

Carrie: Do you still have this big question in your mind of: *Will my business work?*

Jenny, I know you coach a lot of these folks like I do. Would you say that there seems to be an obstacle? People are stuck (or stook as you would say) on what their idea even is?

Jenny: Oh, for sure. I get so many people saying to me: *I could do X or Y or I could do Z. Do I do all 3? Do I do this one? Actually, as I'm talking there's something else coming to my mind.* I'm thinking: *Whoa. Whoa. Stop!*

Carrie: Then the problem becomes: *Well, Carrie's doing that so that should be what I pursue. So-and-so is doing that and doing really well. That must be the hot business to be in right now.* We do that bright and shiny thing and jump around.

If you're really wondering if you can make money doing this, first of all I have started and sold enough businesses that I can qualify myself as the expert on this. I've tried every business model. I have coached every business model and my clients encompass a ton of different business models. (That's a technical business term...a ton. Absolutely.)

This is going to be an informal tone. I'm not a lecturer that stands at a podium. Those of you who have seen me live know I don't do that in person and those of you who have trained with me on the phone know that that's just not my style.

I've basically got 3 points for this. The title is Can I Really Make Money Doing This? The 3 points all start with 'P'. Are you ready?

The Problem

The Plan

The Production

Now somebody will need to revive Jenny because I actually have an outline. She's probably unconscious...just passed right on out.

Problems. Plan. Production. First we've already established that some of you are struggling with whether or not your business idea is going to work. Let me tell you just a little back story.

Some of you know that when I started my first at home business I had just adopted 2 children who were 8 months and 2 years. They're siblings removed from a not so good situation. They required a lot of fulltime care. They had a lot of therapy, a lot of appointments, etc. I was a high school teacher and I loved it and was good at it, but I made an overnight decision that when the school year was over I wasn't going back. I was going to be a fulltime mom.

I was the world's best stay-at-home mom ever for about 7 weeks. Everything was clean. Everything was folded. Everything was cooked. Everything was handled. The kids had play dates, etc.

Then I said: *The money is running out.* I was a teacher so I had maybe one paycheck left over the summer. I didn't have a financial plan. I had to do something to bring in some money but I really wanted to be at home so I started a career in sales.

Some of you may be direct sellers. I started a career in sales that evolved. I did that for several years and then I started a service business doing some virtual publishing at home...newsletters, flyers, those kinds of things for people in direct sales because that's what I knew. That's who I worked with.

Then that evolved and we've now sold that business. We did over \$5 million from our desktop, which is crazy...Dial-Up Internet. Now that has evolved into other people saying: *How have you grown a business? where*

did you find people? How did you work at home? How do you balance it? How did you grow that to \$5 million and now you've sold that?

Along the way I've built and sold several others, too. That has evolved into my speaking on lead generation and systems and these kinds of things. But I have to tell you that not once did I ever say: *Will this work?* I know that will shock Jenny to no end. Not once did I ever say: *Can I make money at home?* I just knew I had to make it work. Does that make sense, Jenny?

Jenny: Completely. Yeah.

Carrie: Sometimes people say: *I'm so tired of all the success stories where people have to be flat on their back or they have to be addicts or they have to be very overweight or living out of their car.* You know what? The fact is the reason you hear those stories is because a lot of times we just have to get desperate before we decide that it has to work that way. We refuse to take another option.

Too many of you listening (I'll just go ahead and be brutal) have too many other choices. Maybe you already have another paycheck or maybe you have spousal support or maybe you have a retirement income. I call that gas money syndrome. You're getting your gas money paid for and your cell phone covered so really you're not desperate enough for other income.

I think sometimes you just have to be desperate enough. Really there was one point where I had decided to go back to work. I had gotten us into quite a lot of debt by mismanagement. I had decided maybe I needed to get a job.

After about 100 resumes and not being able to get an interview even with a college education and a lot of good experience, my husband said: *Why don't you do this? I think you need to be at home.*

See if this sounds familiar- I said: *Oh, but somebody else is already doing that. Oh, but they're already serving that market. Oh, but I don't know that I'm qualified in that. I don't know if anybody's going to take me seriously. I'm a nobody. Oh, but where do I blah, blah, blah.....Jenny?*

Jenny: Oh, for sure. You know what? Actually, if we could capitalize on THAT market...if we could have a dollar for every time we heard that, I'm telling you, Barbados would be bought. (Laughs) We would totally buy that island for sure.

Carrie: The reason I tell you this is because this is not uncommon that you think this, but what is uncommon is that you move past it. So many people are too comfortable in that place, second guessing, waiting on the perfect business model, waiting to be qualified enough, waiting to have the right information marketing course, waiting, waiting, waiting. You've got to stop.

What moved me beyond that was just making a decision that it was going to work. This is a new parallel that I have. You guys love my storytelling and my parallels and the way I see things so let me tell you a new one I have. Jenny will love this.

I am fully convinced that if women after they became pregnant had to decide to have the baby, 90% of our population would still not be here because we would trying to decide the perfect birth method, the perfect time, the perfect date, the perfect name, the perfect nursery decoration, when we're ready, when we're at the perfect weight, when the other kids are at the perfect stage or ready, or when our income is just perfect.

If after we got pregnant there wasn't a deadline on that, a lot of us would still be pregnant. Am I right?

Jenny: You're so right. (Laughs)

Carrie: You know I'm right...especially if you have another child. *Oh, is this child at the right age? What's Ruby going to think about the baby? Maybe I need to wait until Ruby stops sucking her thumb. Oh, the baby can't come while she's potty training or she'll regress.*

On and on and on we second guess. If I hear one more woman say to me: *We're thinking about naming the baby Charlotte but we're not quite sure.* Are you kidding me?? It's your baby. Name the baby and quit asking everybody else.

What happens is God knew this about us so He gave us a deadline and the baby's coming out (most of the time) whether you're ready or not. So you may think that's a silly example but for a lot of you that's where you are with your business.

You're waiting for the website to be right. You're waiting for the kids to be in school or for the kids to be out of school or for you to be 10 pounds less or 10 pounds more or whatever it is you're waiting for....that's where you're stuck.

If I could encourage you in any way it would be to just make a decision that you're going to make it work.

Here is the six-figure answer right here. When you say to me or you say to *Jenny: Can I really make money doing this?* The answer is without even knowing what you're asking me is: *Yes. The answer is: Yes, you can make money doing anything.*

Have you heard the saying: *Necessity is the mother of invention*? We create solutions to problems but you have to realize that it's a problem. You either need the money desperately and there's no other option or you're just absolutely refusing to go back to work so there's no other option or you're choosing to be home and take care of your kids and your parents and there's no other option.

You just have to stop giving yourself so many options. Quit giving yourself so many options about which business to be in. Pick a business already! (We're only a few minutes in and I'm already rough. I'm sorry. Today is not the warm and fuzzy call. It's not that kind of a day. Today is the Let's Just Get It Started Already Day.)

If I train and train and train for the Olympics but I never go to an exhibition or a match I'm never going to get in the Olympics.

If you train and train and train for your business but you never pull the trigger you're never going to make any money. Yes, you can absolutely make money but we have to be clear on what problem you're solving.

Write down PROBLEM really big. What problem are you solving for somebody else? I am a huge fan of instant money. I'll just be right out there with it. I'm a huge fan of instant money and I was not beyond babysitting for people. I was not beyond cleaning as a teenager. I would clean houses to pay for graduation pictures. My family didn't have any money so I cleaned houses. I was a 17 year old.

I was okay popular at school...not one of the super popular ones. I was very involved. I cleaned houses and did maid work while I was in high school. I needed to solve some problems for somebody else and it solved a problem for me. I believe you can make money doing that.

Some of you know Mark Thompson. He's the Affiliate Manager for Paul Evans, my best friend, and he and his wife (a school teacher) got themselves out of \$60,000 worth of debt in two summers. I think it was one year and two summers. They had a landscaping business. They bought an old van. He hauled his lawnmower and weed eater around town and they mowed lawns and weed-eated their way out of \$60,000 worth of debt. That's good, right?

Jenny has an arm of her business where she creates curriculum and presentations for people. I love that. Anytime you can trade skills....Can you cook, clean, design, do websites. Can you answer phones? Can you teach lessons?

I just brought my kids back from piano lessons. Can you teach lessons? Can you teach swimming? What can you do? You say: *Well, Carrie, I don't know what I can do.* Well, I can't tell you if you don't know what you can do.

Have you ever been paid for anything in the past? Have you ever had a job for anything in the past? What have you been paid to do? When I started my publishing company I could tinker on Publisher and Word but I hadn't really been extensive on it. I taught myself how as I started creating some newsletters.

What can you teach yourself to do? I'm not a huge fan of teaching yourself something new. I think you can serve with what you know now.

Jenny, let's think of some of the people you're coaching right now and think of what they're doing right now to create cash.

Jenny: Just leading off from what you just said there...I would say another thing that really helps you nail down what you can sell is usually the thing that

you disregard at the start because you're so: *Yeah. I can do that so easily. Anybody can do that.* The fact is they can't.

I've heard so many times when people I've been coaching or had a conversation with somebody else and said: *Oh, thank you. The way that you do that is so brilliant. You make it seem so simple.* People are disregarding those conversations. They're just taking the compliment and that's it.

I think anything that anybody gives you a compliment on is something that you can package and you can sell. As you said, whether that's taking some things and helping some people with their administration from a VA perspective, if that's helping people do some organization even in the home or anything that comes naturally and easily for you that makes people say: *I wish I could be like you.* That is what you sell for sure.

Carrie: Okay. So Jenny and I are teaching a workshop and I'm sitting next to her flipping through this brilliant curriculum for one of her corporate programs. I said: *Who did this for you? Who did this? I need this person.* I can create content all day long but I don't have the patience to sit and make it look like that or to find the right image.

She said with a shrug of her shoulders: *I did that. You did not do that! Yeah, I did that.* So she has now created the curriculum for my Fill Your Stadium and she's creating worksheets to go along with my overnight info product. She's just brilliant at it. The first thing she said to me was: *Well, all I do is....I can just dash that out....*

I said: *Why are you not charging people for this? This is brilliant?* Within 2 days, sure enough, we saw people on Twitter saying: *Hey, does anybody know anybody who repurposes content into workbooks and into this, that, and the other?*

She is right. Sometimes you're overlooking the very thing that people need.

The first big question you need to answer is: *What problem can you solve for other people?* I've begged people in my town to please start a dinner delivery service...home cooked meals. *Somebody please do this. I want my kids to eat healthy and home cooked meals.* I'm a good cook. I just don't enjoy it and would rather be doing something I enjoy. Somebody please solve that problem for me.

I read the most brilliant business on Twitter the other day. I think a woman whose i.d. is called Nail Taxi. She's a mobile nail technician. She goes to where the women are and does their nails. Genius, right?

Mobile car detailers. Mobile haircuts. I know people who have their hair cut in their own home because the hair person goes to them. You're saying: *Oh, but Carrie, I want to do something online.* That's fine. What problem can you solve online? I solved a problem of newsletters in one certain industry.

I have a virtual assistant in Florida who has been with me for 3 ½ years. Karen is brilliant. She is not technologically gifted but she can answer the phone, work emails, and my calendar. I tell you what, I don't know how I would function without Karen. Jenny can testify to that because she doesn't know how I could function without Karen. She's been around since Barefoot started. She's invaluable. She doesn't have a lot of technical skills but she has people skills and can serve problems in that way.

My mom is a transcriptionist so she types every word that comes out of my mouth, bless her heart. What can you solve for other people?

Write down: *What problem are you solving?* You already have a business in mind. Some of you have already started that business. What problem would you solve for people?

Let me go ahead and clue you in on a couple of things. Don't say: *I just want to help people be happier and more fulfilled.* Right now with the economy the way it is that's not going to sell. You have to solve a problem. Wouldn't you say, Jenny?

Jenny: That's for sure. Actually, when the problem is solved they will feel happier and more fulfilled but that's a byproduct of what you sell.

Carrie: Exactly. They're not going to buy happy. They want to know what the root is. So if you're a happiness coach or something that worked a few years ago you're going to have to come at it in a different way. There has to be something measurable...some pain you're stopping or some problem that you're solving. I want you to think about that right now.

It may be your immediate question-*Can I really make money?*- it may be that what you need to look at making money first is the most obvious...the swim lessons, the piano lessons, or the something in your space to cut yourself a little slack while you're developing the other.

I did not love newsletters. I did not love that business but I did love the freedom it afforded me. I loved that I got out of debt with it. I loved that I could empower other people on my team.

Do you draw? Do you do music? What is it that you're solving for other people? I want you to take a quick minute and write down a couple of other problems that you're solving in your market and do that right now. We'll take a second and you can do that while we're here...unless you're driving. If you're driving please don't.

This is something we tend to over think. (We'll talk while you're writing.)
Jenny, I think part of the problem, too, is that people think it has to be the next BIG idea or the next million dollar idea or the next Nail Taxi like we talked about when you can really solve problems every day very lucratively by solving simple problems.

Jenny: Absolutely. Somebody once said to me: Why are you trying to reinvent the piano? There are 7 notes. We can make them flat or we can make them short but ultimately that's all you've got. You can make rock music. You can make classical music. You can make opera music but you do not have to invent more notes. Just use what's there.

Carrie: I love this. I read this on Seth Godin's blog the other day...very short.

Marketing to Nobody

Nobody wears a watch anymore. Nobody wears a tie, either. Nobody shops at a bookstore, at least nobody I know. The market of nobody is big indeed. You can do really well selling to nobody if you do your homework. In fact, most companies selling to nobody out perform those who are trying to sell to everyone.

Brilliant. My publishing market my only customers were in Mary Kay...not just people in Mary Kay but people in Mary Kay management...not your average consultant but the people who had 40 or more consultants under them. You would say: *Well, Carrie you just limited your worldwide reach to 8,000 or less people.*

Ten years ago those people weren't even that technically savvy so I really was probably working with potentially 1,500-2,000 clients that were pretty good online and communicated on an active basis with their unit. Why would I choose such a small niche?

Let me just tell you that I maxed that business out at 1,600 clients a month. When you're charging them \$40 apiece every month that adds up to some serious volume. I did the same newsletter for all of them just personalized with their details. I chose a micro-niche...a super, super small niche.

Here's what they said to me, Jenny: *Nobody sends out newsletters anymore. Nobody reads newsletters anymore. Mary Kay people aren't going to read the computer like that. Nobody mails out anything anymore, etc., etc.* Five million dollars later they're right. I just want you guys to reframe it.

So what problem are you solving? If you're not solving a problem you don't have a market. Maybe you're a fitness person. You still have to say what problem you're solving. People just want to feel better and be healthier. You are helping people solve the problem of fat or of busy or of feeling sluggish. What is the problem you're solving that will help?

Then you have to have a plan. Is it a product? Is it a service? How are you going to deliver this in a product or a service or information? Live training or consulting like what I'm doing right now? What is your plan?

These are things I can't necessarily just give you a formula on. Some of this has to be introspective from you. What are you comfortable with? What works?

I do work with a lot of private coaching clients and I had one today saying to me: *Okay, now what days do I send my autoresponders out? Should I do Monday/Wednesday/Friday or Tuesday/Thursday?* They wanted a recipe or formula.

Some of this, guys, you're just going to have to test with what you're comfortable with, how many hours you want to do, test with what your market says, etc. There's not always a set formula.

Incidentally, this is why franchises and direct sales opportunities are really attractive to a lot of people because you believe you're buying into a turnkey-no fail system. You still have to think for yourself. You still have to have a plan.

Are you offering a product or service or consulting or training? Write that down right now. Don't say: *Oh, well, possibilities are endless. I could offer them all.* I mean today what are you offering? If we're going to work on this Summer Success Series what are you going to do for the next 8 weeks? What are you going to offer for the next 8 weeks?

I have a brother who is a very gifted contractor. As a matter of fact, while Mr. Barefoot is traveling right now I have him doing some remodeling. We'll tell Mr. Barefoot later. (Laughs). So he's over here doing some remodeling and he's at a dry spot in his business right now because so many people are traveling and because he doesn't do a lot of advertising.

You would think my brothers would all take my advice on business...you would think. But they don't because I'm the baby sister, right? I said to him: *You know what I really think would be smart and something I would sign up for is like a home repair concierge service...like a 'Honey-Do' membership, if you will. If you said to me: For this much a year or this much a month I'm on call for you to do emergency repairs or blah, blah, blah, up to an allowable supply amount of this and within certain parameters...* I think that would be hugely important. It would be like a homeowner's policy...something like that without having to deal with a big company.

I think that's a genius idea and I think there are enough single women and widows and women who have busy corporate husbands that would sign up for that. Mr. Barefoot is not the handiest person ever. He's more of the accountant, the organizer, the detail planner. He didn't grow up with a contractor family like we did. So I think it's genius.

Jenny, you know how this goes. We have things that go unfixed at the house, walls that go untextured, holes that need to be fixed. What if you had somebody you could say: *Oh, I'm going to call the concierge because he can come over and handle that. Don't you think that would sell?* Oops, I lost Jenny.

I think that would just be brilliant and would work. He's thinking about it but it's different marketing than he's used to so he's resisting me a little. But how can you solve problems for people? Are you going to package it in a product or service, a one-time or an ongoing?

Then this is still under Plan, right? First part of your plan is: *Is it a product or service consulting. How am I going to offer it? Then to who? The answer cannot be 'anybody or everybody.'*

For instance with his concierge service I would suggest that he market first to local senior citizens in our area, widows in our area, or women who live alone because they probably have the things that they either don't know how to fix or don't want to fix or deal with. Maybe they're uncertain about bringing in strange contractors for every little thing that needs to be done and maybe if he establishes some trust with them then he becomes the advisor...the concierge taking care of all their needs.

Who are you going to market to? If you're doing childcare are you going to market to double income working families?

We have a lady out here who provides childcare and she only works with teachers' kids. Here's why. She wants a teacher's schedule. She wants school holidays off because of her kids. She wants the summers off because of her kids and she wants the kids to be there at about 8 and leave about 3:30 or 4:00.

She doesn't want to work with corporate parents where she has to be open 12 hours a day. She works with teacher's kids only. That way she also gets a year commitment at a time.

Who are you marketing to? We know now what your product or service is, now who are you going to approach with it? When I represented a line of skin care (I talked about being with Mary Kay.) I still had a target market. It wasn't all women and it wasn't everybody with skin.

I worked primarily with at-home moms who had small children who were super busy. I either would pop in for appointments with them or I would teach them how to get results with super short routines. They didn't want to be standing at the sink for 30 minutes every night. They didn't want to have big involved glamour routines.

Who are you going to market your product or service or consulting or training to?

Then how are you going to price it? What's your price point? Don't say: *Carrie, what price point should I put this at?* You know your market better than I do. What price point will you put it at? When I did those newsletters I started at \$35 a month and then because of some software upgrades and hiring out team, etc., I realized that if I had \$5 extra in there it would allow me to do some different marketing things. So I pretty quickly bumped it up to \$40 a month.

Nobody else could have said to me: *Oh, your ideal price point is \$37.50.* I had to figure out what worked for me. How are you going to price it? I don't suggest hourly. For almost anything you do I suggest you have a package price or a project price or a flat fee. How are you going to do your pricing?

How are you going to market it? Are you going to market it online through a blog? Through a Facebook Fan Page? You can't just use social media. You have to have a set page somewhere whether it's a fan page or a blog. Are you going to do calls like this and educate people? Are you going to get your friends to tell other people about it?

Are you going to join up with somebody like Kids Bowl Free? Are you going to do paid ads on websites or newspapers? How are you going to market?

What I want you to know is some of you are bogged down in 'Will this idea work? I need a business plan.' The business plan is what we're going through today. Identify your problem. Identify your plan. If it's a product or a service, what's your pricing? To whom are you going to market and how are you going to market?

Are you going to be on LinkedIn? Are you going to do advertisements? Direct Mail? Are you going to do local speaking at Toastmasters, Kiwanis, Optimist Club, Chamber of Commerce meetings, in person networking, BNI....I know I'm throwing out a lot at you but you can listen to the replay and get these resources. There is absolutely no reason why you can't market your business.

When I started with my publishing company I emailed 10 people. Then those 10 people told 10 people and those 10 people told 10 people and because of the service and the problem I was solving word spread. I didn't have any fancy viral campaign. I didn't know anything about the Internet

except email at that point. It was just a matter of people telling people. So who do you know that can help you spread the word and how?

You may need to write some articles for newspapers. You may need to put up some flyers. You may need to find out where your people are hanging out. If you're not taking advantage of Facebook groups and people that are already assembled and interested in what you're doing I think you're insane. It may seem harsh but I think you're insane if you're not taking advantage of Facebook groups in your target market. They are there and they're listening. There are so many of them it's mind boggling in no matter what your market is.

The last part of the plan is to produce...it's production. You have to show up. You have to show up and you have to shout about it. You have to keep promoting yourself and then repeat. You have to make it happen. You can't try for 2 or 3 days which is what most of us with a diet. We're really good for 3 or 4 days and when we haven't lost 30 pounds we get mad and go eat the chocolate cake that's on the counter.

You can't do that with your business. you have to keep showing up. It's nobody else's responsibility to remember that you're in business except you. It's your responsibility to keep telling people and keep writing or go post on blogs, your responsibility to distribute business cards, to go network, send out flyers....whatever you need to do. It's your responsibility.

There is no magic affiliate that's going to promote you. There is no magic Oprah who 'if they just knew about my business it would be set.' I know people that have been in *Woman's Day Magazine*, that have been in *Newsweek*, and on CNN to promote their business and gotten so much traffic to their website or product or service and guess what? They still have to keep showing up for business. it was no miracle cure.

They did not get rich overnight. It was no instant solution. It was a nice little blip. It's good credibility but it didn't make or break them.

There are people mentioned on *Oprah* that became best-sellers but the fact is they're now bankrupt because they didn't have any business to support it on the backend. There's no magic.

People say: *Oh, if I could just get Carrie to promote this to her list I'd have it made....*not true. It's not true. It may not be a good fit for my list. It may not be a good match for them. They may not resonate with your energy. It may not solve a need for them and I may not promote it. Period. There is no magic person. There is no magic bullet. You have to keep showing up

Then you have to keep shouting about it. I still have to tell people every day that I'm in business. I still have to promote myself harder than anybody else every day and I have a good fan base and I still have to keep promoting myself every day.

You have to produce. Some of you have been thinking about your business for way too long. Some of you have been figuring out the tweaks and endlessly working on the 'thing' and you wonder why you're not making any money.

You have to show up, shout about it, and get it out there. You just have to. Period. End of story. Let's recap.

If you're going to make money at this you have to have identified the problem. What problem are you solving? You have to have formulated your plan. Are you offering a product or a service or training or consulting or a book or speaking? What are you doing? What is it?

The next in your plan...to who, for who, who is your target market? Be as specific as possible.

Under your plan...then how are you going to deliver it? Physically? Digitally? In person? One on one? Group? How are you doing it and what are you charging for it?

You say: *But Carrie, I have so many things...blah, blah, blah.* Let's focus on one for now. In the several years of my publishing company I offered one newsletter. I eventually added a deluxe option but basically I had two prices: Basic (yes, that's what I called it) and I think I called the upgraded one the Cadillac because of the Mary Kay culture. That's how they think... the Cadillac.

I sold one newsletter for 8 years and it was two prices...Basic and Cadillac. Some of you are getting too complicated and you're getting distracted and overwhelmed. Just stop and focus on the one thing and then produce it. Show up. Show up and put it out there whether it's perfect or not.

I love this story. I'm working with a girl named Joyce in Pennsylvania. We've been following each other on social media. She wanted to be in my coaching program but didn't have the funds and didn't want to go into debt over it. She created an over the summer fitness package and presold it to her small list of about 400 people. So on social media and to her list she sold this package to raise the money. She did. She created money out of thin air. She hasn't even created the package. She's just created the idea for the package and is doing that. No excuses...she's just taking action.

Joan says here on twitter: *Carrie is teaching how to create money.*

I was raised with this belief that there's no money tree in the backyard. One of my kids even said that the other day. *Well, you know there's no money tree in the backyard. So and so says there's no money tree in the backyard.* I said: *Well, they're wrong. There absolutely is a money tree in*

my backyard. I'm the one that planted it but unless I water it and fertilize it and harvest it then it doesn't do us any good.

You can plant your own money tree. You can create income. I created a coaching program recently and it generated income. I created a webinar series with Paul Evans recently and it created money.

Some of you are worried about being certified, getting a coaching certification, getting a Business degree. Believe it or not, up until about 2 years ago I was still focused on getting a Masters in Business...an MBA so people would take me seriously. I have now come to the realization that I have money in my bank account (mba) because of my business activity. That means I have a double degree. How do you like that?

I have a double masters in business. I have MONEY in my BANK ACCOUNT from MY BUSINESS ACTIVITY. I am not waiting anymore for somebody to say: *Yes, she's worthy to do business.*

We now have multiple seven-figures that we've earned over the last several years by being in our own business. I believe it's possible for you, too.

I'm going to freak some of you out now. Your dream might be \$500 a month. I love that. Your dream might be \$1,000 a month or \$5,000 or \$50,000 a month. Whatever it is...yes, you can achieve that.

Now when you asked me at the beginning of the call: *Can I really make money doing this?* Yes, you absolutely can; however, you may not be able to make a million dollars doing what you're doing what you want to do and that's okay, too.

Newsletters would have been very difficult to do a million fast on because I had to have a team. I could never have done it by myself. I had to have some outsourcing. I had to have people working with me.

Some of you that this is your first time with me you may say: *Oh, she didn't tell us there's an easy button or there's a simple solution.* There's not. It's called work. It's called effort. It's called being consistent and showing up.

If you want to lay on the beach all summer and make money instantly, this is not the program for you. That takes some time to build up to. Could I do that? Yes, now I could. Ten years later I'm an overnight success and I could lay on the beach and still make some money. I absolutely could; however, I could not have done that when I first started.

Anybody that's selling you the instant whatever is selling you a lie. I will say that publicly. I will say that you can tweet me or quote me. Anybody that's selling you instant income is selling you a lie. They benefit from you benefiting them somehow.

Work. You're blessed to work. You're blessed to be in a country that allows you to work. You're blessed to have the health to be able to work. You're blessed to have the brain to be able to work.

I'm going to blog about this a little later today. My husband is in Montana right now visiting our teenage son. My son, Mark, is almost 16 years old and he's at a therapeutic boarding school in Montana. Mark has fetal alcohol syndrome from choices that his birth mother made. This means that he has baseline brain damage to his frontal lobe that is not something you can medicate for or something you can fix. He'll never be fixed.

Because of the degree of brain damage that Mark has, Mark will probably never be an independent adult. He does not grasp the concept of time or

the concept of money or of consequences. I know you grasp the concept of time and the concept of money and the concept of consequences.

One of the challenges we have with Mark is that he will make the same mistakes over and over again. He doesn't learn from his mistakes no matter what they are. But you have the benefit of being able to learn from what's not working.

You have the benefit to learn what does work and model after other people. Please hear my heart and forgive my emotion. You have the benefit and the blessing and privilege of being able to contribute to your society and solve people's problems and earn an income.

Mark does not have that privilege right now and may not ever have that. Please don't send me notes of knowing this person that was miraculously healed or this vitamin that will fix him. That's not what I'm talking about. I'm saying you never know when this privilege will be taken from you. You might be in accident. You might have a debilitating health issue.

I attended the medical retirement of a 44 year old 2 weeks ago who was forced to retire because of a debilitating illness. He does have benefits but he couldn't keep working and that's all he'd ever done for 25 years but his health took it away from him.

You are not guaranteed a lifetime. You are not guaranteed next month. *Oh, I have plenty of time. I'll do that after the summer is over.* You're not guaranteed September. Are you hearing me? You're not guaranteed that. Maybe it's because one of your children will have a complication or maybe you'll be required to take care of your parents. Maybe something will happen. You just never know.

I am going to encourage you like I would a race horse. Race while you can. You can trot later. You can walk later. Race while you can.

You have to find some urgency otherwise you're never going to be hungry enough to make it work. One more story.

When Mark's issues started escalating last year as he hit puberty...some of you were with me even then. This therapeutic boarding school became available and it looked like a really amazing option for him

What if your child needed a therapy that was \$3,500 a month? Could you create that or would you be dependent on whatever insurance would cover? I'm telling you, girls, insurance covers nothing of what I'm going through with him right now. Nothing. We have no help with that. It's us. It's what we create. When I taught that was more than my monthly salary.

You as a business owner have the ability to create your income. I want you to think what urgency do you have? What can you do? Then embrace the fact that you're blessed to be able to work. You're blessed to be able to use your brain. How I wish Mark had the full power of his brain. I wish that for him...not for me but for him.

How I wish this fetal alcohol had not affected his body. There are even limited manual things he can do because he can't gain weight or sustain muscle. I don't tell you that so you can feel sorry for me or for Mark but so you will say: *Wow. I do have a gift.*

Some of you think you're not smart enough or not cute enough or thin enough or whatever. Get over yourself. You're awesome. You're amazing and you can do this. I really want to encourage you.

What problem are you solving? Quit trying to solve every problem in every market. Let's focus on one problem that you're solving. What is your plan?

Then how will you produce and commit to producing that?

I think Jenny's line dropped but she's back with us now. Jenny, do you have anything to add to that?

Jenny: Yeah, I do...a couple of things. One thing you were talking a few minutes ago about it takes effort. I think there are too many people out there...you mentioned the quick fix...a quick way to make a profit, etc. The other thing there's too much out there is..if you do what you love the money is just going to flow in while you're just sitting there on the beach sipping pina coladas.

It really reminds me of what my Pastor's wife always says about marriage. She said: *The success of a really great marriage is effortful love...not effortless. When you first get together you may be in your late teens or early twenties and you're head over heels in love and you're thinking: We'll never ever have to work at this because you love me and I love you and it's all fantastic.*

Then reality hits and you do have to put the work in. But as long as you have your eye on that common goal or common purpose -your why as Carrie talks about - you will still get there. You have to remember that it takes effortful work to make your business work.

It does get easier there's no 2 ways about it but just acknowledge that even though there are things that you can do well and easily it will take a little bit of time and effort to make it really work.

Absolutely the second thing about the sense of urgency...my goodness. If you don't give yourself a deadline then you're project or your teleseminar or your call will take as long as it needs to. It will take 6 months if you give yourself 6 months. If you give yourself 6 days you'll get it done. Urgency is huge.

Carrie: I'm laughing at Jenny saying that because I'm the one that will set the date first and then say: *Okay, great we've got 5 days.* Jenny will say: *Well, now first what we need to do is this. Let's give ourselves 3 or 4 weeks.* I'll say: *Nope. I think we can sort all that in the next 5 or 6 days.* So the truth is you do have to have a deadline. (Laughs)

I'm reminded of the story of the man who needed to lose 100 pounds. He told the doctor: *I've tried every diet. Nothing works. I've done everything I can and I can't lose this weight.* Then within the next 10 days of his doctor visit his daughter was diagnosed with a kidney disease. She needed a kidney donor.

We all know how long that takes and what the odds are of being matched. We all know that takes a long long time. Well, He was a match but the doctor said: *You can't be her donor. You'll never survive the surgery. You're too overweight.* You would have to lose 50 or more pounds in the next 6 weeks for this to be something I would even consider.

You know what? Amazingly, this man who had tried every diet, amazingly, the deadline and the motivation of saving his daughter's life was enough. He dropped weight. He said: *Every time I was hungry I remembered her life and I thought: What do I want more..this bite or my daughter? Every time I didn't want to be working out or when I was sore or hurting I remembered the choice for her life.*

That's an extreme situation but I think this is why you're not progressing more profitably in your business right now. You don't have a deadline. You don't have a life or death urgency. It's just maybe a keen idea or maybe like I said earlier, you have money in the bank account or room on your credit cards or whatever. You just have to focus and make it a priority. I did want to share that story with you, too.

I love what VHlive on Twitter said: *It's okay to start small, just get started.* Here's the thing. What we think is small might not always be small.

Think of the woman that created this special kind of fast drying white paint so that she didn't have to keep retyping things over and over. That turned into Liquid Paper.

Think of the person who wanted a special adhesive for notepads so that it didn't pull the paint off the walls. That evolved into Post It Notes. Think about all these things that just solve little problems but became huge.

Play-Doh is one of my new favorite stories. I blogged about this on my personal blog a few weeks ago. Play-Doh started out as a compound for cleaning the sticky residue off of wallpaper. It was a cleaning compound. Then someone who was friends with the person that created it said: *You know, I love how that looks and feels. It reminds me of modeling clay. My kids at school are always complaining about how hard traditional modeling clay is to mold. You know you really have to work it for a long time to get it to do anything.*

So they tweaked the formula and altered it a teensy tinsy bit and then gave it to I believe it was his teacher or an aunt who was a teacher. He gave her a tub of it to experiment with her classroom.

Now 50 years and \$50 billion later ...who did not grow up with the love, smell, and feel for Play-Doh? We are one tweak away from our ideal form. The fact is, they didn't start out to overtake the toy industry. They didn't start out to be an international brand or a 50 year product. How crazy is that? You just never know when your little something might be big.

When I started my publishing company I did not intend to create this crazy, great, amazing phenomenal empire. I just wanted to make \$3,500 a month. That's what I needed to pay the minimums on all my bills and

loans and all the debt we were in. I was willing to do that \$35 at a time by serving these people with newsletters.

What I want to encourage you is your idea is not too small. Your market is not too small but maybe you're thinking too small or too insignificantly that you can't do it. You absolutely can do it. You can do it and you should do it. You can create money.

There is nothing more satisfying than creating your own income...nothing more satisfying than being in charge of your own financial future or even being able to hand over several hundred dollars to your significant other and say: *Let's use this to go and do this special thing. Let me make the car payment this month. Let me do this this month. Let's go do this something special.*

My husband and daughter are going to Europe for 10 days. Being able to provide that opportunity has been amazing for me. I love that. I love being able to do that.

You may not want to support the entire family. You may just want to have a part-time income. That's fine, too, but it's important to have a goal. If you never set the target you'll never hit it. I can promise you that. I don't make many promises but I can promise you that.

So Problem, Plan, Produce, and then repeat You've got to do it.

Carrie: Love that. Here's what I just came up with. People say: *You make it look so easy. Business looks so easy for you.* My mother said this one time before my husband reacted to her and she has not repeated this sentiment since. She said: *Carrie, everything you touch turns to gold.*

Well, everything she sees turns to gold but the fact is you guys don't see when I mess up. You guys don't see projects that don't do as well. As Seth Godin would say: *You guys only see my bestsellers. You don't see all the things that didn't sell.* The key is to keep pushing and keep producing and keep shipping is what Seth calls it.

You really don't need to know how to start your childcare business. You really don't need to know some of this but what you do need is ABCD. I'm not going to tell you it's 1,2,3 easy. I'll tell you it's ABCD easy. You can write this down. You can tweet this. You can put this on a Post It Note above your desk. You need ABCD for your business.

A) Accountability is huge. Anybody who works with me on a coaching basis will tell you the number one benefit is accountability because I'm going to kick your tail. I'm going to fuss at you. I'm going to remind you what you signed up for if you don't do what you say. Accountability is huge. Most of you that don't sign up that's why...you don't want to be accountable. There you go. That's why we don't tell people when we're on a diet. That's why we don't tell people that we're trying to be nicer to our spouse. We don't want anybody holding us to it. Accountability is the A.

B) Belief. Some of you need to know that somebody believes in you. Some of you that may be the only missing ingredient. I drove by our local high school the other day as they were going in for graduation and I graduated out here so maybe that was part of my nostalgia just seeing the familiar colors and hearing the music.

What I realized was a lot of those kids that was the first day they were ever celebrated for anything. Maybe some of those kids' parents didn't

believe they were ever going to graduate. Maybe some for those kids didn't believe they were going to graduate.

A foundational piece is some of you just don't believe in yourself or your business. If that's the reason you choose to enroll you have to know that I believe in you more than you believe in you. I get cards, notes, and emails all the time: *Carrie, your belief in me is what has made the difference.*

I believe in you. I believe in business. I believe I'm good at what I do and I believe that you're good at what you do and you can do this. That's the B.

Some of you just need a group of people like the people in this chat room, like the people on this call. You need to be around people that believe in you. You've been called names or maybe you've even dropped the ball yourself. Maybe you've started and stopped and it's been your own fault and that's why nobody believes in you. We're about to prove them wrong. Okay, let's do that together.

C) Commitment. I can't do this for you. Jenny can't do this for you or the people in the group can't do this for you. You have to have commitment to show up. You have to have commitment to make this work. You have to have accountability and belief and commitment. The D is the one nobody ever wants to know what that one is.

D) D is Discipline. You have to have discipline to do the work, do the assignments, show up for the classes or listen to the replay, to go to the Call Guide, to connect with the people on the fan page or on social media. You have to have the discipline.

E) I can teach you all day long how to do a teleclass, how to create an information product, how to be involved in social media. I can teach, teach, teach, but I can't do it for you. I can't commit for you. I can believe in you and provide the tools but you have to show up and you have to be accountable and commit. You have to provide the discipline.

What I know is that even if all you do is the call today if that's all you do, then you should be able to go forward in your business.