business does
2. Why what you do is important
3. Your personal story

One: what your business does

To start with simply outline the facts about your business for example:

- The service / products you offer
- Your target market
- The kind of results you get
- How you work

These are the foundations to your story and whether you're talking or writing about your business, these help filter your audience to reach your target market.

Two: why what you do is important

Most business stories stop at the first stage, but that's just the beginning!

Next you can start creating a richer story by talking about your passion behind the business *based on the problem you solve for your customer.*

One way to think about this is to ask yourself, what problem did you see your target market suffering with that you knew you could solve? This helps you build your story from your customer's point of view to attract their attention.

So for example you might offer online marketing for local bricks and mortar businesses because you saw business owners unfamiliar with online technology missing opportunities to attract new customers through online advertising.

Once you have this stage of your story you can add in the final part which is:

Three: your personal story

Your personal story can be anything that makes you good at what you do in your business. It might be professional qualifications, personal experience or your passions and interests.

It's the added layer of "you" which helps make your story unique.

You teach nutritional therapy because you've experienced the benefits firsthand. You're a web designer for wildlife companies because you're an avid gardener and bird watcher. Your passion for musical theatre means you teach people to market their businesses by training them for the stage of presentations and public speaking.

In summary, it's no longer enough to simply tell people what you do, but you don't have to create a revolutionary service or product to stand out.

By blending these different layers you'll be able to create a story that attracts your ideal customer and makes them feel connected to your business.

Your personal story can be anything that makes you good at what you do in your business. It might be professional qualifications, personal experience or your passions and interests.

It's the added layer of "you" which helps make your story unique.

Amy Harrison

Harrisonamy Copywriting

“If you’re making five figures, ask yourself, ‘What would the six figure business owner do?’ If you’re making six figures, ask yourself, ‘What would the seven figure business owner do?’ Then do it!”



1. What does Going Pro mean to you as a successful women in business? Why?
It means taking responsibility and taking what I do seriously. When I started working for myself my only aim was: “Can I make a living writing?” That was my whole plan mapped out! As long as money was coming in I wasn’t asking too many questions, but I realised that if I wanted to grow this as a business, that wasn’t good enough.

Going Pro means also being honest about how what I do influences my success. If I’m overwhelmed, I need to minimize distractions and take action. It’s easy to get on social media and tell yourself it’s marketing, but deep down you usually know it’s just goofing about. And goofing about now and then is fine, as long as you’re honest about it!

2. Everyone’s definition of success is different. What’s yours?

This is a tricky one. To me I guess it’s learning to say to yourself “I want more, but where I am is perfect for right now.” I write for a lot of spiritual entrepreneurs so this is something I’ve been learning about over the past few years! Success can be seen as this distant thing, a destination to be achieved, and you have to have those aspirations for your business, but they’re no use if you’re constantly beating yourself up for not being there “yet.”

3. What was the tipping point in your business?

Rather than one turning point, I’ve had a series. The first one is realising that there is no “one” chance, shot or turning point, but rather a lot of little ones. This made me see that strong progress is built on a foundation of lots of steps, rather than one big product launch, or one big client. It’s just not like that. You work, you persevere and you look for the next step.

But there were a couple of jumps in my business. One was approaching a client I never thought would hire me. I didn’t feel ready to approach her, I did, and from that earned \$1,000s in revenue from her and her referrals.

Setting financial goals also sharpened my focus on growing the business. Even though it was scary to write them down, once I had I could feel my mind working on different opportunities to reach those goals. The first year I did this I didn’t reach the goals I’d set, but I leapt ahead what I had made the year before, and the next year I’d made my previous year’s income in around 5 months. I keep it really simple and just check in each week and at the end of the month to see where I am, to adjust and to think about what I need to do to make those goals. That kind of simple focus has made a huge difference in my business.

4. Entrepreneurship is largely a mindset game. What mindset shifts did you have to make in order to play a bigger game?

The biggest one for me was believing I could be successful without seeing all the pieces in place. It really is a leap of faith to feel you can achieve a dream without knowing HOW you’re actually going to do it. I’m learning that my future dreams aren’t based on what I can do today, but on what I’m going to be able to do after many more weeks, months and years of experiences, stretching, growing and learning. If I try and base my goals on what I can do now I’m going to limit my potential.

The next was appreciating that I didn’t have to wait to be picked, or to be told I was good enough to do something (this can be tricky if you’re used to having a boss). It made me a lot more productive, from there I threw myself into creating things I thought I couldn’t do until I was

more well known. I launched an eBook, I ran a number of boot-camps, webinars and a number of other products. I learnt so much more from doing those, and by being active I built momentum, built up my image and attracted higher paying clients.

5. What would you say to anyone who wants to create the success you’ve created, but feels stuck, scared or unsure how to do it?
Dream big, start small and start quickly.

Something which has inspired me in the past is finding people I admire who have businesses similar to how I would like to have, studying the common themes, and then instead of looking at what they’re doing now and getting overwhelmed, looking back, seeing how they got started and seeing what I can do in a similar vein.

There’s no substitute for taking action though, no matter how small. Action leads to more action which leads to learning, experience and opportunity. I’m a real planner and to-do-list writer, but racking up a list of things can do can sometimes just add to the overwhelm!

If you’re trying to find clients for example, you can spend months mapping out your ideal customer profile, or you can spend a day making a list of people you think it would be fun to work for, and then contacting them. You’d learn more and taking action would boost your confidence.

6. We’d all love to go back to the beginning knowing what we know now. If you could, what are three things you’d do differently?

- Worry less
- Spend less time wondering what the crowd is doing
- Approach bigger clients sooner

7. Were you ever scared to really put yourself out there and take a

stand for what you believe? How did you overcome it?

For me the biggest stand was probably the decision to leave my corporate background and work for myself. Whilst I was thinking about it I kept my ideas to myself while I put my plan together. The recession was about to kick in and I didn't want to hear opinions about why I shouldn't do it. It sounds strange taking a stand by keeping quiet, but I've found that personally it's much easier to talk about a decision that's been made than to say "I'm thinking about doing..." Once I had the next couple of steps planned it was much easier to talk about it with confidence (even if I wasn't 100%). Funnily enough it was by waiting until I had a firmer plan outlined before telling people about it that landed me my first client!

8. No matter how successful any entrepreneur is, there are still areas that can be trouble spots. What do you still struggle with? I have a playful battle with self-doubt. There are days when I feel like I should just give up because I'm never going to be as good as I want to be, but that same self-doubt is precisely what spurs me on to improve my skills, to learn more, work harder and push myself.

I also worry that I'm missing something that everyone else understands and this is what can suck me into looking at what other people are doing and wondering if I should do the same. Something I've started to try and overcome this is to keep a separate list from my scheduled plan for anything else that catches my attention. After a set

number of days I can review that list and decide if I still want to find out more about whatever I've put down. That way, rather than getting distracted by every new thing, I can list it, forget about it, and then review it and see if it's still something I want to pursue, and my to do list gets done!

9. What do you attribute your success to?

Trying new things and not giving up! I really don't feel I've done anything amazing or different, but I do like to try things out rather than over think them. If things work, great, if they don't I'll just try something else, or try again. Consistent and persistent action always pays off for me – though I sometimes slip into working for intense bursts and then having a month off!

10. What's the best part of running your own business?

The freedom of choice and the flexibility of what direction to take the business in. I love that I can tweak and tailor what I'm doing depending on what makes me happy. I don't have to work with clients who aren't a good match for me, I don't have to go through bureaucratic processes just because "that's the way things have always been done." I get to decide what's the best course of action based on what I know, which means I can move pretty quickly if opportunities come up.

It's also the hardest part of running your own business because there are no guidelines!

11. Give me three words to describe your brand:

Personable, Driven, Committed

Website: harrisonamy.com
Twitter: [@harrisonamy](https://twitter.com/harrisonamy)
Facebook: facebook.com/harrisonamycopywriting

Amy Harrison runs Harrisonamy Copywriting based in Brighton, UK. She runs copywriting and content marketing training for businesses to increase sales, enquiries and online subscribers. As a copywriter, she works for businesses in the UK, U.S, Canada and the Middle East. She is a regular contributor to Copyblogger, Problogger and her blog is listed in Guy Kawasaki's Alltop.

Amy originally trained as a screenwriter before spending 4 years working for private investors in online businesses, helping improve sales copy, web copy and sales presentations. She has copywriting training from AWA (American Writers and Artists Inc.)

She is the author of How To Get Your Sales Page DONE! And the Copywriting Phrase Book, and provides free copywriting tips and virtual events at www.harrisonamy.com

Going Pro Motto:

How you do anything is how you do everything. When it comes to my brand, it is all the way, the right way – halfway is never good enough.

A Fast Way To Improve Your Copywriting... For Free



www.harrisonamy.com/copywriting-secrets

"I've been using Amy Harrison's compelling copy resources again. They are totally the bomb. Have just saved me a LOT of time and make the process much easier and more enjoyable"

Janine Ogg: Love Your Small Business

Monday afternoon I sent an email off to a website which has around 19,000 subscribers within my target market (triathlon) using your suggested outline as a guide. And Tuesday morning I woke to find a response telling me that they wanted my guest post

Jen Brown: Sparta Personal Training

I love your work and look forward to your brilliance every week.

Linda De Luca, Executive Coach: Azione-scopo

The One Lesson That Changed My Business Forever

by Shenee Howard

Imagine if you spent all of your time doing what you want to be known for doing. Instead of spending your time gaining influence, you just did your work. You helped the people you wanted to help. You focused just on those people. You let yourself be inspired by forces outside of your industry instead of trying to keep up with what everyone else is doing.

Imagine if you LIVED your tagline instead of endlessly tweaking it.

Want to know the quickest way to go pro? Don't just say you are a _____. Be one. Live every day that way.

Let's talk about Batman. I can say that I am Batman. I can put on the costume, have all the gadgets, call my car the Batmobile and employ a butler to tend to my every need. If I can't keep a gang of thugs from robbing a bank, I'm not ACTUALLY Batman. I am just some silly guy with a flair for the dramatics.

Our businesses are the same way. When we go pro, we stop trying to "look" like we know what we are doing and we just do it.

Ask yourself this: how much time are you ACTUALLY spending doing what you want to do vs. the time you spend preparing to do what you want to do?

Learning this lesson changed my business forever. It is so easy to get in this zone of endless preparation and learning. We let the world get in our head and

Imagine if you LIVED
your tagline instead of
endlessly tweaking it.



Photo by JD Hancock
<http://www.flickr.com/photos/jdhancoek/6910971608/>

as a result, we end up doing more and more of the stuff we don't do so that we can get "good enough" or "famous enough" to do the stuff we want to do.

This is bullshit, of course. There is NO moment in the lifetime of your business when you magically have all of the followers you need to "arrive." If you are waiting for someone to look at you and tell you that you are finally "famous enough" to run a class or sell a service, you will be waiting forever. Just do it.

This moment will never come. I'll say this again.
THIS MOMENT WILL NEVER COME.

You have to arrive on your own terms.

I wake up every day and ask myself these questions:
"How can I help someone create the best brand ever?"

"How can I love the people who already love me?
How can I help them become confident enough to buy from me?"

Because I know that if I focus on this, I am running my business instead of just looking like I do.

Try to live one day with a focus on answering these questions. Don't think about the amount of comments on your blog, the number of followers you have or the website that isn't quite perfect yet.

Now that is going pro, ya'll. Wasn't that easy?

Shenee Howard

Hey Shenee!

“Once I poured all of my energy into doing the work I truly wanted, everything shifted for me. I also stopped working with EVERYONE. I know everyone ALWAYS talks about this but it is totally true.”

1. What does Going Pro mean to you as a successful women in business?

Going pro means focusing on what you do and making it a personal mission to do your best work. Going pro is all about doing what is best for your people and the evolution of your business and spending less time thinking about your role in everything.

2. Everyone’s definition of success is different. What’s yours?

I am still working this out but for me, success is the results I see for my clients and friends. I love to see the results of my work. For me, it isn’t just about getting people to pay for what I do, it is about seeing their brands change

because of what I have to teach them. That is the biggest reward to me. I ALSO believe that success is all about being able to do what you want with your life.

3. What was the tipping point in your business?

I stopped doing the stuff I thought I should be doing. For the longest time, I pretended to be good at stuff that wasn’t my “thing” because that is what everyone asked me to do. Once I poured all of my energy into doing the work I truly wanted, everything shifted for me. I also stopped working with EVERYONE. I know everyone ALWAYS talks about this but it is totally true.

4. Entrepreneurship is largely a mindset game. What mindset shifts did you have to make order to play a bigger game?

I realized that I am my only competition and in order to play bigger, I have to play my game and not everyone else’s. I have created my own little corner of the universe built specificity for ME to thrive. I think that is key.

5. What would you say to anyone who wants to create the success you’ve created, but feel stuck, scared or unsure how to do it?

I would say make it a goal to help someone every day. Even though you might not have officially “come out” as a business, you can still help people do what you want to do. Start writing on your blog. Give free 15 minute coaching sessions. Write a digital book. The more time you spending doing what you want to spend your life doing, the more confident you will be.

6. We’d all love to go back to the beginning knowing what we know now. If you could, what are three things you’d do differently? I can’t say I would do anything differently. My business went

through a quick evolution because I made so many mistakes early on. They were essential to my growth and I wouldn’t give them up because I might not be in this moment right now.

7. Were you ever scared to really put yourself out there and take a stand for what you believe? How did you overcome it?

Totally! And I just realized that this is MY business and if I wanted to be told what do, I would have gotten a job.

8. No matter how successful any entrepreneur is, there are still areas that can be trouble spots. What do you still struggle with? I always struggle with upping my exposure. I know who I am, what I am about and who I serve and I spend SO much time on them that I don’t think big picture.

9. What do you attribute your success to?

I attribute my success to my ability to brush failures off and keep going. I let myself feel sad for a little while and then I evolve. I change. I do what I need to do to get where I need to go. I always tell people this: if you EVER feel like you want to make a change, DO IT. The universe is telling you to take action. I never had a day job. This was my job and so I developed a style of survival entrepreneurship that is essential to my success.

10. What’s been the biggest surprise or best part of running your own business?

Best part: being able to decide what my days will look like, spending hours working on projects that TRULY excite me. Biggest surprise: being your own boss is REALLY difficult.

11. Give me three words to describe your brand:

happy, sassy, action-oriented



Website: heyshenee.com
Twitter: [@heyshenee](https://twitter.com/heyshenee)
Facebook: facebook.com/heyshenee
Other: hotbrandaction.com

Hi, I’m Shenee and I am a brand engagement expert. I help people build businesses through active branding. Instead of talking about who we are, what we do and how we do it, we actually do it. Crazy, right? I teach the BEST BRANDING CLASS EVER. It’s called Hot Brand Action and the class is my pride and joy. I also love action movies, Keanu Reeves and The 90’s.

WORK

(Co-create, make magic, take over the world, build an empire, start a movement)

WITH ME

This is
Shenee



<http://heyshenee.com/work-with-me/>

**Going Pro
Motto:**

Don't wait for the world to give you permission to do what you want to do. Just do it.



Hiring Help to Grow Your Business: Don't Go it Alone!

by Jennifer Lee

As a successful woman in business you probably wear many hats – from creator and marketer all the way to bookkeeper and scheduler. I bet you love sharing your gifts and passions, but you may not enjoy the more administrative tasks or the things that you're just not good at.

When you're ready to take your business more seriously and step into GoingPro, it may be time for you to consider investing in some outside help. That way you can focus on more revenue-generating activities and the parts of your business that you love.



Photo by Pedro Szekely
<http://www.flickr.com/photos/pedrosz/2040577615/>

Here are some tips for when you're ready to start working with someone:

- Be clear about what you need help with. List the tasks that you want to delegate. Even if you don't have an ongoing need, perhaps you have an upcoming project that could benefit from expert advice or an extra pair of hands. Maybe you're launching a new website, developing a new workshop, or preparing for a big event.
- Be clear about whom the perfect person would be to help you with these tasks. What qualities and experience does she possess? What are her values and how do they align with yours? Get out your journal and write about this perfect person as if you've already been working with her for a while. Describe what you enjoy most about your partnership.
- To find potential people, ask friends and colleagues for referrals, network and talk to people, and search online.
- Interview at least two to three people so you can get a feel for who would be the best fit. Ask a set of questions to help you gather the information you need. Inquire about their process, turn around time, rates, and anything else you need to make your decision. You might even want to ask to speak to past or current clients.

- Do your homework, but also make sure you follow your gut. You want to have a good feeling about working with them.
- When you decide to hire someone, spend some time during your first meeting to get to know each other and learn about each other's working style and expectations.
- Keep the lines of communication open so that both of you can give feedback and raise any concerns before they snowball. If things can't be resolved after having conversations, don't be afraid to move on. It may feel like an awkward or uncomfortable "break up," but be willing to start looking again if it's not working out. Don't settle. You'll be much happier when you find the right person!
- Continue to develop your working relationship with your outside partners. Show your appreciation for their good work. Let them know how much they are helping you and what you love about working with them. Help them expand their business by referring them to your friends and colleagues.

List the tasks that you want to delegate. Even if you don't have an ongoing need, perhaps you have an upcoming project that could benefit from expert advice or an extra pair of hands. Maybe you're launching a new website, developing a new workshop, or preparing for a big event.

Jennifer Lee

Artizen Coaching

“Going Pro means having systems in place to help you manage and grow your business. It means investing in yourself and in your business. It means expanding your team when you need extra support or expertise.”



1. What does Going Pro mean to you as a successful women in business? Why?
To me Going Pro means several things. Personally, it means I'm taking my business more seriously (while still having fun!). And because I'm taking my business more seriously, I'm able to have a bigger impact with my work and help more people from around the world. Going Pro means having systems in place to help you manage and grow your business. It means investing in yourself and in your business. It means expanding your team when you need extra support or expertise. Many creative entrepreneurs go into business to follow their passion but when they don't take their business seriously or take a "Going Pro" mentality, they can either treat their business more like a side project or hobby or they never get to the level they truly want to be at in regards to their impact, reach, and income.

2. Everyone's definition of success is different. What's yours?
I look at success from a couple of different angles. One is the more feeling/right-brained aspect. In that respect success means that I'm living in alignment with my big vision, my values, and my purpose. It means I feel fulfilled in my work. I feel successful when I know I'm making a positive impact on people's lives and that I'm helping them to find their own versions of success, too. I also feel successful when I'm in my flow and there is an ease with which I can pursue my work. I also view success from a more results oriented/left-brain aspect in terms of reaching milestones that I've set for myself in terms of specific goals financially, professionally, and otherwise.

3. What was the tipping point in your business?
When I was getting ready to launch my book *The Right-Brain Business Plan*, I was at a tipping point. In the year prior, I had spent so much time and energy getting the book deal and writing

the book that I had not focused too much on growing my business or getting new individual clients. It was a conscious decision but while I had always been profitable I knew that the old way of doing business was not sustainable and that I needed to find new, more leveraged ways to generate income.

I decided in the fall of 2010 to hire my business mentor, Andrea J. Lee. It was a big leap for me to invest so heavily in a high-end coaching program with her, but I would have to say it was definitely a pivotal moment in my business and in my own personal growth. Through working with her and masterminding with other successful entrepreneurs in the program, I developed an innovative video summit event called *The Right-Brainers in Business Video Summit* to help me launch my book in early 2011. It was risky in that I had never put on an event like that before and there wasn't really one out there like it to use as an example. The event not only catapulted my exposure and reach in a whole new way, but it also opened up more higher end money models for me.

By having a new platform to spread my message and connect with leading experts, I was able to reach thousands more people around the world. Later that year, with the help of my mentor and my legal advisers I launched two licensing programs that give facilitators rights to lead workshops based on my visual and creative life and business coaching approaches. So through working with my business coach during this pivotal time and stretching myself to take on these bigger projects and shift my business model, I was able to reach my goal of breaking 6-figures.

4. Entrepreneurship is largely a mindset game. What mindset shifts did you have to make in order to play a bigger game?
One of the most important mindset shifts for me was truly stepping into my bigness. A practice that

helped me tremendously with that process was expressive arts and intuitive painting. I started to paint these wall-sized, vibrant images that mirrored my capacity and energy in ways that I had not experienced before. Witnessing the hugeness and expansiveness of these pieces helped me to feel more comfortable taking up space and putting myself and my ideas out there in bold, new ways. That definitely helped with the launch of my book and with growing my thriving enterprise.

Some other mindset shifts that have been key to helping me play a bigger game included realizing that I can't do everything myself and that by asking for help, I would be able to get more done and I'd actually position myself better to make more money. And letting go of (or at least loosening) the drive to work so hard. For the last several years I've been practicing what I call *Self-Care Fridays*. These are meeting-free days that I focus on renewing my creative spirit and I know that I'm more productive because I create that space for myself to have downtime.

5. What would you say to anyone who wants to create the success you've created, but feels stuck, scared or unsure how to do it?
Success does not happen overnight. It happens step-by-step. It happens through trial and error. It happens by taking risks. You don't need to know every single step before you start (otherwise you'd never get started, right?!). The most important thing is to be willing to put yourself out there, test things out, and make adjustments. You won't know how something will go until you try it.

I would also recommend getting help and support, especially when you feel stuck or unclear about how to move forward. When I look at many of my major accomplishments, like leaving my corporate job, writing a book, or breaking 6-figures, I didn't do it alone. Each time I had been purposefully working with expert coaches to help me make transi-

tions, see my bigger purpose, take action, and move through the fear that can come up when you're on to some really big stuff!

6. We'd all love to go back to the beginning knowing what we know now. If you could, what are three things you'd do differently?

- I would have hired administrative support sooner so that I could have better systems in place and not be so frustrated by the little things that drive me crazy! It feels good now to have a team that I can delegate tasks to. Even though it costs money to hire help, it helps me focus my time on more profitable work.
- I would have hired an experienced business coach sooner. My already successful business grew by leaps and bounds when I invested in working closely with a seasoned mentor.
- I would have implemented more leveraged moola-making methods earlier on rather than focusing purely on 1:1 services. My business grew more quickly when I added tangible products, info products, and other income streams.

7. Were you ever scared to really put yourself out there and take a stand for what you believe?

Writing my book certainly felt scary and vulnerable. I was taking a stand for bringing more creativity, intuition, and expression into business. When I first left my corporate job, I would've loved to have a book like this that really stood out from those traditional business books and that spoke my language.

I was scared that people would think I was crazy or stupid or that they just wouldn't "get it." I'm sure there are people who might think all that because when you do take a stand for something, inevitably not everyone will agree). I also know in my bones that the book and the concepts have helped thousands of people embrace their right brain when it comes to their business and that makes it so worthwhile.

There's nothing like having a launch date and a team to help you overcome the fear. At that point you just need to take the leap and go for it!! So sometimes creating some kind of external deadline for yourself through a project or collaboration can help you move through the discomfort and fear and get your unique

message and work out there.

8. No matter how successful any entrepreneur is, there are still areas that can be trouble spots. What do you still struggle with? One of my big blind spots is not being able to quickly make a decision and that's such an important entrepreneurial skill. I'm much more comfortable keeping my options open and weighing each side. Plus, I can sometimes let my emotions muddy what are in actuality really clear choices. I've been paying more attention to that and also with my tendency for perfectionism and getting it right. Sometimes you just need to put a stake in the ground even if you don't have all the info, or even if it's not 100% perfect so that you can keep your momentum.

I can also fall into the trap of comparing myself to others, which can be a big energy drain if I let it overwhelm me. Instead, I bring awareness to what I'm feeling and I use any hints of jealousy to help me identify what I might be wanting for myself or for my business. It can be a valuable clue to what's next.

9. What do you attribute your success to?

I have been most successful when I follow my intuition and when I take risks to put myself out there. The idea for my first Right-Brain Business Plan actually came to me very intuitively while doing a month-long art challenge. I had no idea that this personal project created on my kitchen table would eventually become a worldwide movement. I just did something that I really enjoyed AND then I noticed that it resonated with many other people, too. I followed that flow and explored the natural evolution of the idea into different offerings to meet my perfect customer needs. My creativity and intuition are certainly two of my biggest assets!

10. What's been the best part of running your own business?

The best part of running my own business is being able to do it all on my terms. My business is definitely a creative and authentic expression of me and it feels really amazing knowing that I can be myself in my work and inspire other people to find that for themselves, too.

11. Give me three words to describe your brand:

Creative, fun, innovative

Going Pro Motto:

As a right-brain entrepreneur you play an important role in pioneering a new way of working that values creativity and right-brain genius. This is NOT business as usual!

Website: artizencoaching.com & rightbrainbusinessplan.com

Twitter: [@artizencoaching](https://twitter.com/artizencoaching)

Facebook: facebook.com/rightbrainbusinessplan

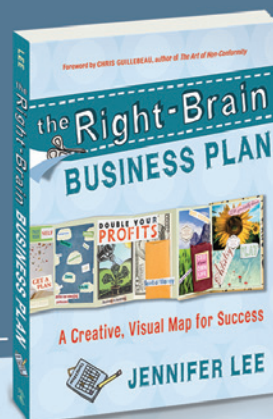
Jennifer Lee is the founder of Artizen Coaching and the award-winning author of *The Right-Brain Business Plan: A Creative, Visual Map for Success*. Her bestselling book has helped thousands of entrepreneurs around the world grow their businesses authentically and creatively.

She runs a successful 6-figure business, has developed popular products and programs, and she has licensed facilitators around the world who lead *Right-Brain Business Plan*® and *Unfolding Your Life Vision*® workshops based on her unique and visual approach to business and life coaching.

Jennifer has been featured in *Whole Living*, *Entrepreneur*, *Family Circle*, *Cloth Paper Scissors Studios*, and *Choice* magazines.

"If you think of business planning as boring, well, you haven't read this book yet. This is not business as usual....Jump right in!"

— from the foreword by CHRIS GUILLEBEAU



Turn
Passionate
Ideas into
Profitable
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The Right-Brain Business Plan: A Creative, Visual Map for Success by Jennifer Lee
Business / Creativity • \$19.95 • ISBN: 978-1-57731-944-3
Published by New World Library

Courses, coaching, kits, products, licensing program, and more available to help right-brain entrepreneurs grow their creative business

Grab your free downloads from the book at: www.rightbrainbusinessplan.com



Play in the Universe You WANT to be in

by Erika Lyremark

So here we are. Hustlers who make things happen. Whip-smart business women. Totally serious about building an empire. Ready to play big.

And as we all know, part of getting serious is getting mega realistic. About your strengths, your shortcomings, and where it's realistic for you to be. Right?

Whoa. Not so fast. That last part? Absolutely not.

A really major part of getting serious about building an empire – major! – is playing in the universe you want to be in, and not where you think it's “realistic” for you to be. Now, look: If this is a new concept for you, I understand that it might sound like a great definition of putting the cart before the horse. Sit tight. I promise it will make sense.

When you stop thinking of yourself as someone struggling to reach a goal, and start seeing yourself as a hot-cha-cha guest who's simply not yet arrived at a fashionable party, everything changes. You carry yourself differently. You make better choices – choices that support you and your dream.

This won't come as a shock, but: It's about getting out of your cozy comfort zones. You would think we entrepreneurs would run out of cozy comfort zones, wouldn't you? But we're pretty good at creating new ones just as quickly as we dismantle old ones. Getting out of them is the only way to avoid getting precious about them.

So tell that stale “realism” to beat it. You've got some new challenges to take on, and you don't need any nay

saying anywhere in your general vicinity!

Here are three things you can do to that will help you get out of your cozy-comfort and play in the universe you want to be in:

:: Instead of...attending depressing networking events that make you feel desperate about yourself...

...Play in Big Universe Zone by finding your next group of movers + shakers squaring your shoulders, sashaying up to the door, and pushing it open. That's it, you've got it: Crash the party and network like a Fancy Lady of Business! Assume you're meant to be there. Because guess what, darling? You are.

:: Instead of...hanging out with whiny, low-energy people (even if some of your best friends are whiny, low-energy people);

...Play in Big Universe Zone by hanging out with peeps that are smarter, savvier and more successful than you. (Remember, there's a lot of wisdom in making sure you are never the smartest, savviest, most successful person in the room!)

:: Instead of...being cheap in your business, 'cause dammit, you can do it all on your own;

...Play in Big Universe Zone by investing in your business and going total pro this year. Spend the big bucks and delegate anything and everything that you are not 1000% good at and totally enjoy.

It's not hard. It just requires you to think differently. And that, we know you can do. You're an entrepreneur, after all.

When you stop thinking of yourself as someone struggling to reach a goal, and start seeing yourself as a hot-cha-cha guest who's simply not yet arrived at a fashionable party, everything changes.

Erika Lyremark

Daily Whip



“For me, the tipping point was deciding not to care what other people thought of me... There will always be someone who doesn't like you, even when you're trying to please everyone; so why not decide to do what's best for you?”

1. What does Going Pro mean to you as a successful woman in business? Why?

Going pro means spending the money for excellent professional services. It means hiring the very best copywriters, designers, coaches and consultants that you possibly can. It means having enough respect for your business, and taking it seriously enough not to half-ass things. There's a time for bootstrapping – and that time is before you've gone pro.

2. Everyone's definition of success is different. What's yours?

My definition of success is:

- Having the money, the freedom, the flexibility, and the independence to follow my Red Carpet Dream;
- Being of service to the planet;
- Having fun
- Getting better and better at my craft with each year
- Never being bored in my business

3. What was the tipping point in your business?

For me, the tipping point was deciding not to care what other people thought of me. I committed to sticking to my viewpoints and being myself. There will always be someone who doesn't like you, even when you're trying to please everyone; so why not decide to do what's best for you?

4. Entrepreneurship is largely a mindset game. What mindset shifts did you have to make in order to play a bigger game?

See above. I had to actively decide to be me, outcomes be damned. The more you stick to your guns, the more rewarding it is – emotionally AND financially.

5. What would you say to anyone who wants to create the success you've created, but feels stuck, scared or unsure how to do it?

I would say, “Listen, darling. No, really: Listen to your inner voice

and trust yourself. Because when you trust yourself, anything is possible.”

6. We'd all love to go back to the beginning knowing what we know now. If you could, what are three things you'd do differently? I would have asked for more help + trusted myself more – and I would have listened to others a whole heck of a lot less!

7. Were you ever scared to really put yourself out there and take a stand for what you believe? How did you overcome it?

Absolutely, I was scared. You bet. But I realized that the most successful people on the planet had strong viewpoints. Realizing that made it easier to stand behind my own viewpoints; I was able to stop fighting myself on that issue, and know that I was helping my business at the same time. Win-win!

8. No matter how successful any entrepreneur is, there are still areas that can be trouble spots. What do you still struggle with? I struggle with keeping up with myself! As soon as I achieve something, I'm on to the next thing. I'm constantly outgrowing myself.

9. What do you think it really takes to be successful in business?

I would say you just have to be willing to do it! Commit to working extremely hard, and know that it's going to take 100 times longer than you think. (I specialize in Real Talk.)

10. What's the best part of running your own business?

The best part of running my own business is that I get to run my own business! Seriously, it's the gift that keeps on giving. I wouldn't dream of doing anything else.

11. Give me three words to describe your brand:

Real. Bold. Luxurious.

Website: DailyWhip.com
Twitter: [@dailywhip](https://twitter.com/dailywhip)
Facebook: facebook.com/dailywhip

Erika Lyremark (Lira-mark) teaches women entrepreneurs to build their business confidence, clout and cash. She coaches, inspires and motivates them with her easy-to-follow, hard-to-forget signature courses: The Morning Whip and Hustle Your Business Boot Camp.

Erika's entrepreneurial track began while she worked as an exotic dancer for nine years. Après-pole, she went on to co-create a multi-million dollar commercial real estate company and launch Daily Whip

She's been featured in Entrepreneur Magazine, Forbes.com, The Sydney Herald, – and she even cracked the whip on a promotional video for Oprah's Have Your Own Show! Erika is also the author of the forthcoming book, Think Like A Stripper: How To Hustle Like You Mean It!



Increase your clout,
Raise your influence,
Move heaven + earth.

Going Pro Motto:

Perfection comes when
you do the work.



Peeling Back the Layers of Fear

by Natalie MacNeil

Ever been told you have a fear of success? How about failure? The ideas behind them are not as complicated as some may think but you may be hiding the truth from yourself.

Know your fears

In *She Takes On The World* I touch upon the fears many women encounter when presented with the trials and tribulations of being a successful entrepreneur. Sometimes, just having a hazy, rather than crystal clear, idea of what success looks like can get in your way while other times it is just plain old fear.

Fear is an elusive foe. It masks itself as many things: contempt, rage, arrogance, apathy, defeat, nervousness, anxiety, avoidance and denial to name a few. Denial is the hardest thing to combat because you truly don't even see it. It blindfolds you as you run the race and for this you may suffer many more bumps and bruises than others.

Knowing this, how can you figure out fear with all those roadblocks?

The secret is learning how to be objective, and feeling less emotional about what kind of answer comes when you ask the right question. It's easy to hide behind an issue by over complicating it with messy emotions and reasons.

The way out is through acceptance and trust in yourself.

Ask yourself the difficult questions

Friends and family are a great sounding board but you must look within. Ask yourself the hard questions.

The process of making a good decision is an art form indeed, and there are many ways to get to the correct conclusion. One way is through asking questions that are meaningful to you.

Have you ever read a book and derived so much inspiration from it you made all of your friends read it, only to be disappointed that they didn't see what the big deal was about? This happened to a few women I know with the book "Eat, Pray, Love."

The funny thing about self-knowledge is that everyone learns in their own way and at their own time. Some of those very same women who rejected that book, upon first encountering it, found themselves tearing up at every new scene of that movie a year later.

My advice is to keep reading, keep searching and keep learning. Eventually you will uncover something that speaks directly to you and when it does there is no mistaking it.

Define your success

To some a fear of failure comes from negative ideas of success they hold. It's like thinking success is a millionaire but thinking the millionaire is a greedy tyrant.

To fear success is to also fear change, and your life will definitely change when you decide to start a business, make a career change, etc.

Play with your ideas of success. Imagine and *feel* every aspect of it, down to your daily routine until it becomes comfortable and known.

Love your idea of success and it will help to reveal and conquer any hidden fear that is in your way.

Have you ever read a book and derived so much inspiration from it you made all of your friends read it, only to be disappointed that they didn't see what the big deal was about?

Natalie MacNeil

She Takes on the World Inc.

“One of the biggest mindset shifts I had to make was to only say “yes” to opportunities that would bring me closer to what I call my “Bigger Picture Goals.” If it doesn’t align, I have to say “no” even if saying no seems a little crazy.”

1. What does Going Pro mean to you as a successful woman in business? Why?

To me, “Going Pro,” means being committed to achieving your greatness, whatever that is for you. It’s about not shying away from who you really are and what you feel your purpose is. It’s about dreaming big and having the audacity to wake up every morning and work toward actually making those big dreams a reality.

2. Everyone’s definition of success is different. What’s yours?

Success to me is working happy and living on purpose. Working happy means I earn an amazing living doing something I am head-over-heels in love with.

Working happy means I delegate the parts of my business that feel like work so I can focus on the work that taps into my strengths and makes me feel fulfilled. Living on purpose means I’m giving my best to the world and using my life to serve others and make a difference in some way.

3. What was the tipping point in your business? What helped take your business to the next level? Definitely being part of a Mastermind. I love the book “Think and Grow Rich” and it’s something Napoleon Hill talked a lot about when discussing why the world’s most successful self-made people became successful. I believe that success is largely dependent on who you choose to surround yourself with! Working with people who were further ahead in their businesses than I was and soaking in all their powerful advice helped me take my business to the next level.

4. Entrepreneurship is largely a mindset game. What mindset shifts did you have to make in order to play a bigger game? One of the biggest mindset shifts I had to make was to only say “yes” to opportunities that would bring me closer to what I call my “Bigger Picture Goals.” If it doesn’t align, I have to say “no” even if saying no seems a little crazy. For example, my business partner and I have turned down 6 figure projects that don’t align with our overall vision. Some people can’t fathom turning down so much money but I focus my mind on the big goals that I really want to achieve.

5. What would you say to anyone who wants to create the success you’ve created, but feels stuck, scared or unsure how to do it? When I was starting out with my business I felt scared and

unsure how to move forward but I MOVED FORWARD. That’s the key - if you keep taking steps forward you WILL figure it out. I can promise you that. Any entrepreneur who tells you they were 100% prepared and knew exactly how to move forward from day one is lying to you.

So my advice is to just do it. Create, seek help from mentors and experienced entrepreneurs, launch, learn from your mistakes, and do it again.

6. We’d all love to go back to the beginning knowing what we know now. If you could, what are three things you’d do differently? I feel like some of my biggest mistakes led to the opportunities that created my biggest successes so this is a tough one. I’d like to say I shouldn’t have wasted my time writing a traditional business plan although that led me to create my MAP (Master Action Plan) process that became the foundation for my book. I definitely would’ve started building my mailing list sooner! That’s super important for any business owner today. I also would’ve hired a virtual assistant sooner! Every entrepreneur needs a team.

7. Were you ever scared to really put yourself out there? How did you overcome it? Of course! This is something I especially struggled with when I finished my book. Once it’s out there, it’s out there. You can’t change it. I held my breath when I got my first review and breathed a sigh of relief after reading it. It’s hard to put yourself out there sometimes and I think we all care, at least a little bit, about what other people think.

After I got that first review I actually took the advice I give to other people when it comes to fear. I write the fear on a little



Going Pro Motto:

I say this every morning:
“I am attracting an abundance of prosperity and opportunity to my business.”

piece of paper then burn it and watch it go up in smoke. It always feels like a weight has been lifted off my shoulders.

8. No matter how successful any entrepreneur is, there are still areas that can be trouble spots. What do you still struggle with? I always feel like I want to multitask but I totally see – and have experienced – the power of extreme focus. I have to put little sticky note reminders up in my office and home that say, “Take a deep breath. Are you making the most of your time right now?” That helps me refocus if I have started getting distracted!

9. What do you attribute success to?

The people you surround yourself with – your employees, mentors, and even your friends and family. I don't allow anyone to bring

negative energy into my business or my life and that makes all the difference.

10. What's been the best part of running your own business? Oh there are so many amazing parts of running a business! What makes me feel the most fulfilled is when I receive letters from people who read *She Takes on the World* or people who have read my book, just letting me know how much of an impact I've made on their businesses or lives. I print them and keep them in a box so that why I'm having one of those inevitable down-days as an entrepreneur I can quickly remind myself that it's worth all the ups and downs.

11. Three words to describe your brand:

Authentic, strategic, revolutionary.

Website: shetakesontheworld.com

Twitter: [@nataliemacneil](https://twitter.com/nataliemacneil)

Facebook: facebook.com/shetakesontheworld

Natalie MacNeil is an Emmy Award-winning media entrepreneur, and the bestselling author of *She Takes on the World: A Guide to Being Your Own Boss, Working Happy, and Living on Purpose*.

Natalie is best known as the Founder and Editor-in-Chief of *SheTakesOn-TheWorld.com*, which appeared on the Forbes list, “Top 10 Entrepreneurial Sites for Women” and on the ForbesWoman list, “Top 100 Websites for Women.” It is also the 2010 winner of Blog of the Year at the Stevie Awards, dubbed “the Oscars of business awards.”

Natalie is also the co-founder of Imaginarius, an award winning digital media company known for its groundbreaking work in interactive innovations and creative online marketing strategies. The company's most recent production is *Out My Window*, the world's first 360 degree, full feature documentary which was developed with the National Film Board (NFB) and for which Natalie and her business partner each received an Emmy Award.

Natalie is frequently quoted and interviewed in the media discussing entrepreneurship, personal branding for women, and new media. She has appeared on Forbes.com, ForbesWoman, Wall Street Journal, Huffington Post, Entrepreneur.com, Mashable.com, CNN, MSN, and more.

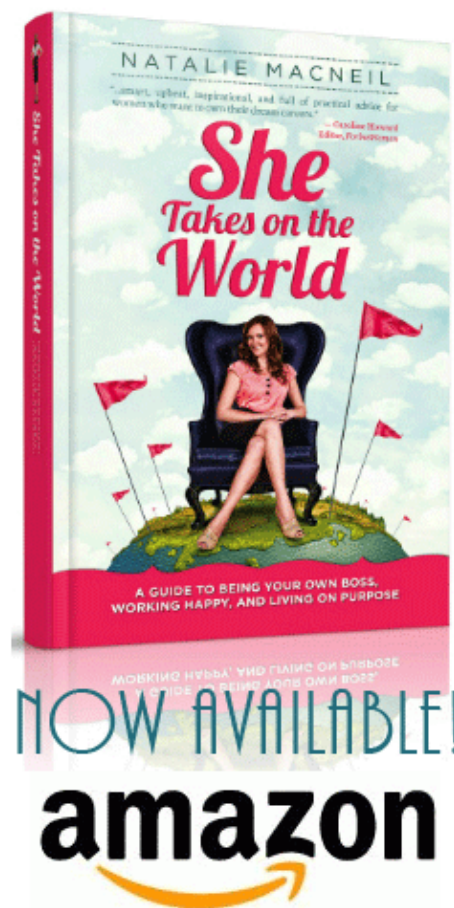




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Dream Big and Play even Bigger

by Christine Marmoy

The success of your business starts in your dreams, but there's no point in keeping it there!

Behind every successful business there is a vision, and this vision must transcend everything you do. However, if it just remains in the realms of 'one day, maybe' then the dream will soon vanish and turn into regret even before you can confine it to the scrap heap. And we all know that feeling of regret.

Dreams are ideals that we construct in our mind to help drive us toward a goal. And since they are ideals, we don't always get there or reach them in the way we originally intended, and that's OK. So why should we drive ourselves to achieve something that we're not guaranteed to reach for sure? Because, if you don't shoot for the sky, you'll never end up among the stars. When you dream, you are sending out an intention and when that intention is boosted and backed up by powerful actions, it will take you closer to your goal (ideal).

And here is the essential key...powerful actions – a dream – will remain a fantasy unless you wake up and make it real.

Everybody dreams. But very few dream BIG. Many people tend to have 'feasible dreams' because otherwise it means they're impossible to reach. At first sight, a dream is not designed to be 'feasible'. Its role is to stretch our perception of feasibility, to get our creative juices flowing so we can identify ways to get as close as possible to our goals.

Don't be shy. Allow yourself to dream big, then use this strong vision to help you play bigger in your business. Imagine that your dream is to increase your list by 2,000 people. You decide to host a Telesummit to achieve that goal. At the end of the Telesummit you realize that you attracted 500 new people to your list. You could be gutted because after all the effort you put into your vision, you didn't reach your goal of 2,000 people. But what if, thanks to this Telesummit, you filled up a group program and you attracted two new VIP clients? Do you think your efforts were rewarded? Oh, yes, absolutely! And if you just take a step back for a minute, you'll realize that you've achieved way more than you dreamed of. However, your dream was the fuel that made it happen.

There is another explanation to justify why we sometimes downplay our dreams.

Big dreams = Big actions.

And some people fear that type of commitment. Some people don't trust themselves to be capable of achieving big goals. However, I believe that everybody can. Why? Because everybody can get the help needed to dream big and play bigger.

If your kids needed help with mathematics to pass a test, you wouldn't think twice and you'd find them a private teacher. Does that automatically mean that your kids would succeed in the exam? No, because your kids would still have to work, study, practice and sit the test. It's exactly the same thing with your business. If you don't know how to make it work, find somebody who can help you, then work, study, practice and put yourself out there...otherwise you'll never know if you passed the test!

Everybody dreams. But very few dream BIG. Many people tend to have 'feasible dreams' because otherwise it means they're impossible to reach. At first sight, a dream is not designed to be 'feasible'. Its role is to stretch our perception of feasibility, to get our creative juices flowing so we can identify ways to get as close as possible to our goals.

Christine Marmoy

Coaching & Success

“I had to overcome my fears of not being somebody unique and special. We all have skills and talent that are unique to us yet we often push them aside as nothing special. We wonder who would want to pay me for what I do and know.”



1. What does Going Pro mean to you as a successful woman in business? Why?

For me, Going Pro means that I take my business seriously, I work on a regular schedule, I honor my commitments, I dare to put my business and myself out there because I know that I'm offering a great service. Going Pro means recognizing that running a successful business requires specific skills; decision making, strategies, marketing, client care... and smart delegation to ensure everything runs smoothly.

2. Everyone's definition of success is different. What's yours?

Success for me is all about flexibility and freedom in all aspects of my life and business. This doesn't mean I don't have to work, it means that I have the ability to organize my time as I see fit in conjunction with my life. It means balancing my choices. It means results for me and for my clients. It means financial security.

3. What was the tipping point in your business?

I've made many tough decisions in my business from day one, and making decisions is all part of the game. There is always a certain amount of risk because we never know for sure what the outcome is going to be. However, my dream, my strong vision made me (and still does) accountable for my actions. I always knew that nobody would do it for me, so I learned that I needed to be prepared to make some wrong decisions in order to move forward. The first scary decision I made was to hire a Business Coach and a Technical VA when I had no money coming into the pot! But I knew that in any business there had to be some investment. And I figured that a VA was a small one compared to some other more traditional businesses.

I also knew that in reality, I only had two choices. Either I was going to go through the pain of trying to implement what my coach was teaching me all by myself for months on end or I would find somebody who could do it better and faster...so my success would come faster. I step up to each new higher level in my business because I have a coach and a team behind me.

4. Entrepreneurship is largely a mindset game. What mindset

shifts did you have to make in order to play a bigger game? Yes, that's very true. The biggest mindset I had to change was to realize that there are no rules! Today, more than ever before, you can achieve success with a lot less at your fingertips, provided you have the drive and that you play the game! Nobody decides for you that you have to go through A and B before you can reach C. Only YOU can decide where you want to be and then go for it. This is what helped me make quantum leaps in my business.

5. What would you say to anyone who wants to create the success you've created, but feels stuck, scared or unsure how to do it? Go get some help! Get a business coach, somebody who has achieved what you want for yourself. Then hire a technical VA to make sure you actually implement what your coach is teaching you. It's the only way I know to achieve success in the safest and fastest way.

6. We'd all love to go back to the beginning knowing what we know now. If you could, what are three things you'd do differently?

1. I would trust my innovative ideas a lot more. It took me a while to express that side of me.

2. I would hire a high profile business coach right away.

3. I would share my opinions faster and stronger. It also took me a while to find my voice.

7. Were you ever scared to really put yourself out there and take a stand for what you believe? How did you overcome it?

Oh yes, it's awesomely scary! Because even though we hear from all sides that we need to stand up for what we believe in, the only thing we seem to focus on are the

people who don't resonate with our message.

I tested my message. I started by sharing it in a stronger way with a small group of people to see how it was perceived, then I went bigger and bigger. I built up my confidence level bit by bit, so I eventually go to the point where I was completely ready to share it with the world without quaking with fear or backing down. But as with any fear, the key is to do battle with it regardless. There is no magic formula to avoid fears. The solution is to not let them stop you.

8. No matter how successful any entrepreneur is, there are still areas that can be trouble spots. What still scares you?
Launching a new program is always scary because we never know for sure how it's going to be received. There is always an element of risk. Each time my business is about to go to the next level along come those old fears and doubts because I'm stepping

into the unknown, I'm treading on new ground and with that my confidence takes a little knock.

9. What do you attribute your success to?

When I think about it, I can attribute my success to a mega dose of motivation and a willingness to overcome my fears. My business is my passion and I enjoy every single day. Working from my passion and enjoying every minute of it allows me to have the drive to succeed.

10. What's the best part of running your own business?

The best part of running my business is to be able to meet people all over the world. To be able to work from anywhere in the world while still being able to organize my business so I have the life I want.

11. Give me three words to describe your brand:

Innovative, Creative, Bold.

Going Pro Motto: Success is Built with Others!

The logo for the Wild Card VIP Mentoring Program. The words "Wild Card" are written in a large, white, cursive font. Below it, "VIP Mentoring Program" is written in a smaller, pink, serif font. The background is dark with a subtle floral pattern.

**"The cards don't matter...
It's what you do with them
that makes a difference!"**

Poker Master

Website: coachingandsuccess.com
Twitter: [@coachandsuccess](https://twitter.com/coachandsuccess)
Facebook: facebook.com/coachingandsuccess
Other: pinterest.com/christinemarmoy/

Christine Marmoy arrives on the scene like a breath of fresh air in this sometimes mundane and predictable world of online business. Not only does she help her clients use their own ideas and brilliance to stand out in the crowd whilst making more \$\$\$ using magnetic marketing strategies, she embraces this slick concept for herself. She really does walk the talk. Christine is a trendsetter, a trailblazer, always trying and testing out new ideas and sharing her knowledge and experience with her clients so they achieve great results in less time. She is a go-getter and she takes her clients with her in her own unique and innovative way. Think pazazz, excitement, talent...and most of all Success. That's Christine all rolled into one!

You GET to D.E.C.I.D.E. to Go Pro

by Nadine Nicholson

Photo by Nicholas A. Tonelli
http://www.flickr.com/photos/nicholas_t/1405564540/

The moment is etched in my memory forever.

It's when I decided to Go Pro.

At one point (okay, at many points!) I felt like a slave to my business. I was overworked, burned out, hungry for more time and not getting the results I expected upon setting out on this entrepreneurial dream.

One day at 2:03 pm in a mastermind call, a brave colleague named Mary Alice called me out. She helped me see I was leading a lot of "other" things in my life but not ME. The illusion was of being in the driver's seat because I was working so hard. In reality, my business was actually driving me.

Do you relate?

Mary Alice's words weren't pretty yet exactly what I needed to hear. I'm grateful for her honesty.

If this sounds anything like you, there's a way out. I'll warn you though, getting to the other side takes some real mindset shifting.

So, how can you D.E.C.I.D.E. to Go Pro?

D – Drive baby, drive!

In order to play a bigger game in your business you've got to decide to do things differently. Decide to call the shots and be the boss in your business. Decide to step into the driver's seat of your business. And, decide to step into your rightful place of being in charge of your precious time and energy.

E – Energy is the ultimate measure.

When are you inspired, energized and motivated? Do more of those things! I guarantee getting paid to do what you love and what you're best at will help you spring out of bed in the morning. It also means more outsourcing for tasks that suck your energy.

C – Choice is in you. Freedom is a choice.

I wrote this poem to help you make the choice to step into your freedom is a choice. Enjoy.

Freedom. You can have it, if you actually want it. It's right here.

You may think you already have it.

Have you actually chosen?

Freedom. It's in you.

It's your birthright. It's your choice to see it, to feel it, to live it.

You GET to choose. You get to decide.

Ahhhhh, finally you see it. You made the choice.

Freedom. Is in you. Now you see. You are free.

I – Ignite your inner courage

Building a business – at least one that actually allows you to have a life – is a journey of personal leadership. There's no way around it – you've got to do the inner work to believe in and grow yourself to be a role model for others. You're neither here to have regrets nor sit on the sidelines paralyzed by fear. I believe you're here to prove to yourself you can make your business work, to have pride in yourself and make the difference you were meant to make.

D – Define your own unique vision of success

No matter where you think you "should be" I believe you are exactly where you need to be. Period. There is huge learning where you are right here, right now. What I want for you is to define your own unique vision of success from that place. Going Pro means defining what success looks like to YOU in your unique life, so you're working from an unwavering foundation.

E – Evolve you

To Go Pro as a successful entrepreneur is to be a student of entrepreneurship. It means investing in you, your own transformation and your business. Certainly, there's no shortage of learning opportunities. You probably even feel bombarded by the options. Set a learning budget and invest in what directly relates to your business goals. If you're not sure the best fit for your business, ask others! The more you reach out, the more resilient you are.

So, my entrepreneurial colleague, based on the D.E.C.I.D.E. to Go Pro formula, what's ONE action you're committing to play a bigger game in your own business?

The illusion was of being in the driver's seat because I was working so hard. In reality, my business was actually driving me.

Nadine Nicholson, ABC, CPCC

Nadine Nicholson & Co.

“In the early days I realized I was actually sacrificing my personal life for my business, which was the last thing I wanted. I was setting unachievable expectations of myself and was paralyzed by the trap of needing to get everything perfect.”

1. What does Going Pro mean to you as a successful women in business? Why?

To me, Going Pro means learning how to THINK like an entrepreneur. This translates into being comfortable being uncomfortable; wanting something, envisioning it and making it happen; and most importantly taking risks. Those who Go Pro embrace the mindset that being an entrepreneur is in reality an opportunity. I often say to myself, “Wow, I GET to do this. This is actually a positive thing in my life, not a chore. I GET to be an entrepreneur.”

2. Everyone’s definition of success is different. What’s yours?

I use two, simple principles to guide my definition of success.

For me, it’s about having a business that fits IN my life versus having a business that’s driving my life. My second surefire sign of success is when I’m inspired, energized and motivated. Both are happening more and more which tells me my success is growing, too.

3. What was the tipping point in your business?

My tipping point was the day I turned down a guaranteed, one-year, \$300,000 corporate consulting contract. At that point, I had about a year under my belt as an entrepreneur after having left my six-figure corporate job. I tasted just enough freedom and flexibility to know I would be miserable going back downtown to “someone else’s” office, working for their cause and not being able to do what I want when I want. Saying no to that contract – and the inner reflection and sleepless nights it took to get there – freed me to fully and finally step into my own cause of evoking feminine power through entrepreneurship.

4. Entrepreneurship is largely a mindset game. What mindset shifts did you have to make in order to play a bigger game?

In the early days I realized I was actually sacrificing my personal life for my business, which was the last thing I wanted. I was setting unachievable expectations of myself and was paralyzed by the trap of needing to get everything perfect.

I made some changes in order to play a bigger game in my own life and business. The simplest way to describe my transformation was that I DECIDED to do things differently. I stepped into the driver’s seat of my business, became the CEO of my business and decided I’m the one who’s in charge of my precious time

and energy. I got clear about my own navigation system – where I was going, who I best work with, what gives me energy, what I’m here for and what I stand for. I finally understood what it means to say, “Let the journey be the destination” because success as an entrepreneur IS a journey of oneself. These mindset shifts all liberated me and set me free, essentially from myself.

5. What would you say to anyone who wants to create the success you’ve created, but feels stuck, scared or unsure how to do it?

That’s easy. To be a successful entrepreneur is to be a student of entrepreneurship. It means you’ve got to spend money to make money. Investing in the growth of your business knowledge directly impacts your financial bottom line and your ability to generate more revenue. I also appreciate you’re probably feeling bombarded with all the opportunities to learn. There’s no shortage of free telesummits, group masterminds and attractive webinars. Choose the professional development that works for you and your business. Whatever you do, say “no” to doing it alone and learn from others who genuinely want to help you succeed.

6. We’d all love to go back to the beginning knowing what we know now. If you could, what are three things you’d do differently?

Sometimes I would love to go back in time! I would put WAY less pressure on myself to figure out all on my own how to be an entrepreneur – I’d realize the more I reach out, the more resilient I actually am. I would focus much more on measuring my success on the progress I’ve had versus what I haven’t yet accomplished. And, if I could do it again, I would hire a one-on-one



business coach much sooner to help me get crystal clear about my ideal client (my WHO), how I solve their greatest problems or deepest desires (my HOW), and why it matters to both me and them (my WHY).

7. Were you ever scared to really put yourself out there and take a stand for what you believe? How did you overcome it?

Certainly. And, I still get scared – every day! One time I did a free telesummit and was scared to offer an eight-week group program as an upgrade offer because I hadn't fully developed it yet. When I took the pressure off myself and realized I could offer the program as a pilot – where participants could be engaged in its development – everything shifted. Thirty entrepreneurial women registered for that program from all over the world and loved being a part of the program's development. They especially appreciated me listening to what they needed the most, when they needed it the most.

8. What do you still struggle with/what scares you?

I have a disease called the High Achieving Woman Disease. It's a daily challenge to keep my goals within the time container I've set for my business. Often I find a sneaky Nadine squeezing in more goals and then she adds more time to achieve them. The real Nadine gives me a shake, I remind myself of the time available to work on my business, and pull back on the expectations of myself or get more help from my

virtual assistant. To me, setting and achieving realistic goals is not mediocre, it's actually being a role model. And, it's a constant struggle to be that role model.

9. What do you attribute your success to?

I attribute my success to my willingness to listen and learn, to evolve myself and to grow myself as a leader. To me, it's all about being a student of entrepreneurship and leading from the inside out. Full stop.

10. What's been the biggest surprise of running your own business?

I've had many surprises! The biggest surprise is one of the most beautiful too. I had no idea this gig would be the biggest journey of personal growth that I could ever imagine. I thought this was about simply building a business. I didn't know I was actually building ME! I'm grateful for that.

11. Give me three words to describe your brand:

Accessible. Real. Generous.

12. Anything else you'd like to add?

This journey of being an entrepreneur is one the truest road tests "out there" of inner courage and personal conviction. It's about being in the driver's seat of your business and growing the driving force and heart of your business success: you and your own feminine power. To me, that means leading YOU from the inside out so you are a role model for your family, community and ideal clients.

Going Pro Motto:

Call the shots and be the boss in your business, 'cause that's what you really want, right?

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Nadine Nicholson, ABC CPCC is Business Builder, Leadership Evoker + Freedom Maker to Entrepreneurial Women Leaders, Value Creators + Freedom Seekers. She ignites your inner bravado and grows the driving force and heart of your business success: you and your own feminine power. You're neither here to have regrets nor sit on the sidelines, paralyzed by fear and overwhelm. You're here to express your natural born brilliance, have pride in your entrepreneurial success and be a role model of your time. Sign up for The Drive, real-life tips n' training refreshed weekly to help you leap into – and stay in – the driver's seat of a well-honed business and a well-lived life. Visit <http://nadinenicholson.com/free-stuff/>.



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You Don't Need More Time

by Andrea Owen

I'd been wanting to take my business to the next level for a while.

I'd been saying out loud, "I want to build an empire" for a long time.

I'd been stuck in the sad story, "But, I don't have enough time".

Sound familiar?

And I say, "stuck in the story", because when it comes to time, and saying that we don't have enough of it, it's just that: A story. An excuse. One that we feel is a legitimate one and that is easy to convince others and ourselves of.

After a year and a half of flying by the seat of my pants in my business and being all over the board, I finally hired a business coach. In my intake paperwork I repeated, "But, I don't have time." Or, "I would and could do X,Y and Z, but I just don't have enough time." Followed up by giving her "my list" of kids, exercise, blogging, husband, laundry, leg shaving, and all the other things that can add to my claim.

She reached through the phone, smacked me over the head and said, "You need to let go of the belief that time equals money, or success, or results. You don't need more time. You just need to believe that you can do it and you'll find a way."

Really?

The next day while I was wasting time (pun intended) on Pinterest, I saw this:

**You Don't Need More Time.
You Just Need to Decide.**

(Quote by Seth Godin)

And the Universe had spoken.

Mr. Godin is right. I don't need more time, I have plenty. I don't even need time management, I need to exercise choice management.

If you want to do something bad enough, you'll find the time. If you can't (or won't), I suggest you ask yourself why not. And if you say you don't have enough time, well, for one, get your ass off of Facebook (and Pinterest!) and think about where you're spending your time. Anytime we're saying "yes" to something (and when it comes to your business I sincerely hope it's a HELL YES!) you're saying "no" somewhere else. We can have it all, just not all at the same time. All of those people that you see making it happen and you think, "How does she do it?"...I have news for you. She's not magic, she has the same amount of hours in the day. She just makes better choices.

Look, I have a 2 and 4-year old, a whopping 15 total hours a week of childcare for them, I'm running a business that includes clients, blogging, interviewing, creating and planning, I work out 4 to 5 times a week, and 2 coaches that I work with. And laundry and grocery shopping and dinner and that whole, "you HAVE to shower" thing. Oh, and a husband. And I am finding time in my week to bust this out. So, don't tell me you don't have time.

You CHOOSE to not have time.

If you want to do something bad enough, you'll find the time. If you can't (or won't), I suggest you ask yourself why not. And if you say you don't have enough time, well, for one, get your ass off of Facebook (and Pinterest!) and think about where you're spending your time.

Andrea Owen

Your Kick-Ass Life Coaching

“The biggest mindshift I had to make was to relax. Seriously relax.”

1. What does Going Pro mean to you as a successful women in business? Why?

Going Pro for me means more about attitude than money in the bank or how many people are on my list. I've held many different jobs in my life – always working for “the man”. I hated being told what to do or not to do. Or how to act and even what to wear.

When I started my own business it took me a little while to really sink into the fact that I could do whatever the hell I felt like doing. I realized if that was the case, I wanted to create a freakin' empire. I said it out loud before I even launched my website. That day I “went Pro”. My attitude was limitless. My true self was already in the mindset that I was Pro. It was a done deal.

This is so infinitely important because if my true self had doubts, I never would have even started the business in the first place. If there are doubts, it's not really me, but just a pesky thought. Tapping into the attitude that lives within me, the attitude that anything, and I mean anything is possible, is worth millions to me.

2. Everyone's definition of success is different. What's yours?

It sure as hell is NOT a dollar amount.

I'm already successful because I went after something I really, really wanted. I did it anyway when my ideas were met with rolled eyes and my family said, “You're going to do what?” I did it anyway when I was terrified. When I SUCKED in the beginning. I did it anyway when I would spend hours crying, telling my husband, “I can't do this anymore, it's too hard”. I learned, I grew, I found easier ways. I loved myself, I cut myself some slack.

I get to do what I love. I followed my life purpose. And I get paid for it. If that isn't crazy-amazing-success, then I don't know what is.

3. What was the tipping point in your business?

I think the tipping point was hiring a business coach. I flew by the seat of my pants for the first 18 months. I was loving it, but I had two breakdowns in there and

I knew something wasn't working. Granted, when I launched my business my son had just turned three and my daughter turned one, not long after that I got sober, and we moved across states. It was the ultimate test of strength (I still can't believe I wasn't drinking!!)

When the dust settled I knew I had to invest in my business and not just with some new headshots. I picked someone I had been following for a while, committed and stayed coachable. I got a plan, a strategy, new tools and most of all – a BIGGER belief system. Even though I'm ahead of where most life coaches are in under two years of business, many days I feel my intuition tell me, “You can play bigger. GO!” Getting coaching helped clarify what my strengths are and gave me the ultimate permission to do things that only felt good (what my coach calls “HELL yeses”).

4. Entrepreneurship is largely a mindset game. What mindset shifts did you have to make in order to play a bigger game?

The biggest mindshift I had to make was to relax. Seriously relax. By nature (and I think this is often the case with high-achieving women) I am a high-energy-bordering-frantic person. While this can at times be a great thing in terms of taking action and productivity – it's a killer when it comes to allowing things to happen naturally.

I am a huge believer in the Law of Attraction and have used it to leverage many amazing things in my life and business. One of the key habits there is to let go of the “how”, trust your intuition and slow down. It was like learning how to walk all over again. I had to believe and trust I knew more than I thought I did. I had to



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Life coach. Mom. Writer. Triathlete. Hellraiser. Andrea Owen is passionate about empowering women to value themselves and fiercely love who they are. She is a Certified Life Coach (CPC), author and speaker. She is a self-love and fitness expert and believes those ingredients can help women empower themselves to live their best, most kick-ass life.

She helps women get what they want by managing their inner-critic, leveraging the Law of Attraction and stepping into their own badass version of themselves.

believe and trust my inner guidance. I had to align my thoughts and beliefs with exactly what I wanted, and many times that meant saying “no” to people and projects. I aligned myself with people and projects that made me happy, and I mean REALLY happy. If it was a “maybe” or just lukewarm, I let it go.

That mindshift changed everything.

5. What would you say to anyone who wants to create the success you’ve created, but feels stuck, scared or unsure how to do it? You’re exactly where you’re supposed to be! I was there too. Everyone has been where you are. No one is immune to feeling stuck, scared or unsure in business. Have a tribe, get some coaching and manage your thoughts. Your thoughts become your reality and dictate your action, so the more you focus on feeling better about your thoughts, the better you’ll do. It’s science ;)

6. We’d all love to go back to the beginning knowing what we know now. If you could, what are three things you’d do differently?

1. Never try to run a business with two small kids at home. Nap time, evenings, weekends and whenever you get a minute doesn’t work. I wish I would have admitted that sooner and hired childcare.

2. Don’t try to launch a business while still in school. During my life coaching certification (which was an intense process itself), I simultaneously had my website created, launched my business plus trained for and competed in my first triathlon. And I had a three year old and one year old. Needless to say, I had a mental breakdown a month after all that happened.

3. Listen to your intuition, take more risks and have fun. You don’t need to reinvent the wheel, but at the same time you can make things your own. In the beginning I followed what everyone else was doing and it wasn’t fun nor did it feel like “me”. Once I let go of this was when my business

really took off.

7. Were you ever scared to really put yourself out there and take a stand for what you believe? How did you overcome it?

YES! As a recovering perfectionist and people pleaser, I not only wanted to do everything perfectly, I wanted everyone to like me. And when you take a strong stand for something, there is bound to be people that disagree. I wanted recognition and to build an audience, but my wise coach told me, “You have to take the bad with the good. There will be haters. No one has ever built an empire and had absolutely no critics.”

I overcame it with lots of tears, lots of coaching, and just being human and feeling the feelings. No matter how much self-growth I do, no matter how much my business grows, I still deal with fear from putting myself out there. It’s gotten less, but I still need to feel with it at different levels.

8. No matter how successful any entrepreneur is, there are still areas that can be trouble spots. What do you still struggle with? Motherhood vs career. I have dealt with the fact that I love my job as an entrepreneur more than being a stay-at-home-mom (it’s still hard to say that out loud!), and I know that when I say this I’m referring to the job, not my children. What scares me is that in 15 or 20 years, I’ll wish I would have waited to start my business. Deep down I feel that that will not be the case, but I still struggle with it from time to time.

Many of my colleagues that are at the same level that I am do not have children or their children are grown. I feel at a disadvantage in the business world, but at the same time I know I am an inspiration for other mothers. Many mothers ask me how I do it. There’s no easy answer here (trust me, I’ve looked!). It’s hard. I fantasize what it would be like to have all the time in the world to work on my business. I wonder how much bigger my business would be. I’d be lying if I said I didn’t. But, I chose this and every day I give myself credit for what an amazing job I’m doing.

Deep down I also know that I will be a role model for my children, that they will see that I had a dream, I went after it and made it happen. But, at the end of the day, first and foremost I am a mamma, and that is always at the forefront of my mind.

9. What do you attribute your success to?

I attribute my success to listening to and following my intuition. Even as a child, I knew I was destined for something great. I didn’t know what, and I was terrified with this information. In my teens and 20’s I played small in all areas of my life; too insecure to be the bold woman I was meant to be. When I was 30, my first marriage fell apart and I found myself in a place where I got to start all over. For the first time in my life I asked myself, “What do I want? Who do I want to be? Who am I?” I know it sounds a little “woo-woo” (but, let’s face it, I’m in the business of “woo-woo”), but I had really never thought about those things. I let someone else, or society mold me and dictate who I was. So, I surrendered, listened to my gut that told me, “You are here for something BIG and amazing. You are worthy of everything you want. Now, go out and get it.”

It hasn’t always been easy, I’m still always learning, but the biggest thing I’ve done is to love myself along the way. There is no way in hell I could have gotten to where I am now, or had all this success without loving myself no matter what. Unconditionally.

10. What’s the best part of running your own business?

The best part is that I am my own boss. I am bossy by nature. I’m good at it, I love doing it. But, I never loved having to “manage” other people. And most definitely am I NOT good at having to be managed by someone else. I knew it would be great, but I didn’t know that I would love it so much.

11. Give me three words to describe your brand:

Authentic, fun, no bullshit.

**Going Pro
Motto:**
Because life’s
too short for
it to not kick
ass...



7 Mistakes I Made on the Path to Pro

by Stephanie Pollock

Anyone who tells you that it's easy to build a profitable, thriving business that doesn't make you feel like you've been swallowed up whole is lying.

Yes, being your own boss has its perks. Nobody cares if you show up in Lululemon pants six days out of seven. A mid-afternoon siesta is not out of the equation (though I doubt many of you actually indulge). And your ideas are yours – nobody's taking credit for your genius but you.

But as every entrepreneur learns fairly quickly, being the CEO has its share of challenges, failures and setbacks. And the bigger you want to play, the more of these you're apt to experience.

They say hindsight is 20/20. Looking back, it's easy for most of us to point the finger at all of our coulda,

woulda, shoulda's – all of those things that would have made our path easier, clearer and probably a lot more profitable. Interestingly, many of the women featured between these digital pages said that they wouldn't change a thing – even if they could go back to the beginning.

I, on the other hand, would love to go back knowing what I know now.

Listen – I'm all for life lessons and embracing the journey, but I would be more than happy to take back at least a few of the biggest blunders I made along the way.

So rather than use this space to give you a bunch of to-do's and hopeful aspirations, I'm going to give you the straight-up truth. Because if you can learn from even one of my mistakes, I'll consider this article a success.



One quick caveat.

I don't consider my mistakes a BAD thing. Yes, they slowed my progress or affected my bottom line – but mistakes and failures are part of small business ownership. There is NO way around it. Let me repeat that. There is NO way that you will succeed in business without taking a few knocks and experiencing a few failures along the way. No one is immune – even the gurus and superstars.

Here's my list.

Yours might feel remarkably similar or radically different. I simply encourage you to take what you can and leave the rest. But I'll bet that if you make even one change from these seven insights, your business will experience a noticeable benefit.

1. I would have embraced my message earlier.

I am a multi-passionate entrepreneur, which means I don't like to feel boxed in. This also means that I have a hard time committing to one message 'til death do us part. As a result, I've gone through more messages, logos, web designs and specialties than Elizabeth Taylor did husbands.

It's easy to say I should have gotten clearer on my message early on, but the truth is it takes time and experience to really hone in on your big WHY – the compelling message you want to be known for.

But once I figured it out, I wish I would have embraced it, lived it and stopped second-guessing it. Yes, it may have changed again, but it would have happened organically instead of me forcing myself to “find the ULTIMATE message.”

2. I would have hired help on day one.

I know you've heard the importance of hiring help; coaches, virtual assistants, graphic designers and copywriters to take your business to the next level. But for most bootstrapped entrepreneurs, this can feel overwhelming and frankly, financially undoable.

Yet, let me be the first to tell you that by NOT getting the right help in place ensures that you will not only keep your business hovering way below its full

potential, but that you're also WAY more likely to spend a ridiculous amount of time and money trying to piece things together by yourself.

It's just not worth it. You don't have to spend big dollars to start, but hiring help early is simply one of the best investments you can make in your business.

Whether it's the business coach, group coaching program or mastermind group who can mentor you to success, or the virtual assistant who can take care of all the technical pieces you'd otherwise spend hundreds of hours figuring out. Remember, your time IS money. Leverage the experience of others to shorten your path to Pro.

3. I would have worried less about getting everything perfect and just made an offer.

It took me a LONG time to make an offer outside of my regular 1:1 coaching. It wasn't for lack of ideas, but rather the confidence to just put something out there and test it. I second-guessed myself constantly and as a result, missed out on likely thousands of dollars in revenue.

You're in business to sell.

Create something. Test it. Launch it. Sell it.

Lather, rinse, repeat.

4. I would have created a business model by design, not default.

When I graduated from the Coaches Training Institute, I planned to do what all my fellow coaches were planning – coach. I didn't really think about building a business model around my unique strengths or the way I like to show up. I simply thought, “Well, I'm a coach. So I'll coach. I'll offer 1:1 coaching three days a week and I'll call it a business.”

Realizing that this didn't really work for me was a particularly tough and LONG lesson to learn. I had created a model by default, not design – and as a result, I felt trapped and stifled in my business. Not because I didn't enjoy coaching or my clients, but because the scope of my business offers and revenue streams were ridiculously narrow and required 95% of my income to come from one source. Not smart.

My new business model is diversified, reflective of how I love to show up, and much more profitable.

Diving deep into business model generation isn't particularly sexy, but it will help you create a sustainable AND scalable business that serves your life versus you serving it.

5. I would have stopped watching, listening, reading and comparing myself to others.

This was the BIGGEST mindset mistake I made (and truth be told, continue to make here and there). It's easy to justify reading blogs, subscribing to newsletters and following superstars on Twitter as research and competitive analysis. But really, it's a recipe for what Oprah's life coach, Martha Beck, calls compare-and-despair.

I quickly noticed that spending too much time watching others led to a number of really crappy outcomes for me, including:

- second-guessing an idea I was just about to go to market with
- questioning whether I knew enough to be successful
- re-thinking my brand, my message, my design, my voice, my everything
- feeling like crap and telling myself some really unhelpful things

I know I'm not alone here. We've all done it. But it's deadly. I highly recommend not doing this.

6. I would have worried less about pissing people off. I come from a long line of people pleasers. And while my Mom may argue this fact, I am fairly sensitive and hate to upset people or make them think less of me. As a result, it took me a long time to feel comfortable standing for what I believe in and giving it a powerful voice. I've diluted my message and held back on opinions in an effort to not fundamentally offend anyone.

This is a recipe for mediocrity. With thousands and thousands of new business owners coming online every day, settling for vanilla is guaranteeing you stay small and unnoticed.

7. I would have built better back-end systems from the get-go.

Systems are not my forte. I am the quintessential right-brainer, and setting up systems and processes is my idea of entrepreneurial hell. Yet, not having them has really affected my business at times. I've dropped balls, forgotten key details and ditched strategy in place of reacting on the fly.

Going Pro means embracing your role as CEO and setting up your business like a REAL business. And this means the back-end, including your financial systems, customer systems, communication systems, technology systems and more. Neglecting these systems really means you have a hobby versus a business. And, hobbyists rarely make history.

These are just seven of the mistakes I've made over the years. It is not exhaustive. And I'm confident that I'll add new ones to the list as I move forward.

My goal is not to never make a mistake again, but rather to learn from the ones I have made and not make them again. Like Maya Angelou says, "When you know better, you gotta do better."

So now you know better.

Trust that you know what you need to do most.

So go do it.

And soon you'll be on your own path to Pro.

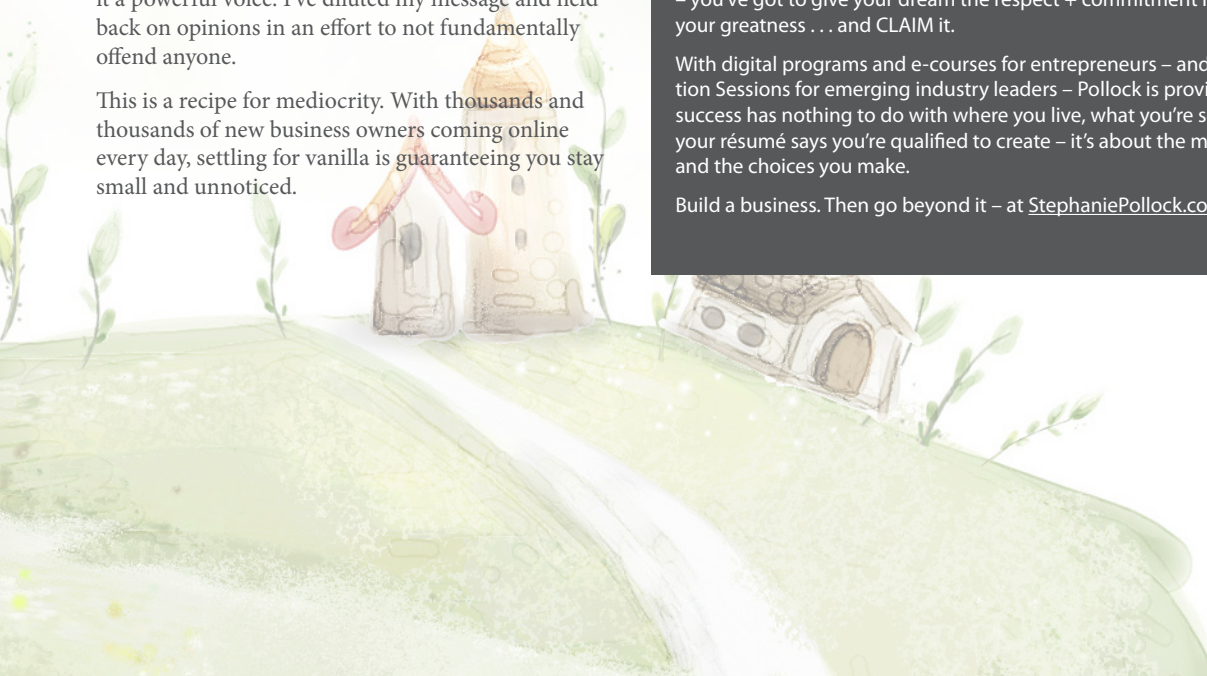
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Business activator + leadership coach Stephanie Pollock has a timely reminder for half-hearted entrepreneurs: hobbyists rarely make history. To truly create your own economy – with an irresistible brand + ideal clients for miles – you've got to give your dream the respect + commitment it deserves, face your greatness . . . and CLAIM it.

With digital programs and e-courses for entrepreneurs – and 1-on-1 Activation Sessions for emerging industry leaders – Pollock is proving that business success has nothing to do with where you live, what you're selling, or what your résumé says you're qualified to create – it's about the mindsets you hold, and the choices you make.

Build a business. Then go beyond it – at StephaniePollock.com

**Going Pro
Motto:
Hobbyists
rarely
make
history.**



Starting from Scratch

by Laura Roeder

At the end of 2008, I decided to tear down my business model and start anew. I had been doing web design for small local businesses, and by all accounts it was going well; I was earning double what I had as a salaried junior designer at an agency. But after only about two years, I was starting to feel stuck. I saw the revenue ceiling I had created for myself, and I couldn't figure out how to bust through it.

I didn't want to build an agency; and between serving clients and hustling every networking event in Chicago to find new ones, I was spent. My rates were already on the high end, and I didn't see how I could charge much more without building out a team capable of taking on more complex jobs.

So I did the only thing I could think of to break every limitation I had imposed on myself: I fired all my clients.

Yes, every last one, including the one client that paid me the equivalent of my old yearly salary. I thought they would keep asking me for one more project, and they did, but I held firm. I knew that it would be too easy for me to keep sliding by as a web designer, and it would hold me back from building what I really wanted.

But what did I really want to build?

I knew that I wanted my new business to somehow be around social media, which started to head up as a business tool in 2008 and 2009. I had viewed social media and online marketing advice as a "freebie" that I gave to my design clients, and the idea that I could get paid for just that one effortless element of my business seemed too good to be true.

So I started in on my new social media business, unsure of where it would take me.

Although social media was a brand new field, the path to monetization seemed pretty clear: Corporate consulting. When I told people I was starting a new social media marketing business, they would always ask who my clients were; and they wanted to hear impressive names.

The next step that I could see was putting together proposals and pitching companies, so that's what I did. I had learned the basics of this process from my web design days, so I could fake it enough but there was one problem – I hated it. It felt like I was just putting myself back into the same struggle, and the

same feast or famine cycle. I had worked hard to get out of the trap of having my business start from zero each time a gig ended, and now I was putting myself in the exact same place.

There was another thing bothering me: I loved immersing myself in the businesses of my clients, and that seemed missing. Most of my clients were very small, and I loved doing sites for those small businesses because of the huge impact it made for them. I loved my small-business clients and had no desire to work with big corporations. But I also didn't want to have to lower my rates enough to make my consulting accessible to a one-person business.

There had to be a business model that didn't rely solely on trading hours for dollars. And I soon found it, completely unexpectedly.

How A Dating Advice Millionaire Changed The Course Of My Business

Surfing the web, I came across the blog of a founder of a multi-million dollar relationship and dating advice business. He said that he was new to social media marketing, and he was hosting a little contest for people to submit their best strategies for using social media to generate leads. I won the contest, and through the application and selection process, we ended up meeting and becoming friends. Suddenly, I was in a whole new world. He had used online education to teach men how to talk to women, but I saw how I could use the same model to use the web to teach small businesses about social media.

I attended a weekend conference about how to build and market online education. Afterward, I went home and built my first program, which I called "Your Backstage Pass to Twitter." To promote this new arm of my business, I started with what I had: My Twitter following and the list of email addresses for people who had signed up for news from my web design business. I invited them to attend a free webinar about Twitter marketing.

People need reassurance that you know your stuff and will deliver on your promises. Hosting a webinar gave my prospects a taste of my offering while providing a marketing platform for me. I gave Twitter marketing tips for about 45 minutes, and described my new program for about 15. For businesses that enjoy the free content, getting more of the same via the paid program becomes an easy decision.

Selling that first program made me the kind of money I used to struggle for months to get one contract for. Your Backstage Pass to Twitter is to this day one of my best-selling programs. If I hadn't been willing to throw out tradition and explore a totally new model, I never would have found what worked.

I didn't want to build an agency; and between serving clients and hustling every networking event in Chicago to find new ones, I was spent. My rates were already on the high end, and I didn't see how I could charge much more without building out a team capable of taking on more complex jobs.

So I did the only thing I could think of to break every limitation I had imposed on myself: I fired all my clients.

Laura Roeder

LKR



“Everyone had to start from zero! People often say to me “I don’t have a list” or “I don’t even know how to make a Facebook page”. Well guess what? No one had a list until they had one. No one knew how to make a Facebook page until they did! No one was born with any of this knowledge in their head.”

1. What does Going Pro mean to you as a successful women in business? Why?

Going pro means taking things seriously – not doing things halfway. Any project or business takes a lot of effort to get off the ground, so you might as well go all the way and make it a success!

2. Everyone’s definition of success is different. What’s yours?

My definition of success is choosing the freedom to live life on my own terms. The beauty of owning your own business is that you get to make the rules, and choose your own goals. I’m successful when I enjoy every single day of my life, and spend my time doing what pleases me.

3. What was the tipping point in your business?

I think the idea of a “tipping point” or “hockey stick” in a business is largely a myth. Most businesses see gradual, steady growth and that was certainly the case for my business. That being said, committing to a weekly newsletter in January of 2009 was a huge catalyst for me. That’s when I really decided that I was going to go at this new business all the way, and not make excuses. Committing to doing smart marketing activities week in and week out works!

4. Entrepreneurship is largely a mindset game. What mindset shifts did you have to make in order to play a bigger game?

I think the most important mindset shift is that you and only you are in control of every aspect of your life, and that you’re the only one stopping yourself. We constantly put rules on ourselves like “I can’t go for this opportunity because I don’t have this” or “I can’t do that because I haven’t put myself in that category”. There’s really no one stopping you, no

one limiting you. We have a legal system that we choose to take part in, beyond that there are really no rules. (And you can choose to opt out of even those!) When you say that you “can’t” do something, you have to ask yourself – who says so?

5. What would you say to anyone who wants to create the success you’ve created, but feels stuck, scared or unsure how to do it?

Everyone had to start from zero! People often say to me “I don’t have a list” or “I don’t even know how to make a Facebook page”. Well guess what? No one had a list until they had one. No one knew how to make a Facebook page until they did! No one was born with any of this knowledge in their head. Every single person had to start from zero and learn it from scratch. So you’re not behind anyone else. You’ll never really know what to do, you just have to give it a shot and see what happens!

6. We’d all love to go back to the beginning knowing what we know now. If you could, what are three things you’d do differently?

I would have hired a larger team sooner. I think growing your team is the quickest shortcut to growing your business, you can just accomplish a lot more. Although honestly I don’t know if this was really possible for me since my business is bootstrapped, I’ve hired people as soon as I’ve been able to for the most part.

I can’t think of any more things... what I did in the past lead me exactly to where I am today. I’m not a big believer in second-guessing the past or playing the “if only” game!

7. Were you ever scared to really put yourself out there and take a stand for what you believe? How

did you overcome it?

I've been scared to do things differently. When I first had the idea for my newsletter, to do one really simple tip every week I was afraid to do it because I knew I wouldn't be winning any industry awards. The stuff I wanted to talk about was very basic, no ground breaking theories. But I was right that basic is what people really need. Now I see my format copied all the time, it's become a really common way to do newsletters. I just focused on what my customers really wanted and needed, not what my peers would say.

8. No matter how successful any entrepreneur is, there are still areas that can be trouble spots. What do you still struggle with? I see myself constantly expanding my belief of what's possible. It's always hard to see your way out of where you're at, it's very difficult to see our own self-imposed limitations. So that's a continuous challenge. And I'm learning new things about leadership all the time – each time my team grows it's a new lesson. Managing two people is totally different from managing four. I've never been a "boss" at an office but now I have to learn to lead an entire company.

9. What do you think it really takes to be successful in business? I think it takes a lot of determination and dedication. You have to keep going, you have to not get thrown off my mistakes and surprises. Lots of things will not go the way you think that they will, and you can't let that get you down. To be successful you have to be in constant learning mode, because sometimes it feels like you have to tackle a new area every single day. You really have to be someone who embraces this

change and can flourish under uncertainty.

10. What's been the biggest surprise of running your own business?

One surprise is that you never really feel "settled" in my experience. Your business gets to a good place and then you want to do something new. Growing a business is really fun but you also have to watch out for never being satisfied. The best part is definitely the ability to do whatever you want!

11. Give me three words to describe your brand:

Enthusiastic. Useful. Positive.

Going Pro Motto:

Put your success on repeat – if something works, do it again! Do more of what works, and less of what doesn't.

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Laura resides in Venice, California where she video blogs about social media, entrepreneurship and personal branding.

In 2011, Laura was named one of the top 100 young entrepreneurs age 30 or younger by the Impact100 and was invited to speak at the White House, where she pledged to give back her time and money to entrepreneurship.

Laura has spoken at numerous influential industry conferences including, BlogWorld, The South by Southwest Interactive Conference, Real Estate Connect, Online Marketing For Women Entrepreneurs, The Social Communications Summit and Blogher, discussing online marketing, social media, personal branding, community building, and making authentic connections online. Laura has been seen on Fox News, Forbes.com and quoted in the Los Angeles Times and CNET. She has contributed to many influential online publications such as ProBlogger, CopyBlogger, and Fast Company.

Laura believes in giving back, volunteering and showing support to budding entrepreneurs around the globe. She has traveled to South Africa as part of the Virgin Unites Branson Centres of Entrepreneurship where she offered guidance to budding entrepreneurs in the country and has spoken students at the University of Southern California and Loyola Marymount University.

3 Dead-Wrong Ideas That Could Be Holding Back Your Business and 3 Ways to Turn It Around

by Jenny Shih

When I kicked off my career as a coach, I believed three ideas with every fiber of my being:

1. I was born to be a coach for people stuck in jobs they hated.
2. If I mimicked every step I saw the pros take, my business would flourish.
3. Calling myself a coach + building a website = clients would find, love, and hire me.

It turned out that all three of these ideas were dead-wrong.

Wrong Idea #1 – I had found “my thing.” Before coaching, I spent ten years working for a Fortune 500 high-tech company. While the company itself was fine, I was miserable. I realized that I needed to take my career into my own hands. After lots of soul-searching, I decided to become a coach for people who hated their jobs but didn’t know what else to do. I dropped six grand on a great training program, happily left my corporate job, and declared, “This is

what I am meant to do for the rest of my life.”

I was wrong.

Wrong Idea #2 – Copying the pros leads to success. In my early days, I assumed the pros had a secret, plug-n-play formula for success. I analyzed their every move. I created a website, blogged, and sent email newsletters. I schmoozed at networking events, made a gorgeous digital product, published articles, and held an awesome live workshop...

... but my business growth was still sluggish.

Wrong Idea #3 – Clients will fall into my lap. The high-power coaches I learned from didn’t talk about the challenges of making a living as a coach. I figured my clients would easily find, love, and hire me. After all, this was what I was meant to do!

It turns out that it doesn’t work that way.

Facing failure and the prospect of returning to a cubicle job, I put out one last ditch effort. I decided to amp up the personal growth angle. I slept more, changed my diet, and spent more time in nature. I got a puppy, goofed off with friends, and practiced visualization techniques. I tried to inch my way to success with deep, healing breaths.

None of this worked, either.



Photo by Lali Masriera
<http://www.flickr.com/photos/visualpanic/2312649191/>

Finally, a thudding realization brought everything into focus. With all ideas exhausted, reality hit. I didn't love the business I'd created.

After all that effort, soul-searching, and omm-ing, I saw my new career path was still the wrong path. I was thrown right back to square one. I shut down my business, stopped working with the few clients I did have, and took a step back.

First, I asked myself: "What did I really enjoy doing?" and "What don't I really enjoy?"

Months later, it clicked. I am a creator of practical strategies for creative entrepreneurs who want to create and grow successful businesses... today. I found "my thing," but I also realized "my thing" will change over time. My business will evolve as I do.

Second, I discovered the wonderful world of marketing. With my new business focus established, I sat down to review my previous mistakes, determined not to fall into the same traps again. It was time to shift my efforts toward learning and implementing practical marketing and business strategies. I dove in headfirst.

Third, I hired a superstar business mentor. I learned to talk about what I did in a way that made sense to people. I cleaned up my website copy, hosted my first webinar, and went after my first 1000 news-

letter subscribers.

Gradually, gorgeously, my business began to grow and grow and grow.

I'm often asked what I would change if I could do it all over again. My answer? Absolutely nothing.

All of that trial and error was the best education a business coach could ask for. It provided me with a true understanding of the nature of purpose-driven businesses, and it helped me get a grip on precisely why my original ideas were so wrong. These hard-earned lessons created the concrete foundation for the blossoming, authentic business I now enjoy.

The moral of my story is this: there are no shortcuts and no one-size-fits-all approaches to growing a business. If you want to be successful, you must be willing to figure out what really works for your business. You must combine your unique talents with practical business and marketing concepts. You must be willing to try new ideas and be willing to fail in order to find what works for you. And you must, must keep moving forward.

Learn about business. Be willing to experiment. Don't give up. With these three things, you will be unstoppable.

It's not uncommon to experience fear, self doubt, frustration, anger, resentment, envy or "stuckness" as an entrepreneur. The problem isn't that you might feel any of these things, it's what you do about it that matters.

Jenny Shih

Jenny Shih, LLC

“My biggest tipping point came when I invested in learning about marketing... I found that when I invested in the one thing I knew the least about, my business skyrocketed.”

1. What does Going Pro mean to you as a successful woman in business? Why?

Going Pro means taking my business seriously and treating it like a business. When I first ventured into self-employment, I wanted to do what I loved (coaching) without dealing with the rest of it, namely the business aspects. That was a serious mistake. I hardly made any money and things just weren't working.

Reality hit, and I decided to take all aspects of my business seriously. I learned about business and marketing. I made financial

projections. I dove into all areas of my business and really owned them. Things started to shift almost immediately.

Going Pro means being a business person, not just a coach (or artist, designer, or whatever you do). It means taking business seriously and making it work. I find it's actually a lot of fun!

2. Everyone's definition of success is different. What's yours?

For me, success means having what I (or you) want. What do I want? I want freedom. Freedom to choose how I spend my time, who I spend my time with, and how I feel. If I can create this in my life – and I have – then I'm successful.

3. What was the tipping point in your business?

My biggest tipping point came when I invested in learning about marketing. As business owners we always have room to make investments; we can spend money on training, in business development, branding, marketing, personal development... the list goes on. I found that when I invested in the one thing I knew the least about, my business skyrocketed. Not only did that cause a big tip upward in business, I'm also able to take all that I've learned in that arena and share it with my clients for a double win.

4. Entrepreneurship is largely a mindset game. What mindset shifts did you have to make in order to play a bigger game?

This is a tough one. I've been a personal development junkie longer than I've been an entrepreneur. I see the world through a set of lenses that have me asking myself, “What am I doing to hold myself back right now?” or “What lesson is this supposed to be teaching me?” I can't not think about

everything I do in my life and my business without this context.

There is one shift, however, that I made after I spent some time struggling on the entrepreneurial path. I started looking at everything I was doing as an experiment. I kept trying to do things the right way and falling short of my own expectations. When I realized I was doing the best I could with what I knew, I could no longer blame myself for not doing a better job. Instead, I could take that energy and use it to analyze what was working and what wasn't. This allowed me to learn from every single thing I did in my business, make changes, and leap forward. I continue to apply this concept on a daily basis and teach it to all of my clients as well.

5. What would you say to anyone who wants to create the success you've created, but feels stuck, scared or unsure how to do it?

There are usually two reasons for someone feeling stuck or unable to move forward: (1) they're looking down a path that's not the one they're supposed to take or (2) they don't know how to make it happen and they're frozen from uncertainty.

If they're sure that this is the path they're supposed to move down, the trick isn't to wait until the fear and uncertainty go away. The trick is to simply start. Take action, no matter how small. That may be researching something, asking questions, reading blogs, or figuring out a website budget. Staying in one's head never helps in getting past fear or stuckness. I think it keeps people stuck. So pick one small step and take it. Then pick another step and take that one. That's how forward progress is made and success is created.

6. We'd all love to go back to the



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Jenny Shih is a coach and consultant for creative, solo entrepreneurs. Her clients are coaches, designers, writers, teachers, healers, artists, and freelancers. They are idea factories. They have big plans for their business and realize they can't make it happen all by themselves.

Jenny helps new entrepreneurs define their niche, learn the basics of marketing, and start making money. She helps entrepreneurs with big ideas create a solid plan and make their big ideas happen. And she helps experienced entrepreneurs set up systems so they can get out of the daily grind and spend more time in their genius zone.

Jenny combines her background as a Fortune 500 corporate manager with her life coaching experience, fascination with technology and love of plan-making to help passionate superheroes change the world.

Jenny is the author of *The Idea Flight Kit* and *The System Flight Kit*, step-by-step guides to help your business soar. Download your FREE copy right here: www.FlightKitLibrary.com

Going Pro Motto:

“You can’t learn from remembering. You can’t learn from guessing. You can learn only from moving forward at the rate you are moved, as brightness, into brightness.”

- Sarah Manguso

beginning knowing what we know now. If you could, what are three things you’d do differently? This is exactly what I wrote my article about. Honestly, I wouldn’t change a thing. I made a lot of mistakes, and each, though painful, was absolutely essential for getting myself to where I am right now. That said, I do like to guide others away from making the same mistakes I did. The three lessons I learned were (1) to focus on exactly what I love doing, (2) learn about marketing, and (3) find a mentor. Those three things were the major factors to getting myself to where I am now.

7. Were you ever scared to really put yourself out there and take a stand for what you believe? How did you overcome it?

Goodness, yes. I’m scared almost all the time. (And I’m not exaggerating.) I’ve learned that the key to getting past feeling scared is to do it anyway.

I like to say that entrepreneurship is the biggest personal development project you could ever sign up for. It provides you with a constant stream of opportunities to grow and change.

Many of us are wired to play it safe, so going after big business goals is uncomfortable. Every single time I do something new in my business, whether offering a new program, creating a new product, or revamping my website, I get scared. I freak out. I panic. I cry. And, I don’t let it stop me.

Instead, I make sure I’m 100% clear on my objective and that taking this step is going to help me meet that objective. If I’m positive I’m headed in the right direction, I focus on the reason I’m wanting to do this new thing. When I get scared or panicked, I remind myself that it’s part of the process. I

don’t ignore it or stuff it down with junk food. I allow myself to feel exactly how I feel. As counterintuitive as it may sound, allowing myself to be scared makes the discomfort go away faster. It also increases my tolerance for discomfort, which allows me to take bigger leaps forward in the future.

8. What do you still struggle with/what scares you?

One of the more challenging areas for me is stepping out into the limelight. I’m a quiet, introverted person by nature, and my default is to stay quiet and hide. I plan to make a big difference in the world, and I’m not going to be able to do that by hiding in my office behind my computer. Making video blogs, guest posting on big-name sites, and launching huge new programs all have required me to step out of hiding and stand for what I believe in. It’s uncomfortable, and I do it anyway.

9. What do you attribute your success to?

I attribute my success to my dogged determination and a deep knowing that I’m absolutely on the path I’m supposed to be on. Those two keep me moving forward every day, no matter how wonderful or challenging that day may be.

10. What’s been the best part of running your own business?

The best part of running my own business is calling all of the shots. I love the freedom that comes with self-employment, and I love the responsibility that also comes along with it. I can not imagine ever going back to work for someone else. The freedom of self-employment is so delicious that it dwarfs all of the challenges that come along with it.

11. Give me three words to describe your brand:

inspired, down-to-earth, practical

Sound familiar?

You feel major overwhelm in your business.

You have too much to do and not enough time to do it.
You have great ideas but they’re not actually happening.

Things could be easier.



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6 Signs It's Time To Take Action

by Amy E. Smith, ACC, CPCC

Ok, so this goes out to all of you waiting for a sign. Waiting for the right time. The right way. Well, guess what? Here's your sign. You're reading it. Good job, Ace, you have actually manifested your sign. It's time to take some action.

So, what is that thing that you have been mulling over? You know what I'm talking about. That thing that keeps tapping you on the shoulder, nudging you to take action... But coincidentally, at the exact same time, you conveniently come up with all sorts of reasons why you can't go after this big goal, idea, dream, or whatever.

In order to provide you some comfort in taking the plunge, I've crafted some tell-tale signs that you are ONTO SOMETHING, baby, and your only job is to RUN WITH IT.

It's time to take action if:

1. Your first instinct is "that's not possible" or "there's no way". For whatever fucked up reason, our gremlins (a coaching term for that pesky inner critic), go absolutely ape-shit when we are onto something. Your gremlin will always want you to stay safe... to stay comfortable, and status quo. When you get that first beautiful, lovely nugget of inspiration, your gremlin will immediately bombard you with all the reasons why it's not possible. So, now that you know that,

you can simply just not listen to their bullshit. [Easy, right!]

2. You are scared as shit. (See reasons from #1)

3. You have no idea HOW. So many monumental achievements have been accomplished without knowing "the how". You are no different. You don't have to see your path in order to know what direction to walk. Let go of "the how". It will be shown to you. Stay connected to what you REALLY truly want. You don't have to see your destination in order to know which direction to walk.

4. Your family or friends tells you it's impossible. Ok, so, God bless 'em, but not everyone in your life is comfortable being uncomfortable. Some people in your life may be locked into a false sense of security... or what is "realistic". Be aware of the people in your life who are your TRUE CHAMPIONS and who will support you going after ANY goal, no matter how big, hairy or scary.

5. When you think about actually attaining this goal you tingly all over. Listen, that is the Universe giving you a big, whopping thumbs-up. I seriously believe a life of fulfillment and happiness truly comes from following your bliss. So, if you're getting a butterfly -in-the-tummy feeling...guess what? That's your bliss. Your only job is to follow it.

6. You read the first 5 and thought, "Oh, my god, that's me!!!" Well!!!? What are you waiting for? I just stripped you of your excuses. Get. Fucking. ON IT.

So, what is that thing that you have been mulling over? You know what I'm talking about. That thing that keeps tapping you on the shoulder, nudging you to take action...

Amy E. Smith, ACC, CPCC

TheJoyJunkie.com

“Going Pro is also much about how you view yourself. Do you treat yourself as a professional? Do you treat yourself like a CEO? Do you honor and value your time, resources, and efforts?”



1. What does Going Pro mean to you as a successful women in business? Why?
Hmmm. I would say Going Pro has much to do with how you show up in this world. Having integrity in what you do. Being really clear about what you provide and then having stellar systems in place to support you. Having a buttoned up, well-oiled machine, as it were. Embracing the technology that works well for you and can make your job easier. Going Pro is also much about how you view yourself. Do you consider yourself as a professional? Do you treat yourself like a CEO? Do you honor and value your time, resources, and efforts? When you introduce yourself, are you proud or do you try to apologize for where you are? For me, it's also about taking myself and what I have to offer, extremely seriously...in the sense that I view it as highly valued and valid. Of course, always creating the room for tons of humor and irreverence.

2. Everyone's definition of success is different. What's yours?
In short, I would say, success is richness of spirit. Success to me is truly living life on my terms... that everything I'm involved in is a huge HELL YES! That feeling you get when you are so on fire that you feel as if your heart might burst. Success is full of love... universal love, love for and from others, but especially love of myself. I find the term to be extremely expansive and I find new ways that I am succeeding each day. Every day that I share my work, I am successful. Every fresh breath I get to soak in, is successful. Every time I'm proud of myself, I'm successful. Ask me again, and I'll find a new way to expand my success.

3. What was the tipping point in your business?
Ooooo. What a great question. I think there were two very distinct points for me. The first happened very early on in my practice and I had set up a brand that included

my husband's practice as a body-worker. After having my best friend and now business partner, (Andrea Owen, also featured here) review my brand, I realized that I was severely selling myself short. Although very “nice” it didn't feel authentic and it certainly didn't really do my rather large, crass personality any justice! Re-branding to Joy Junkie was a massive game-changer and really allowed me to be 100% authentic in my business. And damn, it felt WAY better too. The second shift happened a bit later when I did some real work around my relationship to money and my beliefs about what coaching was “worth”. After a much-needed breakdown, I came to my breakthrough. And the breakthrough was that I was worth a shit-load more money than I was charging. So, in a nutshell, I gave myself the permission to be expensive. And owned it. Another game changer. As it would turn out, I began to attract the right people to my work who believed whole-heartedly that I was worth every penny.

4. Entrepreneurship is largely a mindset game. What mindset shifts did you have to make in order to play a bigger game?
As I mentioned above, I had to get clear on my relationship to money and how I correlated it to worth. I'm still learning and growing in that arena. A shift that occurred for me was realizing that the impact of what I do and the outcomes that are created from coaching are truly priceless. It's not about ME, about all these tools or processes, it's about the synergy of the coaching dynamic and what is possible. Completely shifted my attachment to perform as a coach. Also, I have to BE someone of integrity in all that I do. I see people all around me who have attained a certain level of achievement that I aspire to, but I see exactly who I DON'T want to be when I get there. I've also been blessed to

see those who handle themselves with grace and honor. What it means for me in the immediate, is that every proposition, email, Facebook comment that someone shares their journey with me, I am committed to drinking that in. To conduct myself with grace and appreciation. I don't give a shit about having abundance if I'm not proud of the woman I am being as I achieve it. I always look at: How do I need to conduct myself to be the woman I can be proud of?

5. What would you say to anyone who wants to create the success you've created, but feels stuck, scared or unsure how to do it?
First, get support. Don't try to do everything on your own. Have a mentor. Get coached. Have a master mind group. Invest wisely in your support and education. Get trained. Second, I would say, ONE DAY AT A TIME. Give yourself the permission to take baby steps. I still find myself comparing my business to those who are over a decade strong, and I have to remind myself of all I have accomplished. Allow yourself to have goals and ambitions, but celebrate every stride you make toward your dreams. Every step is a success.

6. We'd all love to go back to the beginning knowing what we know now. If you could, what are three things you'd do differently?
I would probably do much more research about what programs I invested my money into. I was so wide-eyed and trusting, and unfortunately I came up empty in some situations. Due to how many people can have a very reputable-looking business online, I think I would have done a bit more research. Other than that, however, I really love how everything has unfolded. It has been a ton of hard work, and I have had so much growth and learning along the way that I don't know would have been possible without struggle. Oh, and I would have started with a Wordpress website

from the get-go instead of switching after a year. Yes, that I would definitely do differently.

7. Were you ever scared to really put yourself out there and take a stand for what you believe? How did you overcome it?

I love this one! I have a very specific brand that either resonates or doesn't...much like my personality. [grin]. I'm loud, crass, have a sailor-mouth, and very staunch opinions, and deliver it to my audience in that same manner. In the early years, I was a bit apprehensive, specifically about language, but I got over that really quick. I kept thinking, I am catering to the like-minded, right? So, if I were to hear someone go off like that, I would be like, this gal is for me! Hell yeah! So, with that in mind, I always figured that my tribe would make themselves known. And boy did they ever. The one thing I have found to be true: The more authentic I am, the more I draw the perfect authentic audience. I'm sure-as-hell not for everyone, but then again, not everyone is for me either, so it works out. I think the overcoming piece is directly related to your belief about what you do. I have always believed whole-heartedly in everything I put out there. Has it been fun to get opposition? No. Of course not. But I choose to view it as a sign that I'm taking a big enough stand on shit that matters. And that feels very powerful for me.

8. No matter how successful any entrepreneur is, there are still areas that can be trouble spots. What do you still struggle with? Ahhhh. Ok, so right of the bat, money. Money is still at trigger and I am always in a practice to view finances in a powerful way. Proud to say that I have made huge strides, but we are never done, right? Also, I'm a major control freak, and do-it-yourselfer. I get really fearful of having a huge team working for me. Other people that represent me! I'm realizing that that thought is simply a limiting belief around "only I can do it right". Just simply not empowering and sure-as-hell not in service of me. I am intending, at this moment, actually, that I will draw the perfect team to myself who are incredibly skilled and amazing at what they do. Something that I find hugely helpful when dealing

with any fearful thoughts is, I tell myself, "Well, if you're scared, then you are probably onto something really big." That always gives me huge comfort. We never move mountains when we're comfortable. We have to stretch and reach. It's uncomfortable, but sooooo worth it.

9. What do you attribute your success to?

I attribute my success to authenticity. With doing so much work online and having global visibility available to us, we could all easily paint whatever picture we choose. A facade. A mask. Whatever image we think we "should" project. Something that I pride myself greatly in, is that I am the exact same Amy with my friends, with my clients, with my husband, with my business community...it's all the same. There is great vulnerability in being so candid and honest about who you are, but fortunately for me, I'm a pretty big fan of myself. [grin]. I always figured, if I am going to call the masses to be the most authentic version of themselves, then I sure as hell better set a good example.

10. What's been the best part of running your own business?

Oh, my god...so many things. I'm going to have to do a few. Ok, so first, schedule: LOVE deciding what and how I am going to spend my time. Calling the shots: this is my gig, so I get to run the show. My colleagues: due to my line of work, everyone I do business with is evolved. So awesome. Dress code: LOVE working in my pajamas all day. Language: getting to put my unique message out with zero censorship. And finally, working with my best friends. Damn. That felt amazing to write.

11. Give me three words to describe your brand:

Badass. Irreverent. Loving.

12. Anything else you'd like to add?

I would just like to say, thank you. Thank you for reading what I have to say, and I am truly honored that you have taken the time to do so. Thank you, to Stephanie, for wanting me to share my story and thank you to all of you who are determined to make this world a better place. You already are. Huge love.

Going Pro Motto: The Universe can't play a bigger game unless you do.

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Owner and Founder of Joy Junkie Enterprises, Amy Smith is a self-proclaimed life enthusiast and love advocate. In her work with individuals, couples, and groups she has been able to move people beyond limiting beliefs and negative self-talk to a place of personal empowerment and self-love. Although passionate about all aspects of life, Amy feels called to radically impact the world of intimate relationships and works most often with those looking for a no-bullshit approach to making relationships work.

In addition to her roles as a coach, blogger, and speaker, she is the co-founder of www.TheSelfLoveRevolution.com, a community dedicated to helping women fall madly in love with self. She holds a Bachelor Degree in Business and is a certified co-active coach through the Coaches Training Institute. Additionally, she holds a certification through the non-profit, Art & Creativity for Healing, has been a featured expert on Fox 5 San Diego, is credentialed through the renowned International Coach Federation (ICF), and received her ordination through Open Ministry out of San Diego, California. She fervently calls the masses to "Get Your Shit Together" through self-discovery, bravery, and personal empowerment. Stalk Amy and get tons of freebies at www.TheJoyJunkie.com



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From the Inside Out

by Shelley Streit

Have you ever sat in a room full of successful entrepreneurs and felt that you didn't belong? That the others were out of your league? You may feel like everyone there is more successful than you, and it leads you to think that they must have a better coach, more money or better tools. And perhaps, you have even led yourself to believe that they are just a little bit more special than you.

This usually results in grasping at whatever or whomever comes your way in hopes that this will finally be the fix you have been looking for.

You are not alone.

Let me spare you some time, money and heartache.

I want to encourage you to look from the inside out.

You see, and what you may not realize, as many don't until they take a long journey in discovery, is that YOU with inside yourself have all the tools you need to go pro. That's right – YOU are the answer to your own prayer.

Now, I am not suggesting that you go it alone by any means! I believe having a coach is vital, but I am suggesting you dig deep inside and use your fire to continuously push yourself to the next level.

In my recently published book, *Beyond the Rear View Mirror*, I pull back the curtain on my life and let you in on how I have gone from the down and outs, bankrupt at an early age, married to single mom, and then back up to the top where I am now running a successful business and living a rich life.

There came a point where it was apparent that I was the one who was holding me back from going pro. I was the biggest saboteur money could buy. At that point, it truly wouldn't have mattered had I invested in myself or not – as I would have just destroyed it, or got so close to succeeding and then just quit.

Sound familiar?

Here's the truth. My success came from getting out of my own way and doing the inner work I needed to do. Going Pro meant that I needed to build my business and myself from the inside out. I needed to understand what was going on for me inside, my thought processes and my drivers, so that I could recognize the signs of when things were heading for the opposite direction.

The process of going pro from the inside out has given me a lot to celebrate. I challenge you to dig deep and light your fire! You can defy the odds that may be stacked against you and design a rich life for yourself. YOU too will have no shortage of celebrations.

There came a point where it was apparent that I was the one who was holding me back from going pro. I was the biggest saboteur money could buy. At that point, it truly wouldn't have mattered had I invested in myself or not – as I would have just destroyed it, or got so close to succeeding and then just quit.

Shelley Streit

Shelley Streit inc

“Success in itself can be a scary thing. Often we hold ourselves back because we are afraid of success and the change that it may bring to our lives. It seems silly as we all so badly want to be successful yet we resist and fear the change it brings.”

1. What does Going pro mean to you as a successful women in business? Why?

As a successful woman in business to me going pro means I am ALL IN! As a hockey mom I equate it to playing a playoff game. In order to win I must show up with all of my heart, soul, passion, purpose and money. I enjoy what I am doing but I understand that they may be tough times. I am prepared to push through those times to celebrate my successes on the other side. I live and work this way as I believe that if I am not all in I have no business requesting others to be fully in the game either.

2. Everyone’s definition of success is different. What is yours?

Success to many is making huge leaps. Often from the outside we

see people who look like overnight successes. The truth is that it takes many small celebrations of victories before you get the big ones. I believe success is taking one step forward and doing something that you were afraid to do or felt you were held back by. The size of the step is not as important as the fact that you took it. Each step leads to the next and often opens new doors.

3. What was the tipping point in your business?

The tipping point for me was deciding to write and publish a book and having the goal of doing that in less than one year. This was a financially risky, emotionally charged and time-consuming project. The process of writing the book and the ripple effect of events that started to occur as a result of the book answered a lot of questions for me. It clearly answered the question of “what is my WHY?” It soon became so obvious to me what I was supposed to be doing and who I was meant to be serving. The next steps in my business also became clear as well, largely as a result of listening to what people were asking me and what they were coming to me seeking assistance for.

4. Entrepreneurship is largely a mindset game. What mindset shifts did you have to have to make it in order to play a bigger game?

It always seems interesting to me to answer the question whom I had to become to create my success because my answer is I had to become ME. In order to achieve I had to do things my way. On my terms. I had to get to my best self and shove everything else aside including my not so great sides. Everyone has the ability to succeed when they dig deep enough to find out who their true best self is. For me this was a pro-

cess of controlling and turning off my “itty bitty shitty committee” when it tried to squash me – and instead, just follow my heart. There is no one greater to become than your best self. It is a constant journey but one that will bring success after success!

5. What would you say to anyone who wants to create the success you have created but feels stuck, scared or unsure how to do it?

Success in itself can be a scary thing. Often we hold ourselves back because we are afraid of success and the change that it may bring to our lives. It seems silly as we all so badly want to be successful yet we resist and fear the change it brings. You know the old cliché nothing ventured nothing gained? It is true. The gold is in the taking action. Put one foot in front of the other and go for it. But, don’t go it alone. In order to play a bigger game it is imperative that you have a support system and a coach. Someone who believes in you more than you, at times, believe in yourself. Someone who has an objective perspective on the situation. Someone who is strong enough to talk you off a ledge when you just want to quit and can push you to the next level when you need a push.

6. If you could what are three things you would do differently?

Hindsight is a beautiful thing as it is always easy to look back and see where we had bumps along the way and to see how we made the greatest gains. While I do not know that there is any one thing I would do differently I do know there are things that I wish I had done sooner. The first thing I would have done sooner is to begin the soul searching process. This would have allowed me to define what was important to me. My purpose and passion would



have been clearer. My limiting beliefs would have been dealt with and I would have gotten out of my own way much sooner than I did.

I would have hired a coach years before I did. While I had a great coach that assisted me with my limiting beliefs I truly think if I had done this years sooner I would have saved myself and my family years of heartache and I certainly would have propelled forward a lot faster.

The last thing I would have done sooner is committing to writing my book. This would have assisted me in finding clarity a lot sooner.

7. Were you ever really scared to put yourself out there and take a stand for what you believe? How did you overcome it?

Being a person with a strong voice I often feared that I would be talked negatively about if I took a stand for what I wanted and what I believed in. Strong females are often pegged by trolls who are not so strong. I overcame this by remembering the famous Doctor Seuss quote "Be who you are and say what you feel because those who mind don't matter and those who matter don't mind". This quote and mindset gave me the freedom to be myself without worries about what the others would think or say. It was refreshing! It wasn't long before I started to develop a following of

like-minded people. I was able to build my own tribe.

8. What do you still struggle with/what scares you?

I am one who doesn't stay in fear mode very long and can quickly move through it. But like all entrepreneurs, I do have my challenges. I think my greatest challenge is in the area of time management and work life balance. It is easy for me to get caught up in a project or task and give it my all without realizing that a lot of time has slipped away and I have other things or people I need to tend to. I also find at times that the juggling act of trying to fulfill my many roles leaves me doing most things last minute which creates added stress and pressure. While I do rationalize that I work best under pressure I am pretty sure it is a big lie I tell myself to make it okay! These are things I am working on and will have to continue to work on for my continued success.

9. What do you attribute to your success to?

I attribute my success first and foremost to my drive, determination and motivation to succeed. I use what I already know and grow from it. All of the tools in the world will not help you unless you put what you know into action and use it to serve others. The other major factor for me is that I have been blessed to have an amazing team along the way.

A team of coaches, mentors and partners of various forms who shared my vision even if it was just for the duration of a project. And lastly but certainly not least I have 100% support of my husband and children, which is vital on the late nights when at times the chips are down. It gives me a soft place to fall.

10. The best part about running my own business?

The greatest satisfaction I have received is realizing and being able to own that I am responsible for my success. My success has happened in my terms and I get to choose how my life will look.

It is a joy when great things happen and I get to sit back and reflect on how I got there – including what worked and what didn't. I have the pleasure of celebrating small milestones daily in my life and celebrating the work I have done to get there.

The freedom that I am afforded in creating my business is one of the greatest rewards but also is a gift that I can give to my husband and children beyond what any employer could offer me.

Remember to celebrate the little things.

11. Three words:

Resilient, Honest, Bold

Going Pro Motto:

No mountain too high,
No road too long,
No detour too sharp,
Just keep putting one foot in front of the other to design your rich life.

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Shelley Streit is a passionate entrepreneur, speaker, financial advisor, and author. Known for her sincerity and candid, but non-judgmental style, Shelley is a sassy dynamo who gets fired up by empowering women to live life to its full potential. Experience drawn from a difficult life as a youth taught her the value of learning, making tough but intelligent choices, and hard work.

Before authoring *Beyond the Rear View Mirror*, Shelley initially began empowering people by teaching them how "living in the black (financially speaking) is sexy!" Shelley first discovered her passion for finance in 2003 and moved on to educate others about cash flow and debt management in 2010. Now, as the CEO of Guiding Light Financial and the founder of The Cash Creator program, Shelley has been featured numerous times in local newspapers such as the Calgary Herald and The Beacon, national industry publications like *Advisors Edge*, and online at *Advisor.ca*.

Apart from her accomplishments in the financial world, Shelley was a nominee for the Fierce Woman of the Year Award (Phenomenal Female Category), sponsored by MOM Magazine, holds a diploma in Correctional Services, is a member of the Kinettes, and is the founder of the Real Growth Retreat for Women in Business.

Shelley feels she lives a rich life by design with her husband, Ron, and two boys, Chase and Wyatt, on the family farm in Stettler, Alberta.

Stephanie Pollock

Build a business. Then go *beyond* it.

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