A Real Change in Business and in Life

By: Sandi Krakowski

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Published by Sandi Krakowski on Vook

A Real Change In Business and In Life

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By Sandi Krakowski
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You’re HIRED! I have a job for you!

WOW... you responded to that fast!

And guess what.... I'm not marketing anything to you today. Nope, nothing. I do however need your undivided attention. We need to have a heart to heart.... so, put down whatever you are doing, print this out if you have to or get alone in a quiet place.

Today I woke up feeling the "Momma Sandi" thing all over me... regarding your business, time management and just a desire to reach out and mentor some of you today.

Isn't it ironic that when we set out to get a high paying job with fringe benefits and all the bells and whistles, we make sure the phone line is clear,
we check our email every single hour and we run to the mailbox waiting for some news that we got "In"?

Yet ironically every month, as I coach thousands of business owners and write our content for more than 200,000 of you I hear things that make my Momma's heart cringe. Things like,

"My internet has a problem again
My Smartphone isn't working
My computer has a backup issue
I forgot to backup WordPress
My email isn't working....."

I've had some meetings with my husband in the last several months because you see, he came home from Corporate America and is now working for himself. He doesn't work for me.... heck no. He is a partner in our company and works for himself.

The chats we have had include the responsibility that business owners have for everything that is within their power. Things such as email, computers, smart phones, time, life, energy and the like. He had an issue with his email and is so used to this in Corporate America.... as it's a common problem! But this time... he didn't have to wait for a tech team to fix his problem. He had to get it fixed himself.

Because Alan is very creative and understands Adobe Creative Design and other design programs, he really needs no help at all from me in that
department. The newsletters coming out are absolutely amazing! Every single day, yesterday included, we get emails from people saying we have completely OVER DELIVERED when it comes to our Emerald content.... so he's on task there. But tech stuff? That's another story...

I've got him hooked on the iPhone 4S and the new MacBookPro he has... got him a 27" monitor and he has added some other bells and whistles... but when his email went down, he had to depend on yours truly to fix it. So I did.... and with this advice..

"NEVER let email, computer issues, cell phones or internet providers hold you back from doing your job. Always keep it as the highest priority."

He looked at me shocked... and thanked me for fixing it so quickly. I told him what I'll tell you now... "You are out of business with no email. So always fix it fast!"

This is why I have a "bat phone" that no matter what, I can use a phone. It's a prepaid phone should my landline and cell go out.

I always have a MiFi card, so that if my internet ever goes out, I have internet with me. I always have connectivity anywhere I am at- in an airport, in a car, in a doctor's office! NEVER without internet. NEVER a victim to circumstance. Occasionally, in 14 years... I had to wait a few hours when a massive tornado wiped out a lot of things in the area, but that's so rare I can count it on one hand.
I have a word for all of you today.

If you are serious about business than don't tell me you can't afford the internet provider you NEED, you don't have money for a Smartphone or a new computer. If you worked at McDonald's you have to pay for gas money, those ugly black pants and you'd be paid a whopping minimum wage. They would not PAY YOU if you didn't pay for gas to get there. They would not PAY YOU if you didn't wear those ugly black pants and they wouldn't pay you if you didn't show up!

Your business needs you to be on top of your game.

You have the potential to earn more in one month than most people do in a year! EVEN.... if you only earn an additional $ 1500 per month for crying out loud, you can recoup your investment in just a few months!

I'm not telling you to go massively in debt, but I am saying, quit spending money on Starbucks and movies and crap that doesn't increase your value in the marketplace.

Quit making yourself a victim of an outdated computer, an old cell phone or an internet provider that sucks! YOU are a Champion and it's not magic that you'll succeed one day... it's the end result of doing what it takes to set yourself up for success.
I believe in your future, your business and your calling from God to impact the world.

This concludes our Momma Sandi time..... heehee I hope you know it's said with much love. I was more than $463,000 in debt when I came back into business 7 years ago... and recovered from massive illness. I had no support, no one who believed in me other than myself and one mentor. Don't send me your excuses of why things are harder for you than they were for me. It's simply not true.

What if it does work this time?

That's what you have to ask yourself.... now... go set yourself up for success!

*****
She spoke her heart and was hated..... and then her sales grew 866%

American Idol superstar and amazing recording artist Kelly Clarkson spoke her heart... and was backlashed in a way that not only shocked her, but it opened her eyes.

Recent posts on her Twitter feed and her Facebook page show that she very deeply and with spirit expressed how this sort of hatred was intolerable-

"If y'all ever disagree with something I say please don't feel the need to attack me. I will listen to what you say and any articles or viewpoints you have when you say it with respect. Being hateful is not a healthy way to get people to see or hear you. I was raised to respect people and their decisions and beliefs and I hope you will grant me the same decency. If you don't agree with me simply unfollow me. It's really that easy"
I honor Kelly! And I want to hone in on her words about negative words and how the power of the tongue reveals a lot about the speaker, far more than the one being attacked.

You see, if we don't work on our own personal growth, we'll seek to attack and 'work on' the growth of others as a full time occupation.

The reflection in the mirror is so painful to some that they seek to rip to shreds the same reflection they might see in others.

My friends, if we are going to see A Real Change in our world, we have to stop buying in the propaganda and lies that exist.

During the last four years we've had Presidents and high level leaders convince us that the rich are robbing the poor.... and we've watched as the media and hype has programmed people to think that the reason they are failing or missing out on things is because someone else stole it from you.

I'm not surprised that Kelly encountered such hatred when she wholeheartedly endorsed Ron Paul! Why wouldn't she be when more than 50% of our nation is so brainwashed with victimization they'd rather run to an antidepressant than even consider changing their lives?

But what happened after that is a huge lesson for everyone to pay attention to.
REPEL OR ATTRACT... there's no other way to be successful in marketing.

The next few days proved to be a reward for Miss Kelly as her sales on her record, "Stronger" rose 866% because she expressed her heart and was willing to take a risk and be who God designed her to be. Write that down. In plain English, if you don't have the kahunas to be full on in business than reconsider being on at all.

Isn't it ironic how many people thought they were justified to judge her, speak nasty negative words over her and then curse her because she said who her Presidential candidate choice would be?

OH MY GOSH... that's right, it's been politically incorrect to speak about being rich, being a Christian, living free and telling people the truth for a long time, now hasn't it? And people think they'll succeed in life with this mindset?

Ron Paul
The Revolution continues...
For the record, just because I am a strong 100% endorser of Ron Paul myself does not mean that I hate or want to harm anyone who loves President Obama. I have prayed for our President daily. He has a hard job and one I am humbled by. He needs our love and prayers no matter what! Hatred and violence is not the solution.

This is what my belief means...

*It means that I know who I believe in and I will cast my personal responsibility towards them.* It doesn't mean that I hate or will be angry or violent towards those who vote for any of the other presidential candidates, it means that I am unafraid to speak my beliefs in public and that I know I can love those who disagree even in sharing my beliefs!

I have personally been hated, harmed and injured deeply by the sick and disgusting Religious Spirit that wages war against anyone who speaks against their so-called holy choices.... and I personally have had to forgive a lot of people who claim to be Christians and are in the same breath, bringing harm to people. BUT .... that does not mean I am like them at all because I am head over heels in love with Jesus Christ and unafraid to speak of Him in business. *It means I have an HONORABLE position to show the truth!*

*If you REALLY believed what you said, you would NOT have to fight so hard to prove your point*
I've sat through business trainers events where they start to prepare people for the end of the world….. and they teach how to prepare for the destruction of this and that….. I've homeschooled my children for 24 years and I've listened as so called religious people told me they don't trust government, doctors, police, or any measure of authority and yet don't recognize the vile spirit of rebellion they operate in!

If someone has to use fear and terror to get you motivated, always remember this- FEARFUL PEOPLE are easy to control.

I am using my place of leadership and authority in business to inspire you and INFECT YOU in any way that I can to be 100% with who YOU ARE and 100% with what you believe.... because anything less than that will turn you into a hateful insecure weak without power person. YOU work on you.... and then prove your beliefs by loving others.

Just because I disagree with you doesn't mean I hate you... and just because I love you doesn't mean I'm going to give you my endorsement or approval.

YOU need to be 100% with you... what other's think or believe or do doesn't matter when you are there. You can love those you disagree with and you'll have no need or option for hate.

But if you must rip those to shreds, talk about them behind their back and even.... hate those who disagree with your beliefs, you reveal one thing very loudly.... you are weak.
We need Champions to rise in our world!

We need Mommas and Daddies who will speak truth in LOVE.. not in hate. We need to stop confronting in others the crap we refuse to clean up in our own lives! Jesus taught that if you want to take the toothpick out of your brother's eye you had better clean up your own personal red wood forest... then and only then will you be qualified. We must seek to love and help others with a spirit of meekness always.

I am a full on Jesus lover.... and I will be voting for Ron Paul.... and we have over 200,000 clients who have all different beliefs, and who will be voting for who they believe in.... and my friends, it's my honor to serve and to love you all.

If you speak your heart, you will have those who hate you. I'm sure I'll get some nasty emails because of this, but that's ok.

Repel or attract... no other way in marketing... to get real clear on your call.

She spoke her heart and was hated... and then her sales grew 866%. Will you be true to who you are?

*****
You've worked hard to get your information down in notes.

You've mastered the ability to give some step by step instructions in the thing that you previously only did by memory!

Now... you're ready to take your first step and create an information marketing product!

WooHoo!

But then you realize, "Oh my gosh! How do I create these Mp3's? How do I sell them? Where do I sell them? Can I sell them at all? Should I make CD's? What about an eBook? How do you do that? And videos? OH MY WORD I am overwhelmed!"
This is the process that we've seen with thousands of our clients in the last few years... and many are now making a huge income selling their expertise!

People like **Angela Brooks** who nearly replaced her entire nurse's salary and now has published her first book!

Clients like **Dr Eno** who published her first book and is on track to replace her salary as a Physician!

**Kayla Howard**, stay at home Mom who recently made $ 3700 in just one week! ONLINE!

And don't forget mother of 12, **Charlotte Siems** who is making more cash than she ever thought was possible with audios, eBooks and video training! Oh... and she homeschools too!

Here are just a few tips to get you started in the production of your own Information Marketing products.

**1. Start out with something simple that you can grow bigger.**
I always teach my clients to start small and master it. Publish your first eBook, learn the process and then market it over and over again. Take out some banner ads, test some copy, refine the eBook if you want. Send out a missing chapter. When questions and comments come in? Release product number two. Now you've worked out some of the bugs, your clients are
asking for what they need next, you are there to serve. It's a beautiful thing!

2. Don't do a 30 day video training as your first product.
A lot of our students see our 30 Day Make More Money With Your Blog Course that has been reviewed by over 100,000 clients and they want to follow suit and do the same thing. I have to remind them that before we had that free course, we had over 45,000 people go through our 7-Days To WordPress Video Course. This is where we worked out our bugs, answered questions, learned what you wanted! It's a lot easier to start at 7 and expand then to overwhelm yourself with 30 and never finish.

3. Try an audio product before a video creation. You can use things like http://www.InstantTelseminar.com and record an audio product that can be sold over and over again. It's easy to use, easy to set up and as you work on getting yourself accustomed to talking to yourself *which is what you'll do with a video product too* you'll work through some of the processes that will be needed to succeed with video. You can redo it as often as you want and get it right to where you want it. Works great! Almost all of our audios are done this way.

Ready to go?

Here's a great software checklist to consult as you move ahead:

1. Audios- We use http://www.InstantTelseminar.com
2. **Videos** - All of our videos are done with the MacBookPro 15" using iMovie. It comes out in HD, is amazing and easy to maneuver. Sometimes we use the GlamCor light kit, other times we use the lighting from dusk or dawn. Informercial Queen Chalene Johnson taught me to video tape right when the sun comes up or right before it goes down. Makes us ladies who are almost 50 years old look younger! Woohoo!

3. **I currently use Vimeo to post our classroom lessons on.** YouTube is what I use when we are doing a free course, looking for more SEO effect and it's not something that is going to a private group. ALWAYS remember to post the Embedded code for your video into your blog, because as we taught in the Inner Circle Video training on Social Media Content Management, "All Roads Lead To Your Blog".

4. **Ebooks are best created in your own writing software, like Pages or Word.** Then remember this- ALWAYS put it into .PDF format. When you're done with your document, be sure to save it as a .PDF. DO NOT upload this to WordPress. Have your assistant help you to upload your document to a password protected section on your own server or hosting account. Don't forget to add some graphics and other effects to make it an enjoyable item to read.

5. **SmashWords.com is what we use when we want to create an eBook** or written document that we want to give access for reading on a Kindle, iPad, iPhone or web viewing. It's a great little program for the beginner and they walk you through the entire process.
BIG TIP FOR BEGINNERS - knowing all the different things that are out there to do products with is not the key. If you know of 13 software packages for eBooks, 7 for video and you get 19 ideas for audio it translates to ZERO profits if you don't get to work. * wink* So... make a choice, get a move on... and get that first product done!

I'd love to hear about when you're marketing it! Be sure to get into our Inner Circle course so we can teach you how to saturate Google, market through social media and more!

Welcome aboard to the amazing world of Information Publishing!

*****
Your Opinion Matters!
What do you think about women, marketing, business and the changes taking place

This is a very different issue of our newsletter..... because I'm not here to teach, train or instruct. I'm here to listen, to YOU!

That's right.... kind of odd, unfortunately... many bloggers and writers don't take enough time to listen to their readers. And they wonder why they lose loyal clients and fans.

My best selling book, "Read Their Mind: How to hear what the marketplace wants & build a huge business" taught some tactical and strategic things you can do in your business every single week to make sure you are on task and really in touch with your clients.

The way the world was designed revolves around one big thing- relationship.
There's another topic that is burning inside of my heart and I want to HEAR from you on this. It's the topic of women in business, marketing and the online world.

You see, I'm seeing some drastic changes taking place in the direct response marketing world but I don't see very many companies or CEO's asking any questions! What on earth is this about?

When we market to women, we need to know the mind of a woman. We must "Read Their Mind".... no question.... but my thoughts are towards what I see going on in the marketplace... and NO ONE took the time to ask!

No one said, "Hey should we turn our 2500 attendee event into an woman's only event because you obviously do business differently so it's now time to teach you how to market as a woman?"

No one bothered to ask, "Hey do mind if we don't include you in our direct response marketing materials unless of course we want to show some leg?"

OR WORSE... no one asked, "Does it bother you that very few women are featured in direct response marketing unless they are an assistant, marketing manager or a hood ornament?"

Oh my my my.... I'm opening a can of worms!
Well today, I'm asking you some of the hard pressed questions that need to be asked!

Your opinions matter to me! And they matter to those that I serve.... because I'm SURE they'll be reading what you post.

So here's what I want to give YOU a chance to do today. Will you please take just a few moments and pour your own heart out, with your opinions, ideas and suggestions on this topic of women and marketing? I'd be so grateful!

Here are some questions that I want your honest opinions & thoughts. No trying to convince someone else here if you disagree, just tell me what you feel & believe about this topic.

No answer is wrong!

Women In Business, Direct Response Marketing And The Internet World
#1- Do you think women should be taught how to be good copywriters and direct response marketers in a different way than men?

#2- Do you believe it's hard for women to learn from all men so we need more women teaching?

#3- Do you believe it doesn't matter, that direct response marketing & copywriting & internet marketing is not gender specific & we don't need to segregate women and men?

#4- Do you feel women's needs in business are very different & unique & women need separate seminars, conferences & trainings so they can feel more open to learn?

#5- Do you think this segregation of women in business is far more damaging than good & it's compartmentalizing people rather than helping them grow to be successful?

#6- CLOSING COMMENTS- anything else you want to say.

ALL opinions & comments welcome. I want your opinions & heart felt feelings, NOT something you've learned from someone else.

Thank you again so much!

YOU are the reason we do what we do. Help us to serve and represent you better, by giving us your input!

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Loving Our Husbands And Working With Our Spouse

Heehee hee he's SMITTEN! After all these years!

My dreams of working with my husband have been alive in my heart for more than 14 years. As a young wife when Alan would get up at 4:00 am and go off to General Motors as a Designer I'd be up making his coffee, making sure he had a kiss goodbye and watching him leave. As I home schooled our children, I had dreams of him being home with me, working together.

There really is no reference point in my mind that I would turn to. My Daddy ran companies but was always gone like most working fathers. He taught me that there is no limit to the amount of money you can make, and that there is nothing I couldn't do if I really wanted to do to do it..... but I
honestly have no idea where the thought of working with my husband came from. My father didn’t work from home.

As I grew in marriage and life, I heard so many negative comments about working with your spouse. This made me want to do it even more! The things people would say were about as pathetic as the comments people make about their toddlers and teenagers. I realize that some people have bigger challenges than others but my little three year olds were not terrible. At times they were thundering and more times than not I was completely sleep deprived, but they were still adorable. I remember each of them at three vividly like it was yesterday.

The happiest years of my life as a mother have been when my boys were teens. Oh sure, some are stronger willed than the others and some are wilder too, but hey, I have pink hair, a diamond in my nose and a tattoo that I got when I realized who God made me to be of a dancer that says "Freedom" on my arm....... so are we all that different? Teens have hormones and so do Moms. Get my drift?

But this dream of working with my husband...... Oh my goodness, how it has evolved and matured through the years.

Initially I was going to build a big business and bring Alan home..... I had dreams of paying off all of our debt and it was all my doing and we all celebrated as Momma saved the day and brought Daddy home. Wow. What a selfish dream that was....... as if everyone would celebrate that "I" did it all? Thanks God that this is not how it happened.
We worked hard as a family to downsize our life…. we moved from 2600 sq ft and 3 acres to 1000 sq ft in the city and did without for a season so that we could have more than we ever dreamed of for our future. But that was NOT all my doing. As a matter of fact there was a time when I was over my head in studies and learning 6-8 hours per day what I wanted to learn online... and Alan's income really kept us going.

I've worked my way through the whole concept of making a ton of money as a wife, and a woman and making a ton more money than my husband. I've had to put to rest all the religious notions of being disobedient if I can make $ 100,000 in a week and my husband didn't earn that in a year in corporate America... and I've learned to trust in a God who made me to be who He made me to be and who also, ironic isn't it....made Alan to be who He is.

As we began to grow in our marriage in the last several years, my desires for Alan being home took a radical change. I wanted to see him grow and flourish and live without stress.

I knew he loved to work hard and is today the most FAITHFUL man I have ever met in my life when it comes to his work. So this meant that he had to have something he could not only do, but something he could take pride in. A man has to work and he needs to feel good about the work of his hands. Babysitting his wife's house and being her side kick I honestly don't think is healthy, in my opinion, for a man.
My prayers turned to "God raise Him up and make him who You designed Him to be... and bring him home, to work with me."

And God made a way.

When Alan came home we didn't need his income as our company was already producing more than we needed. We still live on a very tight budget and give away many times more than most people make in a year. There was no pressure and much room for him to grow.

The Emerald Newsletter division became his baby and oh my gosh, did he do amazing! In under 60 days he had generated a six-figure business! And with the launch of our digital division of the Emerald Newsletter and MP3 he's already surpassed what we ever thought he'd be doing in his first 120 days!

By the way, he's been home since August 2010!! What a superhero he is!

I recently picked up a book upon recommendation from a dear friend by Dr Laura Schlessinger called "The Proper Care & Feeding Of Husbands." This has really affected me very deeply!

You see it is my belief that the feminist movement has caused so much distress in marriage, business and life in general for women that we have not inherited freedom as we have been promised and pitched, but
we've actually inherited struggle and a serious problem with trying to find out who we are.

Sadly there has been oppression and abuse of women in the religious community for many years.... and it flooded its way into the corporate scene as well. Women became the official baby makers and care takers, without a hope for ever being anything more. But I am here to tell you that a full on rebellion was never ever our answer. **Loving our men is.**

Men really don't want to fight with women and many would much prefer to live in peace than war. The majority of men have very basic needs such as care, companionship, loving and food and they deserve more respect than we women have been taking the time to give them.

This book by Dr Laura reminded me so much of basic requirements for business.

Here are a few basic principles that will make all the difference in working with your spouse and quite frankly, in working with people in general-

1. **Do it even if you don't want to. People with integrity do things they don't want to do all the time.**

When we begin working with our spouse (or anyone for that matter) you now are faced with the challenge that people all have a unique way of
doing things and they might not be like you want to do them or agree in doing them.

When Alan came home to do the newsletter I literally, as God is my witness, gave him full reign to do whatever he wanted. I said I'd write content, he can study different newsletters for layouts and would connect him with the best writers for regular material. He had full range to do whatever he wanted.

**WOW. I was even shocked.**

That is not my normal M.O. But a very successful business woman who has worked with her husband to create millions of dollars in products and is featured all over the world on national television like QVC, Good Morning America, Fox News, HSN and more said to me, "*Give him permission to soar. Get out of his way. Support him as one of the highest paid people in the company.*" She was right. I let Alan soar and oh my gosh did he ever!

I didn't want to let him do it all alone, inwardly. I had been doing this online for 14 years for crying out loud! But I did what I knew in my heart was the right thing to do. I did what has helped me to flourish in business! I got out of his way and let him fly.

The end result brought me to tears. Every single month people tell us how much they love it!

Do it even if you don’t want to or don’t feel like it.
2. Personal growth is hard and can be challenging. Whining about what everyone else is doing is easy.

If the first thing you think about every day is what everyone else is doing it’s not likely you’ll find much happiness when you set on a plan to work with your spouse. Personal growth is painful and it’s a lot of work. But to have a happy marriage, create the life of your dreams and live a life that others envy, you are going to have to get this through to the very core of who you are- it won’t be easy.

Whenever I get emails from women sharing that their husband is so hard to live with there is no way they can ever be successful if he is always in the picture, I cringe. Sure, there are some women who seriously need to get some marriage counseling and they might even need to seek a legal separation if they are experiencing abuse and repeated offenses with a jerk of a man. But this is the minority, not the common.

Most women I meet who send me a long list of why they can’t be successful because of their husband make my heart jump and make me defensive just reading their emails! Not to mention, would you want to work with anyone who sends long details about someone else to a complete stranger by email? Me either.

If you want to work with your spouse you are going to have to become a bigger person yourself first. Be big enough that you don’t have to control everything. Be a big enough woman so that you don’t have to
have the last word. For crying out loud, be so big that you don’t have to be right all the time.

Being right all the time is way over-rated. Let me ask you a very pointed question- *Do you want to have a happy marriage and a great business or do you want to be right all the time.* You can’t do both. Most things people fight for during the day really don’t amount to anything when the doctor says you have a year to live.

Quit being right all the time and work on becoming a bigger, better and easier person to work with. Watch what happens in your marriage.

3. **Live in love with your spouse and bring this into your business.**

Every woman I know yearns to be in love, married and most want to raise children.

*Work to be a happy mother, a loving wife and please, get over things quickly.*

Keep short accounts. Forgive quickly. Have a sense of humor and be dedicated. A good man, as Dr Laura teaches, is hard to find. But once you find him, he’s really not too hard to keep. **I’ll add neither are good staff members.**
With love, communication, appreciation, some good meals and loving at the end of the day, any man will go to the ends of the earth for his woman.

Ironic isn’t it? With communication, appreciation and love, most any person I know will do anything for another.

Business 101 is taught in the family first. This is why it baffles me when people say that working with their spouse is so hard! If working with your spouse is so hard than I want to know what living with you is like.

Face it, most people spend more than 40 hours per week with the ones they work with. The amount of time they spend with their spouse, on average, say, 2 hours per night, 5 days per week, and maybe, just maybe, 10-12 hours on a weekend only totals 26 hours in a week! And we say we don’t want to work with our spouse.

Is it possible that the reason we can’t get along with our spouses is because we spend so much time away from them we are trying to repair and restore a relationship that has been strained by all the outward stress of our day?

When you fell in love with your husband ladies, the fact of the matter is, you picked him out. No one else did that for you. I do not know a single person who can say that they hand picked every single person they work with, even if they are a CEO. Sometimes hires and staff positions are filled because of a skill set someone needs! Yet…. people tend to work so hard on
the relationships they have at work and neglect the ones they have at home.

**What is wrong with this picture?**

If you choose to work with your husband, work as hard as you do in the workplace to get along with him, impress him and appreciate him as you do other coworkers. Your profits will increase, you’ll feel better about yourself and who knows, *maybe you’ll have more fun in bed at the end of the day!*

Working with your spouse is unlike anything else that is worth fighting for in life. It’s worth the work. It’s going to take work. But you, my friends, are Champions and as you seek to have a life that is different than anyone else has, you are going to have to create A Real Change in every aspect of your life.

I’m here to help you grow along the way!

*****
Google Page Rank, Algorithms, Customized Viewings And More You Need To Know About the Altered World View Of Google Searches

Have you ever done a search online, called a friend because you were so excited about what you found and you hear these words, "Ummm, I don't see that. Where are you finding this? On Google?"

If you're really technical and you REALLY wanted your friend to see what you were seeing, maybe you'll go as far as screen sharing on Skype to SHOW them what you have discovered... and then you might be hit with a thousand pound ball when you realize that while both you and your friend are entering the exact same information into Google's search page, you are NOT receiving the exact same information back from Google.
Did the thought ever cross your mind, of, "OMG, Google is altering what I see?!" and you begin to wonder if all the Big Brother mind altering articles online are more than just scare tactics to control people?

Well, let me break it to you very gently and very carefully....

**Google is altering the things you see online.**

When you do a search and your friend does a search, you will both receive very different results. As a matter of fact, if you don't believe me get together with some friends, line your laptops up side by side on a kitchen table and type in the exact same words into the search feature... and 1, 2, 3!!!

**Press ENTER at the same time.**

There you have it, right in front of your eyes. Your worldview is being altered, decided and chosen by your previous habits and your searches are being customized by Google.

If THAT wasn't enough to make you wonder how on earth you are ever going to be successful and show up where your ideal client searches.... get this- **Google began several months back to change Site Titles and Meta Descriptions for sites when they were missing, irrelevant or redundant.**
That means that if you're not strategically and specifically changing your site titles and descriptions like we've been teaching in our WordPress I class and our keyword classes and our copywriting classes, Google would be more than happy to change them for you. But beware.... if your site is irrelevant you might not be too happy about what they decide!

The thing that matters the most to Google is the thing that got a lot of people into trouble last year when they remove over 1 million website searches from their index- RELEVANCE.

Is your site relevant to the topic and subject matter your clients are searching for?

Is there commenting, interaction and ACTION going on?

Or are you a squack-box with no one paying attention?

Google seeks to rank pages that people not only want to find but pages that when they are found people love staying on. That makes Google look good. Google's clients are happy. So what can YOU do to your website to help with this process?

I have ONE big key for you today... that will change your results and assure YOU are where you want to be with Google. It's been proven over and over by our activities on our blog and that of our over 200,000 clients.
READ THEIR MIND.

If you are doing what we teach in my best selling book, "Read Their Mind- How To Hear What The Marketplace Wants & Build A Huge Business" you will end up SEARCHING and interacting right where your clients are.

YOU will begin to SEE what they see, when they do searches on Google.

You'll begin to WRITE what they are saying... and you will become VERY relevant to the topic you are seeking to sift into and dominate!

It's that simple my friends...

Don't start planning for 365 days of food preparation and storage quite yet... Google is altering how you see the internet, so be sure, YOU are becoming your own best client. Be with your customers, connect with them, be where they are online. Be very focused, strategic and on task...

And you will then SHOW UP where they are as well in the searches!

WooHoo!!!

*****
"The Real War Of Success That Most Will Never Fight"

There’s a real war that is required that you **go through** to get to the point of **destiny and call**.

It’s a battle in the barracks between self and fear.... **Between truth and reality**.

It’s the war where you pull yourself up by the bootstraps and you give **YOURSELF** a good kick in the ass and **make yourself move**.
Far too many people look at those who have achieved success as though they had a ‘silver spoon’ or a ‘gold serving plate’. Nothing could be further from the truth!

Every successful person you see has had to peel their way through the mire and the muck to get to where they are today.

**DO NOT rob yourself of this FIGHT!**

We live in a generation where people *have lost their fight.*

William Wilberforce was an Abolitionist of his time who fought for 47 long rigorous years before he saw victory. The tears that fall from my eyes as I wonder what he would think of 27 million slaves today in existence, in my modern world with all of its technology and advance.... *What message would he have for us?*

I cannot emphasize to you enough the journey and the process and my friends....

**The sheer WAR OF IT ALL.**

24 years ago I was a single mother living on $5,000 per year... and governmental assistance. My decisions back then were deciding if we’d get meat this week or would we eat peanut butter again with our whole wheat toast. I also had a level of fear and torment in my spirit at that time that **is**
not even in my DNA anymore.... Fear of failing my son, torment and horror that I might not be a good enough mother...

.... The hours I spent on my face, praying and begging GOD for help.

So many forget that although I’ve been building businesses online for 15 years... there was a time, back in 2001, that my \textbf{WAR escalated}..

The war of plowing through 14 diseases, multiple childhood traumas and pains.... Multiple 6 figures in debt and medical treatments that were destroying my mind and my soul.

People forget that the \textbf{ONLY REASON I have the level of conviction I do} is because I fought and continue to fight my own personal war.

I continue on a daily basis to slay the demon of self-doubt and Resistance who remind me that \textbf{this THING called my life} is way beyond me and I could never do it.

I raise my sword and cry from the top of my heart,

\textbf{“YOU BETTER BELIEVE IT’s BIGGER THAN ME! It’s NOT ABOUT me, you lying sucker from hell!”}

And I chop off its head with the truth that I was BORN for this purpose...
I was designed for this war...

I will not take the path of LEAST Resistance but I will fight until my last dying breath.

Where are the Mighty Champions who will sell things, as I have, on eBay to pay for courses to improve their skills and hire a mentor to keep them on track? Who will DO WHATEVER it takes to get to the next level in this thing call THEIR LIFE?!

Where the MIGHTY CHAMPIONS who will not give up, give in, silence themselves, sit down, recoil or resist when they KNOW they have a call and a purpose they must WAR FOR?!

Where are the Mighty Champions who will leave their children a legacy because they refused to quit, they didn’t spend 10000 hours per day on Facebook whining about their trouble.. but they DID what it takes, to pull themselves up by the bootstraps... and get to the finish line?

Even when we don’t believe.... We must war.

Even when we can’t see.... We must fight.

There comes a time when YOU PERSONALLY must pull yourself up by your own holy ass and tell YOURSELF that you will trust God and the sheer grit of that war, my friends, will teach you more than anything I could ever personally write.
Will you walk the narrow road?

Will you fight your own war?

**Don’t ROB YOURSELF of that process looking for a lucky break.**

Conviction comes when you PLOW through your own personal crap....
On the road to your own personal destiny.

*****
This past November, my youngest son, who is now a full grown taller than me young man, turned 16! Not only did we celebrate in Texas for his birthday, but he began to share with me about his dream for a custom drum set...

Bobby has been playing drums for a few years now. With his Mom encouraging him to 'tune in' to multiple different styles and kinds of music, he's become so masterful that he now leads worship at our church, playing drums, and also has had several opportunities open to do the same at other occasions.

Drums are Bobby's passion! He hears beats in his head. He can pick out beats from any music he hears and listens to a lot of music every single
It's not uncommon to see Bobby listening to music, while also doing something else. and then he's off 'dreaming' as he tunes into the beat.

**This is a kid chasing after his passion!**

Alan and I have invested into his passion as well because we really do believe God is using his hands to change sounds and atmospheres in the earth! We've also talked about sending him to a Music College in Australia when he graduates to expose him to the BEST there is, at Hillsong School Of Music.

After much thought and talking about what he'd like to do for his birthday, Bobby's dream gift was to have a custom made drum! Woohoo! Off we went to find the BEST place to order his drum..... with the full intention that we'd be eventually ordering him a full custom set this year that would most likely follow him for many many years into his dream and passion with drums.

I have to be honest with you, after running companies online for the last 15 years.... it is nearly impossible for me to not want to 'rate and critique' the companies I do business with. It's not in a wrong sense of the word, but actually, to see how I can help.

People come to me every single day, through our social media presence, our online and offline publications, our more than 29 information products and through our coaching groups to get help in taking their
business to the next level. So it's not uncommon for me to just 'live' in that mode wherever I go.

Shopping for a custom drum.... online.

The world of drums is a fun world... run by creative genius' who tend to be more nocturnal than the average bear. (grin).... they are those who don't fit into society, tend to make stuffy educators irritated and attract the like of hard noses who would prefer they were medicated and settled down.

But thank you GOD for these genius'! They bring us music, change atmospheres and inspire us all to be more!

Bobby is often times referred to as my "Caboose"..... he's the 'last cart' in the Krakowski Train. 😊 He's the one who has taught his Momma how to 'chilax' and take it easy for awhile. It was Bobby who singlehandedly helped his mother learn that FUN wasn't just reserved for
weekends….. and he taught me how to dance to a different beat. I love Bobby so much because in all of his wildness and passion, he has a kind heart, respects me beyond what I deserve and has a keen ear to hear the voice of God amidst his beats. He's a Rockstar if you ask me!

Drummers definitely march to a different beat….. and finding a great place to order a drum became our task!

We were THRILLED to find SJC Custom Drums! Well, let me rephrase that, Bobby has been following them and watching the power of what they do with drums for quite some time... *Mom learned about them when Bobby got SERIOUS about his purchase!*

Our conversations with SJC were not only amazing, but very professional and helpful. They used both email and the phone to make sure that we were on the right track with that Bobby wanted.

I was blown away when Bobby began to rattle of the specs, facts, figures and even the kind of wood he was dreaming of…. and really IMPRESSED when Geo, who helped us with our entire order, got everything Bobby needed perfectly!
Here are a few tips for the BEST customer service using email and social media-

#1- **Always affirm your clients and confirm** what they have asked for. Geo was a SUPER STAR with this.. and we had a lot of emails! Bobby emailed him from my account and I would interject. Geo was always on top of it.. affirming and confirming. It made us confident and it made his job easier, to create the drum of our dreams!

#2- **Be pleasant, happy and easy to talk to!** One of my MAJOR PET PEEVES is when I write to a company online and the reply is something like this:

"Yes"

*Client care, Silly company online who hasn't trained their staff*

Or worse yet, like this,

"That's what I said below."

*Customer support, with no personal skills and very little patience*

Be positive, be easy to work with and take the time to answer what people ask you. There's no need to get into personal conversations or counseling but be friendly and *Deliver Happiness* as Tony Hsieh, CEO of Zappo's teaches. (BTW our company was featured in Tony's Delivering Happiness book tour!)
#3- Take high touch and high tech to a new level!  Use pictures, Jing.com or other tools to really explain things. Geo was sending us pictures and samples through email and it made it so much easier to get things exactly as we wanted them.

#4- Answer emails, be bright, brief and be on task! I'm not suggesting you be available 24/7 for customers and I'm certainly not suggesting you answer every single email that comes to your In Box for that matter... some don't need answers. But answer your clients emails quickly.

Be bright, be brief and be ON TASK!

SJC has also done a great job with their social media presence! You can see A LOT of photos on their Facebook page of other snares, kits and more they're doing! You can even some behind the scenes 'cool stuff'! Don't ever miss this! Seeing HOW these drums are created and the workers behind the labor is a great way to build relationship with your customers!

This was the FUNNEST thing I saw happen.... when Bobby's drum arrived it came with a BIRTH CERTIFICATE!! That is amazing!

Very unique, very memorable! Branding at it's finest!
SJC Drums not only created for us a DREAM COME TRUE in our perfect drum, they have won our business for life! We're already working with Bobby to map out getting his entire kit done!

Good ole fashioned customer service goes a LONG way! Give it your best and deliver happiness daily!

*****
Guest blogging is a great way to "spread your reach" and influence gain with groups of people you might not otherwise be connected with. It's also a WONDERFUL way to grow your list!

**Diamond client, Charlotte Siems** has been able to create some amazing results by guest boggling on other mom's blogs. Some of her most recent articles have seen 200-400 opt ins from just ONE article, per week... for weeks!

There are specific steps you'll want to take when guest blogging to attract new clients. Creating a long term connection with the audience you have the honor to serve can be beautifully bridged with guest blogging.

**Bio Creation For More Traffic**
Here are some simple steps to writing a great bio and getting the best results from your guest blogging efforts:

**Headlines Hold The Weight** - If they don't get past the headline, they won't read the content. HOOK ME quickly so I can't help but to continue reading.

Even though you're writing a publication (*your newsletter and blog posts*) don't forget to use good copy writing tips to get the best result. If you get me really interested with the headline, I'll keep reading right through to the opt- in.

A good article headline should make me go beyond just curious, compel me, grab me and make me feel like you read my mind!

**Remember Your Audience**

When I go into a conference call, onto a group call with clients or even *in a live face to face consultation*, I have to remind myself WHO I am speaking to.

This may sound obvious, but even when you have two groups of people who are your ideal clients, it's still quite possible that the level of experience and understanding of the training can be very different.
For example- we serve clients in our Inner Circle Group and we have clients in our Diamond Group. Both are our "ideal client" but both aren't at the same level. This might be elementary, but lines get foggy if you aren't careful.

I review what each group has last seen, and what my focus will be for the next hour right before a call. Keeping on target with answers suitable to that respective group not only helps my clients to get what they need, but it helps me to teach in a very 'clear' mindset.

The SAME holds true with your articles.

Create A Golden Thread

In the world of copywriting an 'invisible thread' needs to run through... from start to finish, the entire content of the article, training and even a tele-class presentation. This keeps you the writer on track and your clients engaged.
The "thread" starts at the top and weaves it's way through the entire article. It is referred to by millionaire copywriters as THE Golden Thread.

*Words become **GOLDEN** when this high-powered thread holds everything together.*

**A CTA In The Bio, Not The Article**

If the "Golden Thread" is done correctly you won't end with a call to action in the article when writing on someone else's blog.

EzineArticles.com is one of the BEST places to learn how to do this. Go to their website and submit an article, they'll walk you through. As a matter of fact I teach my beginning writers to submit an article there first, form and create your layout, then bring this back to their blog.

This process will teach you to close an article with a positive note that **COMPELS** you to read the bio. *The bio is where you'll find the call to action in a guest blog posting.*

If you do this on your OWN blog, I recommend you have some type of CTA, things such as comment below, register now, come to Facebook and tell me what you think. I don't recommend, however, you have a strong CTA when you're writing on someone else's blog, **they just met you**! Give a CTA gently in the bio.
It will happen naturally and without a pause. Give a GENTLE call to action and watch your conversions sky rocket.

**NOTE:** pay attention to my next point carefully please.

**Keep It Simple Silly**

A bio is not the place to "vomit" everything about yourself. It needs to be brief, bright and business like. This is NOT the place to tell me all about your accolades and accomplishments. I'll find those on your site if you're doing it right.

It is also not the place to give me every point of connection for you! Don't post your website, Twitter page, Facebook page, phone number, email and the like. You'll appear *too desperate... you will also DESTROY your Google ranks!*

Google looks for engagement and they also watch where people are at before they come to your site. Directing people to your social media channel from a guest blog article does NOTHING for your Google rank.

**ALL roads lead to your blog!**

Drive them to your blog with a free report, book, video or whatever you have for free.

Tell me briefly what you do, what others say about you and **BAM!**, offer me something for free. Then leave it.
THIS is the recipe our clients are using to see valuable back links built, SEO rankings go up and opt ins triple!

Go rewrite your BIO now... and then come back to this page and tell me, "I did it"
If you want to write copy that sells, you must have the 4 U's in your copy, your focus and as your target for all aiming.

Common interest never propels people to buy, but only gathers curiosity. If we are in business, creating a profit, we must fix a problem. Every business has a problem they fix. Even a dating service fixes the problem of the pain of singleness.

**So what problem are you fixing?**

Here's the outline to follow when mapping out ANY Opt in Offer, sales campaign, business plan or social media campaign:

**URGENT:** You must have an urgent pressing problem that you are solving with your product or service. This can’t be a casual problem,
something only you, the product creator, are passionate about. This must be something EVERYONE talks about, and especially something everyone ‘hates’ and doesn’t want to talk about!

Example: Weight loss. You are solving the problem with not being able to lose weight. You are solving this problem in a way that is unique and it is superior and it has proof. The problem is WEIGHT LOSS, the 4 U’s must answer this.

- **Sick of laying down to pull up your jeans?** (This is a headline for the problem of skinnies that are suffocating!)

- **Wearing sweatpants more than you like?** (Answers the problem of guilt and not wearing one’s favorite clothes)

**UNIQUE:** Your solution must be unique, it cannot be like everyone else or you will never win in the competitive world of business. If your solution is not unique don’t even BOTHER marketing it.

Your solution can be ‘similar’ to what is out there, but the way you deliver it is unique! Take GoGo Squeeze Portable Applesauce, for example. Is flavored, no sugar applesauce unique? No! You can find many. But the DELIVERY is the secret. It’s a brand of applesauce that I use often and carry in my purse! It won’t leak, it’s convenient and you can eat it without a spoon! That’s the winner! UNIQUE!
You must be so unique that when people see it they might not even read or care about your proof and they are already compelled to your useful and ultra specific solution and they BUY BUY BUY!

**USEFUL:** Show me proof. Show me as much proof as possible.. this is what your client or customer is begging for, although they might not know it.

Tell stories, tell testimonials, give documentation that is clear and concise and compelling!

Answer these questions and you’ll be running to the bank to pick up your cash-

Will it work for me?
Is it easy?
Can I do it?

If you can get your client ‘seeing’ themselves using what you offer, even if it’s a WordPress banner that really portrays their message, the sale is now closed! The credit card comes out and bam! **SOLD!**

**ULTRA-SPECIFIC:** I need to be so compelled that you are my ONLY answer that not only will I be doing business with you but I will tell every living breathing person I care about! I will bring referrals without being asked, I will mention you wherever I go! I will applaud you as the GO-TO person in your field!
Face it, if you’ve followed me for very long I have a very big mouth when I find a product or service provider I love! People have asked me if I’m a sales representative for some of these companies. That’s funny! I am not a consultant earning an income with any company at all, other than A Real Change International, LLC, the company I own. but get this...

**I have a network of over 300,000 people that when I speak, they LISTEN**...with our email, offline, social media client lists combined, if I share something... I’ll create a result. This is also why I stop mentioning certain people, products or things if I no longer feel they are worthy of an endorsement before 300,000 people- silence is golden.

This kind of ultra-specific endorsement, meaning I don’t care about other brands or offers, is what you’re after.

The 4 U’s are so forgotten by many bloggers. Don’t make this mistake. Do your homework and you’ll be hitting your financial goals this year!

*****
Why Logos, Cartoons And Other "Non-Relationship" Connections Don't Belong On Your Social Media Connections

At first glance that cutie up above seems pretty neat, doesn't she?

But as the author of the graphic and I were chatting recently about how fun cartoon characters and cute logos can be the conversation turned back to something Guy Kawasaki, best selling author of the book "Enchantment" said about eyes and smiles.

"Four factors create a good first impression- your smile, your dress, your handshake and your vocabulary." Guy Kawasaki

He goes on to say that you can actually tell a genuine smile from a non-genuine smile by the 'crow's feet' around the eyes. It's easy to see why he rated Social Media expert Mari Smith as one of the BEST examples for a genuine smile. The "Duchenne smile" aka smiling with the eyes and crow's
feet is the one to be pursued and Mari is a great example of it! Whenever I see Mari's picture I feel safe, she is trust worthy and she is someone I really look up to.

Do you think that is coincidental? Not on your life. She is all of these things and her BRAND mirrors who she is.

Recently on a Facebook Webinar Mari Smith actually mentioned ME as someone who had one of the best Twitter Profile Photos she has ever seen! (Could it be the crow's feet?)
Back to our topic on logos, cartoons and other things that might be considered 'non-relationship' builders and how they are affecting your social media or website positioning.

Here are three tips to remember when picking out a photo for your marketing-

1- When we connect with people it's a spirit to spirit connection.

Remember, long after people forget what you said, you did or what you even wore, they will always remember how you made them feel. I don't know about you but I don't typically get a 'feeling' or 'energy' off of a cartoon. It's an inanimate object. Sure, the cartoon characters on Saturday night morning funnies when we were kids made us feel good but it's not likely that we would 'turn to a cartoon' as a brand we want to partner with or have serve us in business.

It's ok to have a cartoon on some of your products, and we have done that. But always remember that when social media really took off like gangbusters the number one thing that made people come back over and over again to connect with people, brands, products and more was HOW they felt through the connection.

Major corporations are now choosing 'girl next door' images to be their company spokesperson. Influence and persuasion experts are discovering that the age old, "I can't get a good reading on that" is becoming
increasingly popular in social media. In plain English, *people rarely form deep buying relationships with cartoons or logos.* Even Nike and other household names have **PEOPLE** that we aspire to be like, not cartoons or product logos, leading the way.

You don't believe me? Think back to the time when the Marlboro Man or the June Cleavers of our day ruled what the 'home' was supposed to be like. Men road horses (in our imagination) and they always had big muscles, nicely fitting jeans and to top it off, of course, a great man was smoking a Marlboro cigarette! People ran to the store hoping to BE that man and began smoking! It's a sad example but it's true. No one bought June's pearls because they had hoped they could push a vacuum as beautifully as she did. They wanted to BE her and to this day many generations later women are still beating themselves up when they can't be the perfect mom. Ironic, isn't it? That NONE of the cartoon characters of June's day are ever a visual that comes to a young mom's mind when she struggles to keep up with the June's and the Jone's of the world?

**Faces make big impressions.**

They blueprint a memory onto our minds faster than ANYTHING else.

**2. Your product is not what I am buying.**

Financial expert and brilliant Entrepreneur Dave Ramsey said it beautifully in his book *[Entreleadership]*, *"When we ship out packages,*
we pray over them. We are not sending out CD's or DVD's on finance. We are selling hope. We are saving marriages and lives with our products."

I wonder how many of you have actually given good thought to what it is you are truly offering in the marketplace. One of the core reasons we are doing a live event in Dallas, TX entitled 'The Divine Call of God On Business And The Key Role You Play' is because many business owners and entrepreneurs have forgotten the core principles of business, that just so happen to be foundational principles taught in the Bible.

Love your neighbor as yourself.

Do unto others what you would have them do unto you.

The blessing of the Lord makes one rich and He adds no sorrow to it.

You see, in this day of transparency and relationship marketing it is CRITICAL that we get back to the basics that originally grew a spirit of entrepreneurialism in our nation. It's not a national issue, however. It's a global issue. We were not designed to be disconnected, aloof, hidden behind a screen and fading behind a logo or a cartoon. We are designed to connect with one another. Connect at a deep level! This is why social media alone has been responsible for creating some very POSITIVE changes in our society!
Sr Citizens who connect through social media regularly are said to be living longer, because the interaction with other human beings gives them joy and hope. And it goes BEYOND just connections with grandchildren! They love to research and find things just like the rest of us. **Social media meets that need.**

HR Reps are now finding social media to be a great resource in the process of hiring new candidates for work! Hours and dollars are saved instantly if someone is found to be less than desirable or not a good fit for the company. What used to take months to reveal can now be found in a matter of an hour's casual search on Facebook!

It's important that when we create a business online, **which I believe more than 75% of you reading this today are desiring to do, we make real connections with people.**

**A real face and a real presence is required.**

Always remember, when you meet me face to face in person, your smile, handshake, tone of voice and your eyes tell me a lot. You will make a first and a lasting impression with all of those factors coming together. So the question we must ask ourselves today is this- what kind of impression are we making?

**3. Be sure that the impression you are giving online isn't one of trying to hide.**
In my years of working online I have met literally hundreds of thousands of people. 15 years of being in the online world has given me quite the vantage point when it comes to doing a personal case study on the behavior and influence of people. It has also caused me to bump into a few "Black Widows". What do I mean by that? A black widow crawls silently in the background and is very often never seen until she does her damage. She is small, black and it's even hard to see her poisonous hour glass marking until it's too late. In plain English, *she's deadly but looks nearly harmless.*

When we went to a Science museum when my kids were little I was SHOCKED to discover that a black widow is typically quite small. Here I was thinking she was big, kind of like a Tarantula! I'll never forget the time my nephew stayed with us for a few months and he had a Tarantula with him. We soon discovered that the reason that Gus wasn't coming out of his tube in his aquarium was because he was a Gussette and about to give birth! But that is another story.....

Sometimes the most dangerous predators hide behind logos, facades, weird images and the like. And because of this, we as company owners are being forced to really stand up. People want to do business with people they can trust, and with people who are genuine. This is another reason why I teach my high level students that being available to *'help anyone, just call me, just give me a shout out, I'm always here to help!'* isn't necessarily the mode of operation of a professional! It's actually more the way someone who is desperate behaves.
If we build a business hoping to create long term relationships with our clients in a way that is genuine, sincere and memorable, we need to BE real people.

Take Zappos for example, the giant eCommerce store that was recently acquired by Amazon for more than $1.5 BILLION dollars.

Have you ever noticed that they do not use professional models? Maybe you didn't realize that EVERY photo on their website of clothing or the like modeled in any way is actually done by an employee. Check this out below! While I'm certainly not suggesting we give our measurements, look at the transparency and genuineness going on here. This helps one who is shopping to see what the 'real life fit' of this item is! And these are not 'super glossed over Photo Shopped' images. They are everyday people, just like you and me, helping to sell items to the tune of BILLIONS of dollars in sales.
If you have made an innocent mistake of turning yourself into a logo, cartoon or maybe you've been focusing too much on your product, it's easy to get things back on track.

Just be sure that your FACE is what I am seeing when I communicate with you. When you post comments on your Timeline, your Facebook Page or your Twitter stream, I will see YOU when you make a statement, comment or give input. So always be sure that the BEST you, complete with a big smile, crow's feet and a happy disposition is coming through loud and clear.

Remember, how you make me FEEL is more important than anything.
Know WHO You Are And Know WHO's You Are.... My friends, there is no more time left for playing around

The voice of an angel.

A great example of one who has been called by God to sing to the world.

Yet so much pain followed this gift... this genius who sold more than 200 million albums and singles worldwide.

Did she ever really know Who she was? Or better yet, Who's she was? Only she and God will ever know. That is not for us to judge...
But as one more truly beautiful and gifted person leaves this earth... it
arrests me deep to the core of who I am and asks the question of me and
of all of you... *Are you ready to release your gift?*

It is my belief and conviction that God has designed each of us
uniquely and with His passion in our hearts. He has given us each a gift,
some public and some private, but we're all knit together to create this
bright beautiful world we live in.

Yet, one of the most devastating things that can occur with a gift, is to
be alone. To never know who you are and who's you are. To live in a false
identity seeking to protect and hide the pain.

Whitney Houston and I used to sing on my way to high school
together... and we sang my babies to sleep some nights, as a young
Mommy. I'd sing at the top of my lungs, "I Look To You" in my kitchen on 5
acres knowing that beyond just me and my little ones, God was the only
one who heard. *She inspired me*, she sang and had a calling from God to
speak *LIFE* into people. But did she ever know who she was?

The power of the internet is this-I can write this blog post and it can
reach hundreds of thousands and even millions of people right where they
are at. That is the power of the amazing age we live in. But the real
question we must all answer is, *"What will we do with our gift."*

Performing and trying to be what we were designed to be could
be the death of us.
We can look to many people who have been swallowed up in their talent only to live a painful life at the end of their journey. But what can WE do tangibly and practically to learn to live just one level higher, and in the freedom that God gave?

Here are a few tips I've learned along the way in my own painful journey.

Yes, it has been glorious in so many ways, and yes, the triumphs that I have experienced have many times been such mountain top experiences. But when all is said and done I can tell you with all of my heart, the real wars, the real battles, the real blood, guts and tears..... were fought laying on the floor of my office sobbing my eyes out to God and begging Him to make me free.

Look where I ended up!

What an honor to now share it with you.

**Tip #1- Never live your life alone.**

You were not created to be alone.

Even if you have negative people around you who don't believe in your dreams, it's an amazing thing that we can connect with each other every single day by the power of a smartphone and an internet connection. There
is no reason you have to suffer in the painful existence of "alone" one day of your life. Even bigger than that, God did not create you to be alone. Reach out, and please, find good people to connect with. Don't you wait for them to find you, you go find them now!

**Tip #2- Never give up on your dreams.**

Your God, even if you want to argue with me and tell me you don't believe in Him, didn't create you to live a meager existence of going from one survival to the next.

No, He designed that you would dream and that you would live a life that is beyond yourself. He made the ability to dream, the ability to see into the future with our heart and it wasn't so we could just fall into a pit of thinking it was for 'some day."

There are people who need your dreams to ignite and there are generations that need YOU to take flight on the things that God gave you. *Never ever give them up.* Write them down, visualize them, strengthen your gifts, move forward in what God has given you and never ever give up or give in.

**Tip #3- Work with someone who has what you desire and what you are gifted to do.**

Whether it's a mentor in music or a mentor in copywriting, work with someone who has the unique strength and ability to help you realize your
dreams. Sure, you'll find some leaders and coaches who are full of a big ego and won't a personal interest in what you do, but don't let that discourage you and don't let it hold you back from finding someone you can trust.

Find someone you can spiritually, emotionally and in business be connected to. Have one who speaks truth, speaks your potential and will love you through every single phase of the road.

**Tip #4- When you think the wild and ridiculous couldn't happen, it's time for you to pack your bags!**

Just when I thought my life was over and the last saga of my drama was about to unfold, God blew a new plan and a new life right into me. *He knocked the wind out of me, in all the right ways!*

He reached down and took a woman who knew shattering pain and enormous success and He gave her the desire to go farther. I am here to tell you that right when you think the wild and ridiculous can't happen, you'd better start packing your bags for the journey!!

Faith will take you farther than anything in life. Faith in the impossible, faith that will believe against every single odd. Faith in the future despite what the past says and the present is saying. **Faith.** Don't ever ever lose your faith, whatever you do, don't give up your faith.

My friends, you might not know me personally but please hear me when I say this, YOU are loved. **You are worthy of being loved!**
You are perfect and you are beautiful and while we've never met, I love you. We are connected, you and I... God created us both and He used the internet to bring you here, to this website, where a pink haired lady would tell you about Him.

We need each other and we need to do whatever it takes to release our gifts into the earth.

My friends, we've lost a legacy in Whitney Houston. We've lost a voice that was like none other I have ever heard before. I will never ever forget her... and because of that, I am here today to tell you, know WHO you are and WHO's you are... and then go light up the world with your gift!

*****
Read Their Mind With Pinterest

To “Read Their Mind” as I taught in my best selling book, you have to learn to listen and watch far more than you do anything else.

People are already telling you how to sell to them. They are already telling you what to write to them as well.

It’s not a mystery and it’s not something that requires a college degree. The information is right there. But if you don’t take the time to read, listen, watch, study….. you’ll miss it. Many do.

If you don’t take the time to pay attention, you’ll end up writing copy that is full of Foo-Foo and it won’t close a sale. It might make people feel good, but when all is said and done, your bank account will be empty.

**Pinterest is giving some very interesting data** when it comes to reading their mind and learning how to write better copy.
People are driven by interest. Bring content that feeds the interest and you have a winning website. Direct the interest, bring content together with the interest and add relationship and you have a winning business!

**How To Read Their Mind With Pinterest**

1. **Find people with similar interests, quickly!**

In Pinterest there is a feature that says to "Find Friends" in the upper right hand corner.

Connect with all of the followers who are currently following you from Facebook. If you don't have any followers yet, connect your Facebook with your Pinterest and you will instantly.

Now your work starts....

Begin to notice what YOUR followers are posting.

Pay attention to what they **comment on**.

*What do they write when they comment?*

What are the interests that are most popular among your followers and what do they tend to RE-pin the most?
Take notes, pay attention and as we taught in my book, "Lean In".... take the time to lean in. Make 50% of your activity on Pinterest learning and *leaning in time*.

**2. Listen closely while on Pinterest**

Go to the home page, and in the upper left hand corner is the section that says, "Recent Activity."

This is where you can quickly spy on what people are currently doing. You'll see this section move in real time, depending on how many friends you have or followers you are connected with.

Mary repinned your pin.

Margaret liked your pin.

Kelly commented on your pin.

Watch, listen and learn.

Go to some of your followers pins and repin them! Comment on them! And let me say this loud and clear, *this is NOT the time to just 'fake' having relationship.* Get to know people and see what interests them. You might find the topic of your next article!

**3. Notice what other sites your clients are visiting.**
Pinterest can get dangerous if you love clothes!!

It can also teach you a lot about what is driving people and their buying patterns. *Pay attention to this photo above.* You will find that someone has put together a great outfit and it's all available through other connections on a site.

What if you were to bring together some of your guest writers and create a picture like this with the 'services' that they specialize in?

If you offer health and wellness products, can you create a collage of the different products and make each one click back to the page on your blog that has the individual items and details? Yes you can!

*By paying close attention to how people are ....*

A- Bringing items together and mirroring the same
B- Describing what they are crazy about and making your repins resemble this

C- Make it fun and interactive

You can quite frankly **DICTATE** what some of your results will be!

4. **Post some of your blog posts and have a contest!**

One of the easiest things to do on Pinterest is to connect your blog posts and a great photo to your board.

Add just the first sentence of two and make sure that keywords are rich. Then link BACK to your website!

Feature some of your favorite clients. We have created boards for our coaching programs and adding to it daily! Our Sapphires, Rubies, Diamonds and more! Even our Emeralds are in on the action.

Lastly, have a contest... this isn't too hard.
Get people into a photo contest, a Re-Pinning contest like we did last week with our Social Media course. If you have a website that hosts regular groups and gatherings, bring some of the results to Pinterest.

Cutest dog contest!

Person who lost the most weight contest!

The Mom who saved the most money on her groceries this week contest!

Pinterest is about interest.

Connect interest to great content, and add relationship for a winning marketing plan on Pinterest!

Have some fun and stop by! I'd LOVE to see you, and all that you enjoy each day!

http://pinterest.com/sandikrakowski/

*****
The Real Risk And Fear Of Success In Business & In Life

I recently had a beautiful gal named Trisha reach out to me on my Facebook Page and she shared with me how things were really picking up in her business. More business coming in, more cash being made.... and then she said this, "But I'm struggling with this big fear of success. Have you ever dealt with that?"

My heart went out to her. So much so... that I told her I'd write today's newsletter just for her. So here I am. Trisha, this is for you!

The risk and fear of success

It's a crazy wild journey, this path to success. Whether you seek success in fitness or finances, there's a path less traveled that must be endured to reach the golden trophy. Along the way, warriors will cross
tumultuous bridges that threatened to break, waves that seem as though they will drown and winding paths that never quite seem the same, no matter how long you cross them.

Yes, I have dealt with the fear of success…. and any entrepreneur who is worth their salt has as well. The one who seems to have it all together but rarely ever speaks of the journey to overcome is usually the one with the biggest ego, ie fake identity.

So what is this fear of success all about and what can we learn from it?

**Fear of repeating past failures.**

This is a big one. If you've ever been hugely successful this one can glare it's ugly face your way. But it has to be overcome.

Your present fight right now has nothing to do with your past. Let it go.

Face your reality now and keep moving forward.

**Fear of going beyond what I've always known.**

PHEW... investing a lot of time and money in the last 7 years into my own career, it's obvious I have gone BEYOND what I've always known. I am building a whole new reality and have more experience in all aspects of
business than I ever did before. Going beyond where we are now is the TRUTH of a good entrepreneur. Pity the leader who is giving the same message they gave twenty years ago.

**Fear of rising to the place my mentor lives in.**

I thank God everyday for people like Bill Glazer and Dr LaVonne Atnip, who not only mentor me but speak to me as equals. There is no Alpha Dominance like I see in so many immature leaders out there. Very similar to *"The King's Speech"* my mentors have positioned me along side of who they are and they have given me respect and honor…. which has fueled me forward. It has also taught me to lead clients who will even go beyond what I'm currently doing. THAT is what healthy mentoring is about.

**Fear.**

If anyone says they don't encounter fear on their road to success, they have either never achieved success or they are flat out lying.

The war for your art, your business, your skill, your destiny is not supposed to be easy. Easy is what Hollywood makes movies out of, it is NOT what we battle on a daily basis enroute to our destiny.

Kevin Cosner stated at the funeral of Whitney Houston that she will forever be in his heart a woman who had incredible talent... but she was a woman who didn't think she was good enough, thought she wouldn't be
accepted and never had the confidence that she could actually do what she was called to. *That touched my heart so deeply.....*

It reminded me that during the last 5 months I've been aggressively healing from both Crohns disease and Ulcerative Colitis.

It's a daily battle to keep myself focused and obedient to a diet that requires *Olympic Strength* to follow. But when I hold in my two hands two choices- one being a bleeding colon and losing it ... *and the other being strong, healed and having the self-control of a giant as I stick to this protocol, the choice becomes easy.* 😊

The same thing became very obvious to me on the path to creating my 11th multi-million dollar company. As we hit six figure months and, brace yourself, *six figure DAYS....* it became more and more apparent to me that this was not like any other journey I've ever been through before.

**If I could tell you how to overcome the fear of success in 4 easy steps, I'd be a billionaire.**

Anyone who even suggests that there are only 4 things or 3 or however many you want to come up with that when followed automatically create success, they are lying and have never gone down this path before.

But there are clues.

Success leaves them. Clues that I have gleaned from the many millionaires who are some of my closest friends and clues I've picked up
along the way and have written them down on the tablet of my heart, so that they are never forgotten.

**Clues Along The Path To Success You'd Better Pay Attention To**

**Clue Number One-** Who you hang out with and who speaks into your life makes a world of difference. Successful people do not expect excellence to be birthed out of mediocre company. They expect like to breed like and they seek out the best to hang out with. When someone begins to vacillate in their commitment, grows fickle or lives a secondary life, many times, friendships will fade. Because stewarding who they are and being who they were designed to be is the goal.

**Clue Number Two-** You can't give an only 'good enough' portion and expect more than everyone to come forward. The successful have an unrelentless passion to move further along in life and be more, year after year. They do things that others won't, give of themselves in a way that others refuse. The successful know that to be different in business, you have to be different in and of yourself.

**Clue Number Three-** The successful constantly invest into themselves before all other investments. Before real estate, coinage, stocks, savings or what have you, the successful will always invest into the thing that they have 100% control of, themselves. The successful know that to continue growing, you have to keep planting and to keep planting you have to keep producing seeds. The way to get to the next level, is simply, to keep doing what you did at the level before and overcome the fear that is on the path.
Trisha, you asked me how I overcome this fear of success.... and I would be willing to bet you even wondered if I had a good definition of what it actually is, you are fighting.

Fear of success is a very personal thing. It comes with a very high responsibility and it must be overcome by you, and you alone. Fear of success is where you lay aside the lesser things that would attempt to hold you stagnant and you make a commitment to BE more.

BE first... then do... this is the way to have. It's not the opposite.

There is nothing that you can HAVE that will improve your being.... and the way to do , is truly from being who you are, 100%.

Your journey to success, Trisha, I pray will always be alive and active and growing. And I pray you have around you those who can speak life into you, speak hope over you and even those who will 'carry the weight' so you don't have to go it alone.

Success... it's the favorable or prosperous outcome of attempts and events.

Success in life.
Success in business.
Success in relationships.
Success in fitness.

Success in every area of life. Body, soul, mind and spirit.... that's my prayer for all of you.

And I make this commitment to you right here, right now. I'll keep pressing on, I’ll keep pushing forward... it's now your turn to make the decision, will you?
Client retention, reactivation emails, getting repeat orders and how to generate more money with current customers is a topic that many people ask me about in our private coaching sessions.

Questions like, "What can you say to retain a customer long term?"

Or...

"Is there a special copywriting strategy to get people to reorder over and over again?"

There is.... and today I'd like to talk to you about the lost art of being grateful.

Take note, this works not only with customers or clients, it applies to mentors, people who do your advertising, vendors and more.
I'm shocked, frankly, at how many people rarely even think about what is holding their business together, piece by piece. Unless one is simply building a hobby that creates an occasional blog post and $100-200 per month in profit, there are many connecting pieces behind a successful business.

Maybe you didn't realize that we have payroll that covers more than 200 hours per week, not including the 30 hours per week that I work. Our email in box can receive up to 100+ client care requests per day, hundreds of recurring payments each month and thousands of orders that come in on top of all that. There is no way that just one person could manage such a task. Obviously. But let's look behind the scenes at what **REALLY** is holding such a business together.

Online shopping cart system.

There's an automated shopping cart system holding the company together. Connected to this shopping cart system is a merchant account that provides services so that Visa, Mastercard, American Express and the like can be received for payments.

**Guess who is behind all of that?**

**People** you hope and pray do an excellent job! Here's my big question as you have your pen and paper out, hoping to glean something from a successful business owner to implement into your own. *Have you ever*
thanked the people you are connected to? Have you given gratitude for a great merchant service provider and a shopping cart system that rarely if ever crashes, so you can continue in business 24/7?

How about that server tech who holds everything together? Backs up your files, and makes sure you don't crash. Even if it's just HostGator your hosting company, when is the last time you truly gave thankfulness for all the pieces holding your growing empire together.

Now let's move forward.

**client care department.**

This is the connecting point with each and every customer. It is where your reputation is made, in every possible way. **Big tip**- don't put moody people who can't handle answering the same questions over and over again in your client care department. I've had to let some people go who just didn't like helping. This is a department that is completely 100% wrapped around good help. PERIOD. Don't take it for granted.

**big question today?**

How often in any given week do you thank those who represent you to the world?

I'm not talking during the holidays and such.... that is obvious. If you didn't give a gift to those who serve you in client care last Christmas please
make sure you correct that. Your business might not even be open today if
it wasn't for this department. But let's get back to my original question.

Have you reached out and given someone a compliment lately?

Do you write a note for no reason and say "I am so grateful for you,
thank you so much for serving us as you do?"

CEO's... when is the last time you thanked your client care team for
putting up with you? Face it, if you're a CEO there is a side of you that is
driven, challenged and can at times be hard to live with. Keep yourself
humble and always, always show gratitude to this department in your
company. 😊

If you are currently THE client care yourself, I also want to challenge
you. What would it take to get some help? Even if it's 5-10 hours per week
at $ 18 per hour, your company is worth it. As soon as you can't do it all
yourself, rather than pushing harder and trying to do more in less time, like
we CEO's can be known to do, get some help. And then, be grateful.

By the way, being grateful doesn't mean you keep people who
constantly drop the ball, can't handle criticism and are not team players.
We don't need yes men working for us. Being grateful for your customers
means you will hire only the best help. If it's taking you longer to manage
your internal team than it is your client base, that is a CLUE that is glaring
you in the face. Fix that. And don't think for one minute it's not showing up
in your client care.
Love your customers enough to hire the best and let go of the rest.

Now, let's move forward to billing, shipping, printing, web management, graphics department, copywriters, social media team and more! Don't worry if you don't have these people in place yet, file this away for when you do. Because if you do grow a big business, and some of you will, the pivotal part of a thriving company is the structure that is holding it together. In plain English, YOU cannot do it all. So get over yourself and hire some help!

Back to our topic.... do you thank those who create graphics for you? How about those who write your copy?

Are you kind to that team that prints your postcards?

What about that video editor you hired on Guru.com or Fiverr.com? I don't care if they only charged you $20... be grateful. It spreads like a virus in your entire company structure.

Now, let's move onto a place that many people forget all about. It's sad really. But I'm going to share with you what I do regularly and you can just decide if it would benefit your business in any way.

Do you send thank you cards, gifts of appreciation and kindness to your customers? Those high paying clients who are a part of your regular
business…. do you let them know how much you appreciate the opportunity to serve them?

More profitable than a *killer converting customer retention email* is the simple gesture of thankfulness to your clients. What would it take to send out a $20 gift to those who pay you regularly for your services? How hard can it be to hire someone to send out a hand written card on your behalf to those who pay their recurring payments on time?

**And what about bonus products or services?**

Do you ever "Throw In" an unexpected gift or product or something you know would help them get to the next level when you're working with someone who is investing money with you every single month, as a paying customer?

This, my friends, is the glue that counts! When all is said or done, it will determine how fast payments are made and if they are made, **over and over again.**

One of my regular practices is to send out gifts to our clients who are in our coaching program and I also give gifts and bonus' to our Emerald Members, our Inner Circle clients and more. Not because I'm trying to schmooze anyone for more business, but because I am sincerely interested in saying **THANK YOU** in a way they'll remember. I realize that we are active, alive and open for business because they are our paying customers.
In addition to this..... Don't forget the clients you serve as a freelancer, either!

When I ran a copywriting firm and wrote copy for numerous clients every month, I sent out thank you cards, gifts and was grateful for every contract that got paid. Ironic that I never lacked good paying customers? **Not really.** It pays and makes your business last to keep active the lost art of thankfulness.

When it comes to mentors, again, I'll just share what my habit has always been and you see how it feels. I've shared this on my Facebook pages and the like, but maybe you forgot about it.

Big tip- just because that millionaire is serving you doesn't mean that a kind card, a small gift or something that says, "I appreciate you" in a personal way won't make a big difference. I've always sent Christmas gifts and cards and gratitude tokens through the years to those who have partnered with me in my success.

Doesn't matter who they are, I make an effort to say, "Thank you, I wouldn't be here without you." They mean the world to me and you've heard me mention them often. I'll send journals, flowers, candy and even coffee! (Sometimes I send coffee so they can keep up with me!) heehee but you can see, the love goes into every direction. **Sincerely!**
My friends, we cannot keep taking people, profits and production for granted. It's a lazy way to run a business and it's really not the way God designed us as humans to connect.

**Those who are grateful have more energy, have more friends and go farther in life!**

A great book you can read on what it can do for your sales, profits, client retention and reorders is Gary Vaynerchuk's book, "The Thank You Economy". Get it at Amazon or at your local book store. Study it like a textbook!

Never think a small card, a gift, a gesture of kindness won't go a long way. And please, if you want to go far in life, always remember this.... **BE the kind of person you want to work with.** It makes a world of difference!

*****
Change What You Associate Pain And Pleasure With

You may not realize it right now but you are, at this very moment, being motivated and influenced by two things. These two things literally control how you make decisions, when you'll make them and quite frankly, IF you'll make them at all... or sit in limbo.

Many people go through their day, all day long, without ever giving much thought to these very important two things. Myself included! It's not like I get up in the morning and take a conscious thought of how these two things are motivating me.... but they are. Deep inside my subconscious mind, inside your mind as well, these two things are moving everything, forward... backwards or even holding at a standstill.
What we associate pain and pleasure with is the single greatest motivator in everything we do.

I'm here to tell you that 8 years ago this month I made a decision to CHANGE on a very conscious level what I personally associate to pain and pleasure.

Maybe you're like me and you've always thought it painful to get a critique on something. Coming from the childhood I did where I was motivated nearly every single day by my performance, it was obvious that pain was directly attached to any kind of critique or opinion. And let me say this, this kind of underlying belief did NOT help me as an entrepreneur and thriving business owner.

If you associate pain to any opinions, suggestions, input or critiques, because maybe you didn't have the loving, nurturing and caring support you deserved as a young person growing up, you will do anything to avoid these at all costs. Here's the startling part, you'll do it without even thinking.

You'll ignore suggestions.

Fear critiques.

Hate when someone asks you to wait because something else must come first. You can see where I'm going with this.
However, 8 years ago I began a process of growing my life and my business simultaneously that caused me to make a decision to change this underlying belief. Now I am extremely happy when my mentor or someone I ask for input gives me critiques, wisdom and advice on how I can improve. It also changed something else in me very dramatically- who I'd listen to when it came to input on my business. I'm now very cautious, in a very good way, who has the privilege of speaking into my life and giving me suggestions for my business.

Listening to the postman and his thoughts on what we should do to grow our business to the next level, or letting that person who has never made millions of dollars, let alone even thousands of dollars in an online business give me their ideas is now attached to pain. And rightfully so. I don't want the critique and input of someone who hasn't done what I am seeking to be exceptionally good at! I do however pay more than six figures per year to get the best in the world to give me their thoughts. Because I associate extreme pleasure to moving to the next level!

So my question for you today is this- who are you taking input, ideas and suggestions from?

If you let someone at Walmart that you bump into, or let's get a little more personal, that relative of yours give you input on whether to invest into your business the first thing they'll say is, "Can you afford it?"

Newsflash, we were more than $450,000 in DEBT when I invested into my business! I didn't consult with my checkbook to determine whether or
not I could 'afford' to invest into something that could change my entire life and business. That kind of mindset comes from someone who has a fixed income anyways.

**Trying to build a bigger future on your current income is a faulty business model!**

No, I listened to the input of multi-millionaires who reminded me that to increase my own skill and to develop what is necessary in business it would take some sacrifice. It would take a commitment to "be here a year from now" and to not give in the first time hardship came. I sold things on eBay, learned to cook very inexpensively so I COULD do whatever it took to always have a mentor.

We also took an inventory on what we were spending our money on.... and made a conscious choice... pain and pleasure, remember that? .....to associate pain with not moving to the next level. This motivated me to avoid whatever held me back. PERIOD.

It took a "Balls to the wall!" approach when it came to my business... which means in plain English "Do the things that make money for crying out loud" and don't sit on Facebook all day chatting about the cutest things you can find on Pinterest and how "one day" I'll pay cash for them when my business that I'm building on free tools finally grows.

It is my personal conviction that when someone says to me that they cannot invest into their skill set because of a layoff at work, or a down turn
in their personal economy, they simply do not understand what it takes to build a business. *They are still locked in a corporate mindset* that says, "This is how much we earn and this is how much we can spend because it won't change unless someone else increases my pay."

**YOU my friends have got to associate pleasure with doing the work and increasing your own paycheck because YOU have made a decision to not settle for less.**

If you want a pay increase, you are going to have to make sure your skill set lines up with what commands and directs a pay increase! And you'll need to associate PLEASURE with the entire process.

You can't take on a typical a college degree mindset, where it becomes painful and tedious to study and learn things. Stop. Check that thought. Is this your belief? Change it!

You must flip that and begin associating pleasure to learning and more pleasure to activating what you learn! **Attach PAIN to staying the same way,** associate deep internal pain to doing things as you've always done them. You are being motivated every single day by what you associate pain and pleasure to.

This is how you pay off debt, you change your habits, you make decisions correctly and quite literally, you change your life.

**The question becomes, will you do what it takes?**
ONLY you can decide. For those who are ready? I'm here to take you to the next step. Come on over to my Facebook page right now and tell me that YOU have made a decision to do whatever it takes!

http://www.facebook.com/sandik rakowskibilz

*****
Big Changes On Facebook Timeline For Pages And How Direct Response Marketing Can Help

As many of you know, I ran a very large kitchenware store online back in the 90's online. And we had a big client base of amazingly loyal clients. One day I ran a big promotion on one of the best selling Y2K books on the market along with a kitchen mixer... you do remember Y2K, don't you?

Well, the title of this book I was promoting was, "Don't Get Caught With Your Pantry Down" and unfortunately, my best spell-checking efforts late into the evening didn't catch my typo. Yes, you guessed it. An email
went out to a very conservative audience of 30,000 people and we did a TON of sales! What gave me a stomach ache when I realized what I did ended up increasing our profits in a huge way! That is the power of a loyal audience…. and one with a sense of humor! 😊

Listen, there are some big changes taking place online and one of the biggest to hit recently was the change to **Timelines For Pages On Facebook**.

This change will affect how many people do business. It will quite literally CHANGE the way they can do business, what they should be doing with their clients vs what they ARE doing and more. You, however, if you have followed our teachings and are familiar with how to use good old fashioned business strategies such as:

**Content + Relationship + Communication know that these changes won't upset you!**

It might upset your competitors... it will quite frankly send many businesses into a tail spin, but YOU will be exempt if you are doing what we teach!

**BIG CHANGES taking place with Timeline For Pages On Facebook!**

I want to help you make sure you are using **Timeline For Pages On Facebook** in such a way that you CAN increase your profits, you DON'T
break any of their new rules (*such as you can't put your URL or a CTA in the Timeline Page image*). I also want to show you how to -

1. Use direct response marketing to increase engagement
2. Understand your audience so they come to your page hourly, not daily
3. Interact with people quickly, all day long, without having to spend hours upon hours on Facebook
4. How to offer a promotion or an offer and triple your response

*****
Social Media Etiquette, Best Practices And Manners For A Big Business

The world of Facebook and Twitter, Google+ and Linked In has made it possible for nearly anyone to get in contact with well, nearly anyone!

Barriers are removed, boundaries tore down, and as we'll be sharing in Dallas, TX later this month, many small companies can now play equally and powerfully against national brands. With this open door and wide open field, as many call it, comes responsibility and etiquette. It also requires discernment and wisdom on the part of business owners. Today I want to share with you how to use these tools to build your best business ever and I'll also shed some light on what are best practices when it comes to social media and how you, a business owner, can create the best culture possible.

Mail and messages - Many companies who have a big following on social media are instantly thrown into the realm of client care, messaging and mail beyond anything they ever expected! People love to be connected with you and they message their friends all day long, so it would only seem natural that they would then begin messaging the companies they love as
well. (Not a bad thing but let me give you some insight) DM's or direct messages are a place where anyone can email most anyone. What is a company to do when someone is pushing the boundaries, sending client care issues and more through Facebook or Twitter?

**Always remember that the name of the game is service.**

At A Real Change, because we serve more than 200,000 clients by email and more than 70,000 on social media it isn't good service for us to get into conversations with clients through direct message. It would be nearly impossible to track, give the best care and it presents a host of challenges when it comes to security. Our customary process is to ask the client to bring their concern to our client care department. We reply, give a link to that page and in a minute or two, things are moving forward on the clients needs. We've never had anyone who didn't appreciate this. Because of the amazing relationships we have with our customers, they are more than willing to bring their question over to our website and more importantly, they KNOW we'll answer right away.

My best advice to you is to not get into lengthy discussions with clients or customers through direct messaging.

Not only because it's very hard to track or trace but it also presents a problem of privacy. If a customer were to send their mailing address, phone number or God forbid, billing information, the social media channels do not guarantee privacy and protection. Bring it to your client care department so that your client can be rest assured that service is good with you.
A more important thing to consider however is that when something is handled one to one with a client, if this is not just a simple billing or shipping issue, it does nothing for your Google ranking, SEO positioning or keyword density on your website.

Many of our private coaching clients have huge breakthrough when they realize that all those hours trying to communicate and 'coach' a client (for free no less) by email and direct messaging is really a waste of everyone's time. The best thing to do if a client has a question that might require some detailed explanation is to let them know that this is a great question and I'll be answering it _____ give a date, through _______ give a means (blog post, video, etc) and then deliver what you promised. If someone wants to get some direction on something, it's very likely that 549 other people might also need that help. By explaining it through a blog post you are working in a one- to- many model rather than a one- to one-model.

There are only so many people you can serve one – to – one. By answering and giving this coaching or training live on your blog you're expanding your reach and serving your audience more effectively.

Not to mention, consider this... if you answer this publicly you'll most likely be using your keywords and tags that are needful for good blogging! This article for example is in response to over 20 emails that came in during the last couple of weeks asking about social media etiquette. Overwhelmed business owners ask me if they need to answer all
the questions coming into their Facebook page and Twitter DM's. Their words to me include,

"How on earth do I keep up?"

"Am I supposed to really coach these people for free?"

"Why do people always ask for free training?"

Sadly, there will always be people who overstep boundaries and have no respect for expertise. But let's go beyond that.... to people who really need and deserve some help? Can you imagine if we were to answer privately all of the requests that come into our website for free consultation, coaching and 'just help this one time for free'? You would not have the thriving brilliant Sandi that you love! * wink * The bigger issue is however that it would not be practical or feasible for everyone. When you answer one- to – many you are helping more people, impacting more lives, and helping more clients get results! It' a win win!

Success follows those who will give it their all, not those who are after the cheapest easiest road possible.

Tagging, Comments and Introductions - I find it disturbing some of the things that people do on social media to introduce themselves. Things like, "HEYYYYYYYYY, MY name is MIKE and I have a SUCH AND SUCH product and I believe YOU NEED this SUCH AND SUCH product and someone with your influence could impact a lot of people with SUCH AND
SUCH PRODUCT. Can you please share this with your BIG client base? and hey, what is it you do by the way?"

**BLAH!**

Is there someone out there teaching this kind of stuff?

This would never be acceptable at a cocktail party, a coffee house or any other public establishment. *What on earth makes people think this is acceptable on social media?* Or maybe you've had someone introduce themselves on your Facebook Page or Timeline and they @Tag themselves and they @Tag their product or their @Page and before you know it their entire introduction is full of @Tags that make the entire focus of the introduction NOT getting to know you but rather YOU knowing THEM!

@Tagging your name and your @Facebook page or timeline is used for acknowledgment and not abuse. Here's a good rule of thumb- remember that this is someone else's public page. If they are a business owner they are conducting business through this page. So that means you are literally walking into a 'conversation' and you are yelling to everyone on the page.. LOOK AT ME and please SEE SEE SEE what I do!" *(Please don't feel bad if you're doing this without knowing it wasn't a good practice. If someone told you to do this, please, ignore them.)*

But what do YOU do as a business owner if someone does this on your Facebook pages or Twitter feeds?
Sometimes the best thing to do is use the "Hide Post" feature.

It is pretty annoying when every time someone comments on your wall they tag their page and leave their URL, so there are definitely times to hide the post. I don't recommend you list it as spam on Facebook unless of course it is. Trust me, there will always be people who come to your wall with only one intention- to pilfer or pillage your clients. So it's not rude to hide posts or when valid, report it as spam. There may also be people who just don't know any better, so if you hide their post it can just keep the conversation going and prevent undue attention from being directed to the person who didn't know any better.

In every social media culture there will always be 2-3 people who seem to dominate every conversation.

These are most likely the same 2-3 people who would do the same at a cocktail party, coffee shop or exclusive event. They would be 'found out' as the person who is going from conversation to conversation and always having the last word to say (Or maybe the first, middle AND last). Yeah, you know what I'm talking about. To keep the conversation and the goodwill going on your page without interruption, again, don't feel bad about 'hiding post' to keep things professional. It is your wall, after all.

The Best Client Care And Customer Service- One of the biggest reasons we have such a high customer satisfaction rate at our business is because we put a BIG focus on making sure our clients are served with excellence. Being available through social media makes this not only
possible but very profitable. When you make this your focus you'll get praises and rewards over and over again from satisfied clients who are so grateful to be able to connect with you daily.

**Don't let the people who try to tear you down ruin your day.**

I recently had someone write me a DM and tell me that they enjoyed my WordPress training but *I really needed to get a new website*. I laughed after I thought of the 200,000 people on our list, 70,000 on our social media channels and they had 901. *Please, I'm not being cocky... I'm using this as a point of teaching.* Some people have way too much time on their hands.

As a millionaire builds their business and grows it beyond 4 times what it was 12 months ago, they spend time sending direct messages that make no sense. Hit delete. Serve the clients who DESERVE you. They are watching you and they are working to do everything you are teaching them.

Learning to serve those who deserve you and who are serious about working with you is a big key to excellent customer service. When people get 'odd' or just plain rude on social media, every hour you spend trying to explain things, defend yourself or trying to please people who merely need someone to argue with, you throw away energy, focus and the ability to serve those who are ready to work with you.

Answer people with the best customer service possible. Be connected to your clients on social media. Give them your very best. Hire help so you
can go the extra mile and offer the best support. Then, always remember that human nature makes it possible that in every bunch you'll find a lemon. It's just the way it goes.

Your clients will be so grateful to be able to speak to you everyday if you plan out the things that you are going to help with on your pages. Ask yourself every morning, "What is one thing I can do to inspire and encourage someone else?" and then make that your focus and your goal.

Social media is a great place to meet new friends, grow a big business and to learn how to work with many different people all at the same time! It has become my most FAVORITE place to be, in our company! Thank you for connecting with me daily and for being so faithful to your goals and your dreams. You inspire me and encourage me to be more, so that we can serve you more fully.

I'd love to see you on our Facebook Page! Come stop by so we can "See" you there in person!

http://www.facebook.com/sandikrakowskibiz

*****
I was raised with this statement. Phonics, learning to write at a young age.... more the 'norm' than the exception some 40 years ago when I was in grade school.

As we enter our 23rd year of schooling our own children, my priorities are still the same. Teaching them to read, communicate and speak well is a major focus. Without these three skills it doesn't matter how brilliant you are in other areas of life, you'll struggle. Sadly, far too many people do.

Today, as an international coach, teacher and mentor to thousands of clients, people turn to me to help them become better writers and speakers. They also want to build effective and profitable businesses online.

All of these paths can benefit from one very critical thing- writing.

Even if you're an aspiring speaker, I can make you a more POWERFUL communicator by teaching you how to journal, write and turn those written
words into your speeches. No matter how timid and terrified growing communicators may be, it's truly amazing how they get very clear and powerful as they learn to 'write' what they'll speak.

Want a secret strategy that has paid me and my clients millions of dollars through the years?

Read to become a better writer. Read to become a better speaker!

I'm sure some of you have a pit in your stomach just thinking about it right now, "But I hate to read." If that's the case, no pun intended, you need to keep reading. Let me help you break free and learn to love to read, no matter how much you have struggled in the past.

One way to increase your desire for reading is to read things you enjoy. Doesn't really matter what it is initially, just read. Enjoy reading. Read anything you like! Just do it. I've taught all of my struggling readers at home and even some in our businesses to do this and it works every time.

Start to associate pleasure and gain with reading, rather than pain. (Read my article on this topic and why it's essential to any business success.)

Then, start reading books that are directly related to your niche. This alone has made some extremely ambitious readers out of our clients! Students who previously didn't like reading, and associated pain to reading
changed their belief when they began to read anything and everything about their own niche.

**You must saturate your mind with the world your clients live in!**

Go to the local book store at least one time per month and pick up magazines, periodicals, books and more that are devoted to the niche you are seeking to serve! **Read Their Mind and you'll close more sales!** Reading about your own niche will not only help you connect with your clients it will also cause you to want to read more!

**NOTE to self- don't get into a niche you don't like! That's what you do with a job, not a business.**

Now I want you to make a commitment to reading every single day, every single week. Grab your smartphone or whatever else you measure your objectives on and make a plan to read at least one book per month.

**Quit comparing yourself with others!**

Just because I read 2-3 books per week doesn't mean you have to start there! As a matter of fact if you are comparing yourself with anyone, stop that now! It's a 100% guaranteed path to failure. **So stop it!** Set a realistic goal and then accomplish it.
One big key to getting done in your business what you need to get done is to be SMART with your objectives.

Quit setting goals and targets that are way out of your reach. The way to successfully expand your reach is to hit the target on the head over and over again. This takes away a lot of undue stress and begins to make succeeding a habit. Then increase your effort a little bit every day, every week.

Start out by reading 5 pages per day. Then move ahead to 6 pages. In a week or two, increase that to 10.

If you start to feel strained, then hold it. Hold 10 pages per day for a few weeks. When I teach my children this, I actually can get them to do more and more... not by forcing them but by changing, in small increments, what they do on a daily, weekly basis. HOLDING the line however is something that very few people teach or even think about.

The reason someone who is making $500 per week keeps falling back is they never figured out how to HOLD $500 per week. The reason a biz making $10,000 per month falls back repeatedly is exactly the same. Some of our highest paid clients have not lost sales or profits during very critical changes in their person lives because we mapped out a goal that was to be HELD.

New baby? New house? Health challenges?
HOLD the line, it will protect you from falling back.

When things settle back down, increase again.

Things never settle down?

Then let me break this to you truthfully and gently- you need a coach. Life is always an up and down journey. It never gets easier. But learning to have realistic specific and measurable goals that you can climb with is a big key to success. If you're constantly overwhelmed and constantly can't keep up, there's a ROOT cause that has to be addressed. FIX it.

Learning to be a better writer and communicator happens naturally when you read more. You'll be amazed at how your brain cells operate at a much higher level! If you begin to read really good marketing books, you'll begin to see billboards, ads, PPC content and more that is horrible without even trying. Your brain seeks to stay in congruency with what you are feeding it.

So…. what are you feeding it!? 

TV?

Talk show radio where people argue all day? Newspapers with gloom and doom? You get my drift. Your brain will seek to stay in congruency with what you feed it. CHANGE your brain diet now!
I'm on a two week staycation at home and having a blast! Here are a few books on my Kindle that I'll consume while I'm away from all coaching and appointments.


"Digital Leader: 5 Simple Keys to Success and Influence"  By- Erik Qualman

"Ignore Everybody: and 39 Other Keys to Creativity" By- Hugh MacLeod

You might notice if you've been following us for awhile that some of these are repeats. That's because I constantly read good books over and over again. ANOTHER big writing and speaking tip!

Yes, if you read you know! And .... if you read, you'll write and communicate more effectively as well. What are you currently reading? Let me know!

*****
How To Take Two Weeks Off Every 3 Months & Make More Money, Play More And Build A Bigger Business

The responses have been varied. Everything from, "Well sure, a millionaire can do that" to things like,"I wish I could do that. Can you teach me how? Oh sure, that's impossible!"

When people hear that this year I've planned 2 weeks off every 3 months, they are shocked. One very analytical client wrote, "Ok, how does this work? You'll be off all appointments and coaching 3 full months this year?!" I replied with a chuckle, "Yeah, isn't it great?"

Today I want to share with you how to take more time off, make more money, play more, enjoy your life and build a big business all at the same time. It won't require you have a big team of staff like we do, you don't
have to wait until you have a payroll of more than 200 hours per week either. You can do it simply and you can do it now.

**First things first.**

How do you feel when I say I am taking this much time off? Do you feel like that is good for others but it would never happen to you? Does your blood pressure rise? Do you feel anger or even jealousy? Oh come on now, be honest. I had ALL of those feelings in my past of building businesses. When someone told me 14 years ago that it would be a good plan to have at least 4 months of all expenses tucked away for an emergency the first thing that flew out of my mouth was, "Well I'd like to have just one week, thank you very much!" *Can you relate?*

It would frustrate me when people said to take time off, rest more, relax and take good care of myself. I was STRIVING to build a big business and chasing my dream! For goodness sake I'll sleep when I am dead! *And sadly, dead I almost was.* Crashed. Sicker than a dog some 8 years ago. Ready to kick it all in. Forget it. Give up, this is a pipe dream and to be very blatantly honestly, *these words flew out of my mouth,*

"*There is no way in hell I will EVER build a business, ever again.*"

But God. WOW.
Taking time off and really enjoying it takes much more than just a big bankroll. It takes a big belief. You have to first change your beliefs about time off and time on. Sadly, the corporate mindset has programmed so many people to ONLY enjoy time off and to resent time on that most people live for weekends. What a pathetic way to live. Sad. But let's examine this statement for what it is.

Time off and time on is a corporate mentality that infers that we disconnect our personal lives from our business lives. This is the path of most people in a job. Even if they own their own business, many budding entrepreneurs are merely living their life like the business is their boss and they are the worst paid, most undervalued employee! It's time that we begin to turn ourselves FULLY onto what God designed. You will never find in His plan of success a disengagement of our talents, gifts or abilities and you will NEVER find a plan of leading us away from family, fun and the things we enjoy.

Hard work becomes an amazing pleasure when you are living the way you were designed to live.

People tell me every day they 'Wish they could take time off' or they 'Sure do hope they can quit their job one day to live a life of freedom.' This reveals a bigger problem than just a lack of real business understanding. It shows someone who doesn't know who they are, what they want or what they should be doing in the world.
When you come to a point where your greatest strength is showing up daily in business, your work will be a real pleasure and you won't have to recover after a hard day's effort and accomplishment! You'll enjoy your time off and enjoy your days in the office and the disconnect will no longer occur. You will stop feeling guilty when you get brilliant marketing plans in the middle of a Sunday church service and you won't feel like it is a horrific sin to have big dreams at night about building a huge multi-million dollar enterprise!

Learning to live free begins with learning to know what YOU want your life to look like. My life this year has 3 months off. It has 3 months where I can devour a ton of books, walk along beaches, sleep in, parasail in Maui, go snorkeling with turtles, buy dresses in Paris and even get more than one Louis Vuitton handbag, paid with cash without any regret! It includes giving hundreds of thousands of dollars to the poor, investing my time, talent and abilities into hundreds of thousands of our clients lives and being FULLY ON when I step into my office, whenever I map that out to be.

So, how do YOU get to take two weeks off and stay afloat and on task? Here are a few tips to get you started-

#1- Your beliefs about taking this time for yourself has to be a big priority.

You can't keep putting yourself last. YOU my friend, are the biggest asset in your business. Take good care of you. Eat right, get enough sleep,
take good supplements, keep a clean heart and steward YOU like it's the biggest gift you've ever been given, because, truly it is.

Give yourself time to breathe. Give yourself time to live and stop, right now, letting others dictate what is best for you. I realize it can be a big change, I've been there.... at first you might feel like a drug addict looking for a vein when your entire life has been designed to please and pattern yourself after the expectations everyone else had of you, HOWEVER, I'm also here to say YOU CAN DO IT. If I did, you can, too.

#2- Start small and give yourself time off now.

One of the most pathetic things I see people do is 'shoot for something they can't do and give up what they can do'. Don't be that way. Start now, today, and schedule a 3-day weekend every 2 months. Tell your pulse to slow down and get over it. IT'S TIME.

Schedule a 3-day weekend where you take Friday away from everything. Then spin it up a bit and take Monday off, with a Sat, Sun and Mon off!

Get it on the schedule and pay strict attention to this, like you would a doctors appointment you can't miss! If you don't do this, you might end up with some doctors appointments and eventually you'll have to do it anyways, so do it now.
Last year I took off 6 weeks during the year and it was one of the biggest breakthroughs I've ever had in my life and business, personally. Our first trip to Maui completely RUINED ME in all the right ways. That didn't happen however until I 'increased my faith' and took some 3-day weekends prior to a long 10 day vacation.

Do it now.

#3- Be accountable to a coach. Listen, I'm not pitching myself to you. If you have someone you can work with and they are helping you get big results in your business AND your life, great! But if you don't, you had better start taking this more seriously. You can't keep making yourself accountable to a bunch of peers who aren't doing what you want to do!

Put self-imposed constraints around yourself. This is how Olympic athletes, executives, aspiring writers, singers and anyone who has a goal that is beyond the norm gets the job done.

You can't keep living your life like everyone else if you want to live a totally different life!

Schedule the time and make it something that can't be changed. Your family will feel loved. Your spouse will be so excited! But more than even all of these amazing results you'll gain, you will tell YOURSELF that you are valuable by getting someone to hold you accountable and then accomplish your goal.
Get a coach and be accountable with your actions. Stop trying to do things alone. And just a side tip.... stop working with coaches who work 24/7, are always available by phone, email, and any other connection you'd happen to have! Start working with people who have the kind of life you want! It makes a world of difference.

**#4- Get a grip on how you're living your life now.**

Time management is not the key, life design is the goal. There are hundreds of thousands of people I've personally met through our client base, our social media connections, live events and beyond who confess that they 'have the latest planner' and still feel completely out of control.

Remember, you have to associate enormous pleasure with getting your life back in control. Enormous pain should be what you attach to being all over the place and constantly feeling bad about how you feel. **It all starts with a decision.**

Quit hanging out on free Facebook groups where everyone is talking about supporting everyone else and *no one is going anywhere.*

Get a kitchen timer and "Hit the floor RUNNING" everyday, setting the timer to one full hour of full on hard work!"

Schedule breaks, be honest with yourself, write out that To Do list and do whatever it takes to get it DONE!
If you want to take two weeks off every 3 weeks it's not going to happen because God drops a new life on top of the one you're now struggling in like some wild "Wizard Of Oz" fantasy. It will happen because you planned it, you did what it takes to make it happen. You worked hard and put away some extra money so that you can take the time off and you did whatever it takes to live the life you are dreaming of.

We are so grateful to have a large community growing here at A Real Change International.

I'm so honored to be able to encourage you, work with you and make a big change in the world, all of us working together to make it a reality. It's time, my friends, it's time. **2012 is the YEAR where the dreams you've been praying about are going to be MANIFEST before your very eyes.**

Now go do what it takes to make it happen. I've given you clear step by step strategies that can get anyone off to the best start!

**Ready.. set... GO! 😊**

*****
HOW does that happen? Changing your entire life...

WOW! The comments came in like crazy when I revealed this on my Facebook Page yesterday.

And then people started asking me "HOW did you do that?!"

Well let me tell you, not by taking a diet pill and praying for a miracle!

To be very blunt with you, I've worked my ass off, literally, for a long time. During the last 5 months however, I've gone to Olympic level sharpening. Many of you know that I was able to put my Colitis and Chrohns disease back into remission and that I'm now on track creating a stronger Sandi. But what you might not realize is this- there are specific
steps I've taken through the last 15 years to really MAKE OVER me. And I'd like to share them with you today.

Because a lot of my diet and the things that I did to put my body into a state of health are already documented for you on our website, I'll refrain from a lot of detail on what I did there. (See clickable links above and also [this one](#).) There IS something more important than diet, exercise, rest and getting the right care from people who are experts in their field. That is what I'd like to talk about today.

"WHAT do you want your life to look like?" this question haunted me initially when my friend [PJ McClure](#) would ask me. My answer initially was totally bratty and honestly, rude. "WTF do you think I want my life to look like?! NOT like it is now!" (Humble blushing.....)

And then I'd add... "ALIVE".

Just like I shared on our 2-hour training on Tuesday night.. the kind of life I wanted was an ALIVE life. How about you? But that wasn't enough either.

It was critical for me some 8 years ago to really go deep into where I was and where I wanted to be. It IS critical even today and everyday ahead of me to be very strategic about the steps I take and the things that are allowed to dictate to me where I'm going and what I'm doing.

Freedom, by the way, doesn't mean that you don't have any rules. Actually, far from it. Abolitionists of old didn't break rules and violate
authority and live as loners in a cave to gain the freedom they had. The William Wallace's and William Wilberforce's didn't seek to destroy rules, rather, they began to redefine what was thought of as normal.

As a business coach, mentor, leader and friend to hundreds of thousands of our clients, something keeps coming up that it is my belief you will want to know. It wasn't my intent to discover this, mind you, but it keeps showing up so often that it is quite impossible to ignore any longer.

**Our society is being programmed to live in fear and to stop thinking.**

As I work with people I'm always seeing that "Genius" is not so uncommon and actually, it's uncommon to not be smart. There are some very gifted, talented and quite frankly BRILLIANT people in the world who sadly, believe they are just ordinary.

One of the biggest things that I changed some 8 years ago was my belief about myself and who I was. This is easier said than done. It didn't happen by reading a book or by simply stating affirmations over myself. It took a long journey of soul searching and a commitment to work with someone who would help me to become what I was designed to be, personally. Dr LaVonne Atnip is not only my Spiritual Momma but she's been God's wonderful gift to me, mothering me, mentoring me and helping me to see what God thinks of me. I highly recommend her! You can find [her website here](#) and her husband of 50+ years, Jack, writes for our Emerald Newsletter.
I will NEVER forget when she began to work with me and said these words, "This is a journey you are entering Sandi and I want a commitment from you that you will go the long path of whatever it takes to wholeness." Through tears, before God and her, I made that commitment. Please look at the photos above and tell me it wasn't worth it.

What you can't see in these photos are the many tears, the 23+ journals I've written, the paper I've burned that had lies written on them that needed to be destroyed so that the past would be erased from my mind.

You can't see the loneliness at times that is required to be set apart and stand alone…. and the path that I took and continue to take, that causes me to have to lean on only One, the Lord Jesus Christ, to be who He made me to be.

You can't see in these photos the many tears, arguing, the all out FIGHTING with my future and the past that I've been through when the door was shut in my office and there was NO ONE but God Himself to cheer me on.

You are not able to see all the many hundreds of opportunities I've had to quit, to give up and to give in…. that no one would have ever blamed me for and would have most likely encouraged me that there 'was no other choice.'
You can't see how so many people quit, changed, refused to change, gave in, lost their faith around me.

You only see the result. And you hear it, feel it, experience it... everyday in our business.

**Here are a few tips to help you make a BIG change in your life!**

**#1- Decide today that you are going to change.**

No more accepting that you've battled with, struggled and already tried before. A decision is when you "Cut Away" something. You can't cut away your arm and then still have an arm 30 days later. What I typically see in the marketplace is people who emotionally ascend to making a decision but they never ever cut away from the thing they said they are going to change. Decide and then make it happen. It truly is that simple.

**#2- Begin to change your beliefs.**

What you associate pain and pleasure to has to drastically change. If you would have asked me what pleasure was 15 years ago I honestly am not even sure I knew. Because my life was one constant pain after the other.

Working to be perfect, be the best, be everything I believed everyone expected of me. When I decided that I would no longer live by the expectations of others and I would do whatever it took to get healthy
beliefs, everything began to change. It continues to change every single day.

#3- Hang out with those who are doing what you say you want to do.

This doesn't mean you have to leave your spouse or separate from every single person in your life right now but I'll be brutally honest with you, boundaries are not a bad thing. Read the book "Boundaries- When To Say Yes And When To Say No To Take Control Of Your Life." It might SHOCK you. I hope it does. You'll be amazed at some of the things that quite possibly you have always believed would never change and you didn't have permission to say no or yes to!

I have begun to say YES 15 years ago to things that never would have entered my mind some 25 years ago. I also say NO to far more things on a daily basis than I ever did as well.

Get this book. Read it and re-read it every single year.

Sure, you see the body, you see I went from a size 14 to a 4 and you want to know HOW on earth? Most of the time people just want me to tell them what I'm eating. I have, in great detail in the above articles referenced and a past Emerald Membership Newsletter. (Contact clientcare@arealchange.com if you want that)
The thing people rarely ask is this- WHAT did it take for you to change so many things simultaneously to get to where you are today?

It took a STRONG desire to be raised from the dead! All kidding aside, every cell, thought, motive and expression of who I am DECIDED... I will no longer be where I am and who I am ever again. Those who know me and are close to me will tell you that characteristic has never changed in me.

What I want today for you is this- please, make a decision.

Decide to either stay where you are or decide that today you will draw a line in the sand. Write a BIG note that TODAY, a funeral is happening. Your past is now being put to death and you are ready to rise up and be all that GOD Himself designed that you would be.

If you get to that place, hang out with me for one year. I guarantee you, YOU WILL NOT recognize your life a year from now.

*****
Create A Movement, Not A Message!

Marketing 101 is this – when everything doesn't hinge on just one thing, you'll go farther.

Every business owner is looking for the same things. More traffic, more repeat customers and increased profits. But what if you could do all three of these things and it didn't have to hinge on how deep your marketing pockets were? Well, you can.

Create a movement more than a message!

Social media has created a culture that the world not only uses, but it lives in. People ask their friends what they think about everything! From recipes to coupons to travel to what brand of potato chips to buy for the
upcoming picnic, we're now connected in a totally different way than we were just five years ago. And for marketers, this is a GREAT thing.

By truly caring about your clients, delivering the best you can deliver and gaining the trust of not only your customers but also their friends we can extend our reach in a way that magazine advertisers, tv stations and radio broadcasters would have never predicted.

Here are three strategies for creating a movement with your company.

1- Read Their Mind.

Get my best selling book (it's free!) where I'll teach you how to legally spy on your customers and learn more about them then they might even know themselves.

One of the best things you can do for your business is to know who you're speaking to and how to speak to them. I'll teach you how to speak their language. Every niche has a language, by the way, and if you're going to create a movement you'll need to know how to speak yours.

It's no different than when a guy falls in love with a girl, he studies her and wants to show his care and love. If you are serious about serving your customers it's important that you take the time to really care, which requires you know them very very well.
2- Find out what your customers want.

I'm always surprised when people tell me they want to start a business but they have no clue what their customers want. Hmmm... Are we gonna guess? I sure hope not!

Reading their mind and then asking them is critical. This is going to require that we quit chasing cash and start serving people better than anyone else. And if you do serve people and care about them.....and do this with a full heart you will sell more of your stuff. Or your services. Whatever the case may be.

Surveys are a great tool. Bill Glazer did a great training in February for our Emerald membership newsletter on how to sell anything with surveys. (Write to client care if you'd like this)

Find out what they want. What is the problem they need fixing, and please, don't put words in their mouth. They will tell you if you'll listen. Come to think of it.... This is good marriage and parenting advice as well! 😊

3- Inspire people to not only use your product, but to also BE MORE in their lives.

Zappos does this with delivering happiness and shoes. Take a personal interest in the people you speak to. Take time to answer questions on Facebook and Twitter and it will go a long way to creating the movement you desire.
Have a pure heart. I mean it. Be more interested in helping others and you'll be amazed at how amazing your company will get.

The A Real Change culture is way bigger than Sandi Krakowski. It's held together by the men and women, moms and dads who not only are serious about their dreams and passions, they're serious about creating change in their own sphere of influence.

Go out of your way to help others.

Yes, there will be a few bad apples. We've had them too... But they're nothing compared to the really amazing friends we've come to know all over the world. Don't let a bad apple here or there ruin the whole bunch. You know what we do, don't you, when baking a good apple pie or applesauce? If an apple is rotten we pitch it. We don't cry and try to turn it into a pie worthy apple. Do the same in your business and you'll go farther, faster.

Inspire to BE MORE!

Train people with what works. Help people to be successful. Warn them of things that can hold their lives back. If you are in fitness, talk about the pitfalls that can thwart success with weight loss. Finances? Do the same. Sell a course on parenting? Warn your reader what can hold them back and then, create a plan that they can follow to succeed through the challenges.
Create a movement, rather than a message!

You'll create a bigger business that will quite frankly, change your life as well. 😊

Hey, can you do me a favor? Hop on over to my Facebook page and tell me what you think. Does this feel like a more honest way to run a business? Give me your thoughts. I'll be eagerly awaiting your input!  http://www.facebook.com/SandiKrakowskiBiz

*****
Writing words that sell makes building an online business a blast! Why? Because it's easier to help people get the results they are seeking.

For example, what if your product can help someone get out of debt? You have the ability to help people pay off their credit cards, get past their current struggle and rebuild their life. Sounds amazing, doesn't it? Here's the harsh reality behind this amazing product—*if you can't write words that sell, no one is helped and you can't stay in business.*

The best person for this topic—debt reductions, paying off debt, getting past the bondage of debt and rebuilding your life is none other than Dave Ramsey. He is my *go-to source* when it comes to learning how to manage
wealth and living a life of freedom financially. I trust 100% everything he publishes and have benefited personally from it.

Harsh reality again- if Dave Ramsey didn't have someone on staff who could write sales copy that converts, he would not have the world-wide influence that he does. No one would have bought his books nor would they know who he is. Copy that does this is why he is where he is at. Coupled with marketing to the right clients, we can see the obvious success.

Copy that converts and generates massive traffic is a MUST for your business. **Are you taking it seriously?**

Every month there are multiple companies that go out of business... or worse yet, never even take off. Obviously there are many factors that can cause this but one simple reason is- they can't write or speak words that sell. Ironically, it's not a hard process to learn, but it is a skill that must be learned, it can't just be picked up by reading a few articles.

**The Steps To Learning How To Write Good Copy**

**Step One- Get my book.** It's free and you can begin to implement what it teaches now. [http://www.arealchange.com](http://www.arealchange.com) With 15 years of experience in business, this will teach you how to become more familiar with your market, your clients and what they are already saying in your respective niche. Then..... your job is critical. **Learn to think, process and even LIVE in the world your client lives in.**
Bottom line- what you think, what you like, what you believe about your product means absolutely nothing! What does matter is what your client thinks, likes and believes. THIS is your first step. Get to know your client better than they even know themselves.

**Step Two- Your WordPress site is the best platform for everything to grow at the fastest pace online.** Everything works better with Google Ranking, Social Media connections and beyond with a WordPress site.

My first choice for any beginning business owner is Thesis. Here's why-SEO is unstoppable and can't get better with any other theme. As well, you won't need a web master to run everything for you! Sure, there are other great themes but they ALL seem to lead you on a path to always needing someone else to do everything for you. YOU don't have time for that. Maybe later you'll hire someone to do some custom things, but for now, a good header, a good layout and you're all set.

**Once WordPress is set up it's time to SATURATE your mind with good copy.**

I hate to break it to you but it's CRITICAL that you get really good at copywriting. And it's NOT going to happen with just a few books or by reading other people's work. It's important for you to understand basic principles of copy and it's imperative that you learn to bring this into all of your work. Blogging, emails, social media, sales pages and more all depend on good copywriting skills.
The absolute best copywriting course I've done for beginners is the Copywriting 101 Program. *This is your next step.* Being able to write words that sell doesn't just happen, it's a skill that has to be learned. The only way to learn it is to have someone who is very good at it, teach us. This is how I learned. Do whatever it takes to increase your skill, so you can grow your business. Without copywriting skills everything else will fall apart and won't do what you need it to.

**Step Three- Decide and determine in your mind that you will get masterfully good at writing copy that converts.** Make a decision to do whatever it takes to get there. Guard your mind. Protect it from negative influences. Remove from your circle of influence those who might hold you back.

The decision to really put yourself into a state of being able to succeed is something that so many people forget. They study, they try, they push…and yet they never get themselves into a state of being prepared to succeed and doing whatever it takes to do so.

When I was a single mom, raising my son who is now 24 years old, we were living on $5000 per year. Deep inside of me was a desire to be more and to go farther than I could even imagine. However, the actions to do so were never taken until I was married, some years later, and first exposed to the internet.
It was at that time that I began to take specific steps to learn how to build an online business. I studied businesses, spent **hours and hours and hours** learning how to build websites, write copy and all the aspects of an online business that were needed. It was not easy, but here I am talking to hundreds of thousands of you! **It WAS WORTH IT! 😊**

If I had given up, you would not be reading this today. Thank you GOD that I didn't give up. There were so many times through the last 15 years that the stage was set…. even prepared it would seem, for me to fail. But I didn't quit. I didn't give up. There was a burning passion and fire inside of me that was BIGGER than me. Today, in 2012, I see it. It's connected to Y-O-U. ALL of you. **YOU were the reason I kept going.** And YOU were worth it all! Still are!

The question I have for you today is this- are you doing the things that it takes to get you to your dreams? Or are you still hoping that somehow you can get there without doing something different?

Learning to FIND the urgent pressing problem that you are going to solve is critical.

Finding the unique solution that you offer and then understanding how to write words that lead people to that solution is imperative for you to succeed.
Building the best way to reach your ideal clients and then creating an offer that is irresistible is what will create a steady stream of cash flowing into your business daily.

However, if you do all of these things and never take any steps to becoming the kind of person who can manage success, it will flow right through your hands and onto someone else. Building a business is not easy, otherwise everyone would be doing it! **But it's also not complicated!** It's something that can be done by anyone who will make a commitment to do so. I'm proof of that and so are our clients and their stories!

Today, make a decision to do whatever it takes to learn the skill of copywriting that converts and then do the actionable steps to get there, for an entire year. At the end of the year you will be masterful, because of your daily steps forward.

Daily action steps forward are going to get even easier for you, starting April 1st, when we launch our weekly TV show, A Real Change TV! Watch for it! I'm doing everything I can to help you create the life of your dreams.

Now it's time for you to get fully committed.

Today, make a choice to no longer live the same! **YOU were designed to BE MORE!**
The Value Of Purposeful Rest In Building A Big Business

I have a personal question to ask you. When is the last time you took a purposeful rest? You might be racking your brain right now with questions like, "Purposeful rest? What does that mean? Is there such a thing as non-purposeful rest?"

Let me help you out. Purposeful rest is taking rest on purpose. It's the kind of rest you schedule into your calendar, your staff knows about and it's just as critically important as a speaking engagement.

There's a problem I see while coaching hundreds of thousands of people through our newsletter and the clients I work with one on one..... people rarely take rests. If they do take a rest, it's approached with the value of a take out meal- you know, take it or leave it.
For many business owners rest is just plain not permitted. The belief seems to be that a business owner never rests, doesn't get holidays off and sick days just don't exist. So when one begins to discuss a topic like "Scheduled Purposeful Rest" these sentiments are ignored as ridiculous.

My response? Tell that to someone who was given a year to live. Share that with the overworked and overstressed business owner who just had a heart attack. Life has a way to teach the best lessons. Let me break it to you simply- you can either take purposeful rest times or life will force you to rest.

My family and I are traveling home today after a very exciting event with over 210 business owners in Dallas, TX this past weekend. We've given our all during the entire weekend and are so grateful for the opportunity to serve everyone. Today..... with full purpose and attention, I'm getting rest on purpose!

I'll see you on Thursday with more strategies on how to make more money, attract the right clients and build a life you love! God bless you, your family and your business.

*****
It's Wednesday! The middle of the week and a great time to "tune up your ToDo list!"

Starting today, I'll be showing up every Wednesday to give you a little time and life management tip! So, let's get to it!

Even in a day when electronics are amazing, smartphones are connected to us like an umbilical chord and the world of apps has grabbed our attention, as a copywriter and one who writes for a living there is one tip I'd like to share with you that has never gone out of style, or effective use.
It's simple- a pad of paper and a pen.

I always have one on my desk, actually, it replaces a mouse pad! Right underneath my working hand is my "To Do" list pad of paper. Bought in bulk from my local office supply I never lack something to jot tasks that need completing on. I also rewrite my schedule every morning. After my assistant sends me my appointments, I like to hand write out what I'll be doing. It sends a message to my brain of where we are going- a focus activity of sorts. Under that are personal action steps that I must take- get more coconut oil, pick up more laundry soap, have Holly clean the kitchen cabinets, etc.

An action list by your side will do wonders for your FOCUS! Why not give it a try?

An assignment I give many of my newest coaching clients is jotting down for 48 hours everything they do, in 15 minute increments. When someone tells me they just don't have the 'time' to do some tasks or they are overwhelmed with things, this brings clarity faster than anything I know.

Give it a try- for 48 hours write down every 15 minutes what you do. I bet you'll find things on there to CROSS OUT as they are not profitable or a wise use of your time.

A pad of paper and a pen! That's your Wednesday ToDo List Minute!

*****
Why Your Passion Could Make You Rich!

What do you dream about when you're supposed to be 'working'? This could be your biggest profit stream!

We're all born with a unique DNA and a unique design.... isn't it ironic how often we try to become like everyone around us rather than simply shining in the brilliance we possess?

15 years ago I was passionate about baking. Ok, fine, I'll confess, obsessed with it! This passion grew into a $4.5 million dollar business! Nutrition, fitness and health have been a unique passion of mine since I was 17 years old. Hundreds and possibly, thousands of publications, CD's, MP3's, DVDs, events and more.... led me to run a big $3 million dollar
vitamin store and even publish information products on specific health challenges back in the early 2000's. Isn't it amazing how your passion can ignite, if you take the time to let it?

Here's your actionable step today-

**Let's do a questionnaire together to help you FIND your flame.. and then fan it!**

- What do you find yourself thinking about when you're supposed to be working?

- What do people always come to you for advice on?

- If you had a choice to buy hundreds of books and CDs, what would they be about?

- If you could do anything you want and never worry about money, what would you be doing?

The answers to the above questions are your access-line to creating freedom for yourself. However…. and it's a BIG however here..... let's check your current life and work habits.

**Oh dear, she's going there.**
Yes, I am. I'm known as one who 'goes there'! *(Don't worry people usually thank me)*

**Let's look at your current work habits as well as your personal habits.**

- How do you handle change, do you freak out or do you roll with the flow?
- Are you a team player or do you prefer to work on your own, alone all the time, and can't stand talking to people all day?
- Can you take constructive criticism or are you offended when someone points out any errors?
- Can you handle it if someone asks you to repeat yourself or do you figure everyone should just hear you the first time?
- Do you like to serve or are you always at the front of the line, leading?

The answers to these questions show you where you need to get to work! 😊

**Now here's your BIG action** step- get so good at what your passionate about that you're an expert. Study the topics you are passionate about. Study, activate, test, listen, take notes, learn, activate, do what others won't, go where others say you can't, *be what others refuse to be*..... it's really that simple. ANY topic could turn into a hugely profitable blogging business!

If you get passionate about something and become a ridiculous expert so that you ooze of it through every pore of your DNA... everyone will follow
you. They'll want to know more about you, this topic and to be honest, **EVERYTHING will be relevant**. Everything about you, your business, your life and your expertise.

My friends, this is possible! Our clients have proven it to be so.

**Will YOU be next?!**

*****
It's Wednesday! The middle of the week and a great time to "tune up your ToDo list!"

Now fess up... how are your thoughts doing?

Studies show that the first thoughts we have in any given day influence the rest of the entire day! To become strong business people and those who are able to **BE MORE** than those who are just struggling through life, it's important that we, **right now**, take a conscious effort towards thinking differently, starting with thought number one of each day.

*Do you find yourself negotiating with the alarm clock?*
One more minute... just seven more times? This can create thoughts of struggle and even feeling like you're never going to make it. When you feel that thought coming on.... 'just delay'.... JUMP! MOVE! Get out of bed now! Pretend like a flaming fire is coming out from under the mattress and it's about to DESTROY your entire day!! MOVE IT!

Then... head to the kitchen. I want you to pour yourself an 8 oz glass of good H20. Drink it down. Enjoy the taste of pure water, your body will love you for it... and so will your brain. Our brain needs water, it needs hydration to operate in tip top shape.

Now, make a choice, that today, now, I will give it my best. Don't pursue perfectionism, it's way overrated. Pursue your personal best. Give it your all. Keep a log of all you're doing. Remember to check your ToDo list as well as your ItsDone list!

Today, change those first thoughts and you'll change your entire week!

Come on over to my Facebook page and let me know what you thought of todays, "ToDo List Minute"! I'll be there waiting to hear from you!

Have an AMAZING Wednesday!! 😊

*****
Call Security! We've had a break in! Protecting your business, website and more online

Right now, pay attention. I have some CRITICAL news you don't want to miss.

How secure is your business?

Are you treating it like the BIG asset it is?

Listen, if you haven't made any money yet in your business that doesn't mean a thing.. many of you, if I were to be given access to what you have....the offer, website and more, there's no doubt I could play in 'your playground' for just 60-90 days and we could flip it into a 6-figure deal, no problem. Just because you haven't made any money with your idea or business does NOT mean that it's not valuable. **So quit leaving your side door open!**
Take out a pen and paper right now and jot down everyone you've given access to your accounts. Be sure you double check this. Now we're going to go through a few online checks to make sure someone isn't spyin on you without you knowing it.

Facebook- Do you have your privacy settings set so that if someone logs into your account they have to enter an access code? You should. Go into Account Settings. Check under Linked accounts. Be sure that the ONLY people linked to your account are those who need that access. Remove all others.

*Check your access logs.*

Then, click on security. Login notifications should be enabled. Login approvals should be REQUIRED. Make sure you check the recognized devices. Do you know who these are? If not, remove and delete!

Be sure that even if someone is amazing to work with and does amazing work, you are very careful WHO starts editing your WordPress site and your social media accounts. Just because someone is endorsed by a magazine doesn't mean they were put through the integrity scale. I recently had a client share with me how someone on the Forbes List had created a MESS with their WordPress site, graphics and more! Costing them $ 3800 in damages. My first advice to this 7-figure very successful business owner? *CHANGE YOUR LOCKS.*

*You need to do this too.*
Be sure that your Hootsuite accounts aren't being accessed by someone. Check your team members under each setting for who is accessing your social media channels.

Go into Twitter and pay attention to what Apps are connected to your Twitter account.

Check your Gmail, Google Analytics and Google Plus. Please, change the locks and do it frequently. Even if it seems like a big ole pain in your backside to have to notify all of your staff every single month because things have been changed, do it anyways. It will be worth it.

**Change your passwords every month.** Change your email, Facebook accounts, Twitter, Blog and anything else valuable to you. *Don't forget Google Apps, Google Docs, Calendars and more.*

Now listen, I'm not telling you to be paranoid, I'm encouraging you to back things up and be sure your assets are locked up!

You wouldn't leave your front door open and invite the local prisoners to come have dinner, neither should you keep using the same passwords for six years and think it's not going to be a problem. Your business is an asset, it is worth a lot of money, even if you aren't currently generating any with it yet. Your passion is going to be profitable, set yourself up to receive that!
Security is your goal, and being wise with what you have. He who is faithful with little will be made RULER over much! Now be faithful and guard your assets!

I believe in you!

*****
Weekly Wrap Up, April 20, 2012

Happy Friday to you!

Another week has gone by! How are you doing?

During the last week we talked about Opt In Offers and how to stop creating indigestion. Then PJ McClure gave some amazing advice on how to stop bouncing and finish what you start! We touched on how important our thoughts out, beginning with the first thought of the day. Then we touched
on making sure the back doors are locked in your office! Let's close the week out with the topic of producing more in our business.

Do you want to create more money, gain better clients and have more pieces of your life just 'fit into place' almost magically? Here's a tip- Be very cautious how you are with others.

It's surprising to me how many people are faithful when they want money but then they fade off quickly. They'll work a job consistently and even 'play a role' for a paycheck, but then their devotion fades and they act like it's no big deal when they start coming in late, taking longer lunches and missing important commitments.

Our readers are working hard to build a business. Here's a BIG tip-you will REAP what you sow. You will receive back whatever you plant, 100 fold.

Have you struggled with trying to increase your pay? Wondered why you just can't make things happen? Check how you've been treating others. It could be that you cut off the fruit of your labor with your careless commitments or behavior.

We're not victims, we don't subscribe to the status quo of 'it's not fair.' The truth is, how we treat others comes back to us. How we get careless with others, creates careless around us. When we are faithful, we also receive a reward.
"To whom much is given, much is required." Luke 12:48

Don't think for one minute that a big business comes on a silver platter and it's all a piece of cake. That is far from the truth and is marketed to people who want a quick fix and are lazy. *That is not your focus.*

If we want to build a blog, serve others, create financial independence for ourselves and live the life of our dreams, we're gonna have to dig our feet in and really pay careful attention to how we treat others. Take notes on how we follow through and when we merely 'play a role' to get what we want.

**Today, let your focus be on improving your game.**

When little is given to you, be grateful, be faithful and don't take people or your business for granted. When you learn a new skill, get better at it, be faithful, *stay on track* and if you make mistakes (which we all do) be humble and make it a valuable lesson towards more growth.

Wrap up this week with a commitment to being the BEST that you can be, regardless of what those around you do. That my friends, is how business that is very different than anything else in the marketplace is born!

You mean the world to us! Have a great day and an amazing weekend!

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The number one question that comes into my email nearly every day is "How do you stay on track?" And that is followed up by, "How do you stay so vibrant all the time?"

I'm honored that people would think I'm 'always' on track or that I 'always' look vibrant! Thank God for good makeup! And .... good tools to help me with forgetfulness, amnesia and procrastination.

When I was bodybuilding in my 20's I learned a 'trick' that would forever change my life. It's a daily habit I still use and I want to share it with you.

Remind Thyself All Day Long!
Truth be told, I pay people to keep me on track. I pay an Executive Assistant to remind me of what has already been scheduled, and remind me again if need be. I check in with her daily and on some days… several times a day to be sure I'm in the flow, on track, not getting side tracked and going in the direction I need to.

Then…. I have my 'technical' buddies who also keep me moving along. They remind me nearly every hour what I should and shouldn't be doing. My iPhone calendar has a feature that allows me to send 'alerts' and I've used these for years!

When I was bodybuilding I also did this to keep track of my workouts, body parts we were doing, where my focus should be.

As a homeschooling mom for more than 20 years and a wife, business woman and someone who is very easily distracted, I began to send alerts to myself to not forget things like, "Drink your water" or "Get apples at the grocery store at 3pm" and so on, every single day.

Having a gift of focus can also mean you have the gift of getting unfocused very fast… so quit beating yourself up and trying to be like everyone else! You be you… and set reminders! It works!

Reminding myself of the things that are important, including reminders to send a text to check up on one of my kids at a particular time, to mail a
package, ask my client care reps something, post a tweet at a specific time live, not scheduled... all done with reminders.

Tools like my iPhone, iPad, Google Calendar, Boomerang (which will email me at a particular time to tell me to do something) and more are my "secret weapons" of choice!

Quit pursuing perfection.... just remember to remind thyself often what you need to do! You'll hit the mark with ease.

Have an AMAZING Wednesday!

*****
Happy Wednesday! Welcome to the thousands of new readers we've had join us this week. We are so grateful to be able to serve you!

Today's tip with To Do lists is to learn how you, personally, do with To Dos. Some of you do really well with a pad of paper and a pen. Others thrive with a digital program you carry with you everywhere you go! Still others can't stand either of these methods and thrive on Post It notes.

So how do you use Post Its for a To Do? Ooh...... Let me tell you!

Listen in!

It's all about knowing what works for you. We've recently required all of our private coaching clients take the Kolbe A Index test http://www.kolbe.com so they can discover what is their natural bent. This is not a personality or an intellect test.....rather it's what you WILL
predictably do, left to your own devices as well as when you're on top of your game. We've had client after client confess they feel SET FREE from all the stigmas, programs and plans of others by discovering this information.

Some of you will thrive with Post Its because you can do one-at-a-time and will feel super accomplished and on task as you whiz through each one and throw them away (or toss them in the air!) as you finish each item on each note!

Make your "To Do" list serve you and **be your slave**...not the other way around! Design it for your natural bent!

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Building A Business Is A LOT Of Work And A Lot Of Reward, All Wrapped Up In One!

Every now and then the comments sting... and to be honest, they down right hurt.

Building businesses for 15 years now has shown me that it goes with the territory and it is to be expected. That doesn't remove the fact that it's painful to see people struggle as they do.

We're very blessed to have so many amazing clients and when someone is cantankerous and gnarly, they usually stick out like a sore thumb. Both on our blog and in our social media connections. Those of you
who have ever stuck up for me and told said gnarly people my story, you're awesome...

Let's look behind the situation however for a few quick moments so we can have a "Momma Sandi" moment to see how things work and why our thoughts can go south really quickly if we're not careful.

A classic can be something like, "Well you're a freaking millionaire of course you can hire staff and pay for ads! But what about the rest of us who are struggling day to day in a wore out job?! Give me a break!"

The more painful rendition occurred on my Facebook page the other day as we were talking about diamonds and grades of color and clarity. The commenter went on to say, "You're so damn arrogant and self-centered! Who the hell cares about your diamonds! Get a life!"

WOW.

I remember what it was like to feel that way. Seriously, I do.

My pain was so deep and so dark that my monitors were spot on for anyone who was doing what I wished I could but had 1000 excuses for why I couldn't. Pain from a horrific rape, kicked out of churches, abuse since I was a little girl and the list goes on. Hurting people do hurt people..... and for more than half of my entire life I was not only broken, I was shattered.
When I stepped out to build my first business, to be very blatantly honest, I didn't have anyone helping me, coaching me, mentoring me or even giving me advice. Oh my goodness the heartache I could have spared myself if I had just worked with a coach like I do now. Hundreds of thousands of dollars in sales, in under my first year.... and then onto millions and for the first time, millions in profits! It came in real fast.... and because of poverty, self hate and doubt, it went out fast too. Stupid purchases, giving it ALL away to the poor and saving nothing for our own 'crops' and growth.

The many years I beat myself up for all the stupid and horrific mistakes I'd made... and then when I came back into business and began to understand my first taste of "You are a threat to others" with success.

As we paid down more than six figures in medical debt.... paid down stupid purchases, began to work on ourselves more than anything else... and sadly, while we were creating a future, apparently others were sending their spiritual darts our way. OUCH.

*Mentors who I trusted who sought to gain control over me and use me as their 'paraded trophy' so they could look better.* It didn't matter who they were, there was always someone who made it very clear to me, "This is MY territory, get out now!"

Funny, I'd been hearing sit down, shut up and be quiet since I was a little girl..... when I began to hear it in business I had to remind just a few
people that I wasn't going to PAY them for that kind of coaching. No thank you.

Then the loneliness of trying to making it alone…. swearing I'd never join another "cultic club" masquerading as a business again in my life..... and the path that God took me on, to get to where we are today.

When someone says, "You've had it all handed to you on a silver platter" I want to laugh... but seriously, I want to cry because I know that person is in a personal WAR FOR THEIR ART.

Steven Pressfield is the only person I know who has elaborated on this war better than anyone else.


(TIP: Get the Mp3's and listen to them as many times as you can!!)

God would later position around me a team of leaders that would speak life into me and had created so much success for themselves that they were not only not threatened by me, it was their delight to see me overcome my own personal stuff so I could rise to where God was taking us!

The pleasure of paying cash for a trip to Maui, writing checks for hundreds of thousands of dollars to care for women in the slave trade, buying those who are hungry food and clothing and even making a big
investment into a big diamond are all an outworking of that. It's a part of the life I wanted and the life God created. NONE of it being disconnected from the other.

My friends, building a business is a lot of work! But I want you to lean in real closely now..... **because I want this to go deep into your heart.**

*It's also a lot of reward, and worth every single step it takes! It truly is.*

Your business might be what you create to provide financial freedom for yourself. And that's great.

Or you might get bit with the "Create Jobs!" bug like we have and you'll thank God through tears as you pay six figures or more in salaries in one year.

Whatever the case may be,... the truth is, **it's about a whole lot more than you!**

It is my honor to help you get there, to help you grow while you're there, to help you overcome the pain, the pitfalls and the stumbling blocks as well.

YOU got this, my friend, and it's **TIME** for you to shine!

*****
HOW do you do it? Is there a secret key?!

What an honor it is to impact people every single day through business!

As I began to blog and we built this company back in 2009, my main "Mode Of Operating" was to be honest, authentic and real. There's no other way to be, if you are really going to build a business and a life. That included sharing things about family, finances, fitness, health, diet, business, marketing, copywriting, mindset, faith and more! In today's culture of business online, and write this down...

All Things Are Relevant
Because I've homeschooled for 23 years (One year left!) and have also built businesses alongside of this kind of lifestyle, so many people want some help on how to keep things moving forward. It's an honor to be looked to for some encouragement, help and support. It's really lacking in so many places today where people used to be able to turn for such training or support, such as within the family, the church or even in a local neighborhood.

**Social Media Has Become The "New Neighborhood"**

Gone are the days when people would share things over a fence or in a backyard, now people connect on Facebook and Twitter! I'm honestly very grateful for this because if we all had to depend on people being 'different' and connecting with their neighbors, many of you would be very lonely.

When a young parent or a beginning business owner asks me the BIG question of "How do you do it all?!" I always have to throw them a lifeline and bring them back to the boat of reality. My question back is always something like,"*Who said I do it all in the first place?*"

Behind a very big business are many people who support, uphold and help me do what we do every day. We have client care teams, a tech team, there's a video team, billing department, ad campaign management and a graphics specialist. We have someone whose entire job is to help me stay on track and assist me in my daily, weekly and monthly activities. Then there's the printers, publishers, server guys who make sure all 7 racks of server space are being managed and MORE! Local people who help clean
the house, manage the laundry and run errands I might need... so I can do what I love to do at home- COOK and enjoy my family!

**It wasn't always that way....** my first 'support expense' was an assistant and she was hired just 5 hours per week. I remember the sheer terror of wondering if I could support her paycheck! It didn't take long before I realized that the things I didn't have to do gave me more time to do the things that made the most money in my company.... and the stress relieved from trying to do it all paid me more than I could ever have imagined.

Then a personal assistant who helped with laundry and cleaning a few times per week. She was making great money as she went to a local college, I was left with a nicely cleaned home and laundry done, no stress when I walk out of my home office, so I could cook, enjoy my family or just relax with a book if I wanted!

Each step took time, *it didn't all happen over night....*and I remember when I used to secretly envy women with a life that was much more elaborate than mine, much more 'put together' that it seemed like they were invincible. Every single time invincibility was not the case, getting help was.

Moral of the story- GET SOME HELP! 😊

**Here are a few inexpensive support tools you can use today to help you, as the CEO of your business-**
1. **Make sure you're eating as healthy as possible.** Listen, you want to make more money and it takes the EXACT same discipline to eat healthy as it does to focus on business. Eating right creates more energy, less sick days and better sleep and sex.

Support your business by supporting you!

2. **Get the sleep you need.** It might seem admirable and exciting when someone works all night, does nothing but business 24/7 and then they tell everyone that their "Overnight Success Of No Sleep And No Life" paid off... but the fact of the matter is, no one is an overnight success. And your life will NOT wait for you as you build your dream.

**Behind every so called overnight success is a lot planning and experience.**

Do yourself a favor and start treating your business like you would any other high paying career.

Imagine if Facebook called you today and wanted to fly you into their corporate headquarters. They offered you all expenses paid moving and travel for you and your entire family. You would be paid $175 per hour. The key was, you had to be consistent and you had to be hard working, everyday. Would the way you showed up for that job be exactly how you are showing up for your online business that has the potential to pay you that over and over again plus some?
Start taking your business serious and give your body the rest it needs to operate at the top of your game!

3. **Hang out with the right people.** If you have Negative Nellies dragging you down, do anything and everything you can to get around more Positive People on a daily basis! Social Media MIGHT just be the answer to that! Funny, isn't it? That we "Like, Follow and Comment" only people we like and enjoy the most on Facebook and Twitter? That's a clue!

Get new friends. Be 100% with you. Put healthy boundaries up and be confident in what you are doing to make changes in your life!

**Is there a secret key?**

Or maybe a 12 step plan that I can give you so that everything in your life changes?

**There is one big linchpin.**

ONE bigger than the rest.

Stop thinking about it, studying it, dreaming about it, Facebooking about it and talking about it on Twitter. Here's what your next step is..... **MAKE A DECISION and then follow through.** You know what that means. NOW.. .it's time! The HOW will follow you when you MAKE the choice to change!

*****
Sandi's To Do List Minute-
Scheduled Breaks

We're all busy. Don't tell me how busy you are. If you get too busy you're going to be forced to take a break anyways.... forced breaks are no fun. Learn to schedule them.

In your weekly schedule, your daily schedule and especially inside of your monthly schedule are you making sure there are pauses, moments set apart for reading and relaxation? Along with the wide buttocks syndrome that so many internet marketers get from sitting on their backside for too long, many of us end up with nasty back issues, exhaustion, wore out eyes and brains that are turning to mush!

It's not attractive, it's not worth it! Schedule yourself some breaks!
Every day make sure you have at least 2-3 1/2 hour breaks. Work a hard day- give yourself breaks and quit acting like you're someone special who is so busy that you can't possibly take breaks. Yes you can and you should!

Schedule at least one day per week that you have a 1/2 day off! Schedule it in right now.

If you think your business is so big that you can't possibly walk away for a 1/2 of a day, than for crying out loud get deliverance and walk away for an entire day!

YOU my friends are worth more than your business. You were not designed to go go go go go 24/7.

Inside some direct sales companies I've heard corporate heads telling people that the way to momentum is to never quit! BUNK! That's the way to a nervous breakdown! I've worked with multiple leaders in direct sales, coaching, public speaking, book publishing and the like.... ALL of them and I said ALL increased their income by taking regular breaks.

Schedule time off every month and more time off... every 3 months! Throw in a 3 day weekend. Get some time away... relax! You can do this!

Big breakthrough for me this year was to schedule in 14-18 days off every 3 months! Oh my gosh at first I thought my entire business would
falter! I still check in on social media, talk a lot about my vacations and post our trips and travels regularly! People look to me for encouragement to take time off and be free!

June 1st we leave for Maui for 18 days! WOOHOO! If I can do it, so can YOU!

Be different!

Inspire people, be more! Create a real change. Schedule breaks!

*****
The love of one woman can make all the difference in your career

I hope you're having an amazing Saturday and doing something you love!

The Krakowski’s are tackling things that have gotten a wee bit behind and enjoying the 'catch up!' Everyone needs to schedule in a catch up day... it will keep your sanity and keep you on task!

Tonight we're going to see a movie as a family and then tomorrow we'll celebrate Mother's Day.
It never dawned on me some 8 years ago that God would bring into my life one woman who would repair, rebuild and help to restore who I was designed to be in life. I also never expected He would bring her through business. But He did.

**Momma LaVonne Atnip** became a 'life line' to me many years ago. She became a voice of truth when so many others were so foggy. She spoke life and truth into my very being. The first few years I worked with her, it was nearly a weekly event. The wisdom that woman spoke into me completely changed who I was…. and RE-STORED me back to who God had designed I would be.

Because of **ONE WOMAN** I can speak to more than 280,000 people in our client base, daily and because of **ONE WOMAN** I was able to get past my own fears, the accusation of others and the horrific pain of my earlier years in life….. to being able to impact the world through business.

Today, many people now look to me and call me, "Momma Sandi". It's brought me to tears so many times when I see how God took a shattered woman, me, and put her back together so she could go "Mother" others through business. Teaching them, equipping them, encouraging them and raising them up to be the **full of life, wealthy, free people He designed them to be.**

If you are alone this Mother's Day, or **if your mother isn't in a place where she was able to mother you well**, maybe she had so much pain she never was able to become whole so that she could love you the way you
deserved......let me just say that it's an honor to have you in our lives and to be able to share this space on the internet with you.

    You are loved.

    You are important and your dreams matter.

    YOU were created for greatness.

    YOU were designed to be ALL, not just a part, but ALL that God has equipped you to be.

    You will not fail, you will not falter in the grand plan... and if you do everything you can to become who YOU were designed to be, the world will be an amazingly better place.

    Sending you much love today.

    *****
You don't have to always have the last word, have the last smile instead! 😊

Never ask others to do what you yourself are unwillingly to do!

Some people you just gotta refer to your competitors, honey! It's the only sensible thing to do!

Speak kindly to yourself & about yourself. YOU are your biggest asset in your biz!

Everyone you hire won't be a perfect fit. Some will be initially & then outgrow you, or you them. Move on!
You can't do it all on your own. You weren't designed to so stop trying to prove you can. Get some help!

Hire people who care about the value they bring to your company. Then, help them to succeed!

We all make mistakes. Be quick to forgive yourself just like you do others. You deserve grace too!

Pay yourself a 10% "mad money" account that you can go crazy with! It will keep you from going crazy! 😊

That thing driving you crazy in someone else is what you won’t clean up in your own life!

Ask God to partner with you in everything you do, especially biz, and He'll put SUPER on top of your natural!

You were uniquely designed with a passion & a purpose. Find it & you'll discover your dream life & biz!

Work with those you love and love those you work with. It's worth every step!

Get your eyes off your competitor and back on your customer unless you wanna go broke!
Do what they said could never be done!

It's about people, not products or brands. Serve them, listen to them, love them.

See the best in people always! No matter what, look for it. It's there!

You outsmart your competitors by serving people better than they do & caring about what people care about!

Without marketing you're not in biz. Always set aside your marketing budget each month!

*****
**Hit RESET!!**

We all have bad days.... As long as we're on planet Earth, some days just don't work out right. It's worse when it starts out challenging!

Or maybe.... You got up on time, took the first thought of your day and made it obey your goals.... All is going well and then BAM! Out of nowhere, the avalanche starts!

- Maybe it's a technical avalanche.
- Maybe someone in your space who is having a personal avalanche.
- Maybe you tripped and without realizing it, your thoughts and your focus went SOUTH!

So.... Let's look at this objectively.
What do you do when your car dies? You jump it!

What do you do when your computer crashes? You reboot it!

What can we do when our day is tanking fast?

**Hit RESET!**

Take three minutes. Lay flat on the floor if you're all tense, or put on your running shoes if you're dragging!

Do something out of the ordinary! Run around the house FAST! Take a few deep breaths & force yourself to ONLY breathe deeply for 3 minutes, no thinking allowed.

Take a three minute shower!

Shut everything down…. OR

Put everything into overdrive for three minutes.

Your crisis will be less daunting & you will get a fresh perspective. *The only difference between those who work through and those who go under is who hit refresh & who didn't.*

**You got this!**

*****
People ask me all the time, "HOW do you totally disconnect when you leave every 3 months?"

Some of you are new to our client base and your jaw just dropped as you thought to yourself, "You LEAVE every 3 months? WHAT?!" Yes, every 3 months I'm off 18 days. It's a glorious time of refreshment and revitalizing. It's something that helps me to stay on track, continue doing what we do here at A Real Change and to be very honest with you, it forces me to go
have some fun! HA! I'm a geek at heart and I love my computer. I love working online, I love to play with my website and everything about the whole internet scene. Running businesses for the last 15 years connected to the internet and my laptop, it's like second nature to me! So I have to 'schedule in fun' sometimes... making sure that I'm doing other things, like long vacations! We decided this year that every 3 months, we were going to 'Take OFF!' for 18 days. Then, the question comes up.... "HOW do you do that? Disconnect from it all?"

Well....

The idea that you have to totally disconnect to get some rest tells me that you are not totally connected when you build your business. My business never seems like a burden to me so there's really no craving for disconnect. The concept of 'disconnecting' comes from a need to 'unplug' and 'get away'. Sure, I'm super excited to be reading, sleep, tanning, swimming and feeling the ocean again, but I'm also REALLY eager to share with you some of the amazing things we encounter. I honestly don't feel like I need a 'break' from all of you and our business.

There will be a few changes, we'll be publishing our newsletter once per week and still doing our ARealChange.TV episodes, some of our daily writings will slow down and you'll see my focus shift from business, profits, marketing, copywriting to rest, the sun, cute clothes at the Tommy Bahama's store *heehee* and what we ate at Momma's Fish House. Disconnect? Let's take a peek at where this whole notion comes from to start out with.
In corporate America many people 'live for the weekend' or 'pray for happy hour' hoping to get a break, finally unwind, get away from the hustle and bustle of their job that they hate. It's easy to get programmed into this mentality of needing to take a vacation in order to enjoy the things we do daily.

However.... *If you enjoy what you do daily in a business* and your business does not become YOUR LIFE......you can take vacations, days off and time away without fear that you'll come undone if you don't. You can also rest assured that your client base won't disappear or disconnect from you.

When we go to Maui on June 1- June 16th, I will post on social media daily while we are there!! ..... share our fun with you, share what I'm doing, share my food! I'll check in with my 12 staff every day for about 30-45 minutes and make sure everyone's happy and doing well. It's not a burden because I didn't create my biz to be my slave!

**Build your DREAM LIFE & you'll stop waiting for weekends and vacations to really live.**

If you're still trapped in the *9-5 bondage mindset* and you built a business so that one day you would *NEVER have to work*, let me help you break that poverty off your life once and for all. Work is a blessing and being able to make a lot of money in your own business, give away hundreds of thousands of dollars every year, pay cash for trips 3-4 times
per year, employ people full time and create a CHANGED life for thousands of people is an HONOR... not a burden.

What does become a burden is the performance that so many live in day to day. Trying to 'measure up' or working in a career that really isn't aligned with who they are and what they're great at can be downright exhausting, even if only worked 10 hours per week!

**So, what can YOU do now to start designing your dream life?**

The first step is to change the way you think. Make a decision that you won't keep repeating the same habits again, year after year. This is required in any life change. Same holds true in business.

Set up systems and plans so that when you take a vacation, you can connect from wherever you are so that your business doesn't need to be rescued when you get back. Put plans into place when you are working regular hours and shift to find things that slip through the cracks and then constantly work to reinforce what you're doing. *No one is perfect, that is a delusion*, but you can build a great business with a team behind you that will give you the opportunity to live very differently, if you simply make a decision now to do so.

**DECISION is the time when it all starts. Making a decision to do things differently and then jump off that dock!**
It's gonna be scary at first, but we live in a time period when the internet is creating more wealth than any other platform in the world. How can you take a long vacation, run a business, make more money and never feel like you have to totally disconnect to finally get some rest? Build a business from the get-go that isn't a burden and is something you LOVE to wake up to!

It's pretty amazing the kind of community you can build online! Your CUSTOMERS will be cheering on your vacation along with you!

My friends, it's time to create A Real Change in our lives and then..... **go infect the world with this new mindset and way of life as well!**

We believe in your dreams and you mean the world to us! We pray for you every single day. Thank you for being our faithful clients and giving us the opportunity to serve you daily.

*****
How to Schedule Your Life To Mirror Your Heart's Desire & Dreams

Example #1

People have asked me for my schedule for as long as I can remember. "What times do you take a break? Do you ever have a day off? You have SUCH a big company how on EARTH do you do it all?" For some wild reason it seems people have this vision in their head that I rise at 4:00 am and go to bed at midnight and am work all day long, constantly in my office, never taking breaks and that is what they should be modeling.

OH MY GOSH no! Heavens no.... About 8 years ago? Sure. But that almost killed me and it's killing many of you, too. Killing your dreams, destroying your passion, making you feel horrible about your dreams and your desires. Let me come alongside and help you for a little while.
As you can see in example #1- my days have big gaps in them. This is 'scheduled into the week so I can do the things I love, when I want to. I LOVE coaching with clients and these are the highest priority in my company for me. So the schedules are made months in advance and they are held to like glue. Then we have spaces worked in for me to take a walk, do a TurboFire workout, lay on the couch, take off my shoes and breathe awhile. It's really not an impossible dream but it sure does take a lot of self-discipline.

When people call me with that JV offer and this opportunity to speak, the goals and plans have already been written out so it's not hard to answer. It's a yes or a no, depending on what we have planned.

My desires and my dreams are really not that removed from each other. I desire to be with my family and take vacations every 3 months, so we do. 14-18 days. I also desire to connect with my clients every single day and 'do life' with them. So that is put into my day as a HIGH priority as well.
Example #2

One big key problem I see in wannabe business owners is not the intense work load they're carrying but rather, the hours and hours of wasted time spent on Facebook chatting with broke friends about what will work one day. The dreams being done on QVC and the 'map and plan' for when they'll get that next pair of shoes, put ahead of writing amazing content, learning how to do keyword research and developing a deep relationship with their ideal clients.

Every single day hundreds of requests come into our company. Some are to meet with Sandi, talk to Sandi and email Sandi. While my heart is big, my focus is bigger and it's completely impossible for me to speak to everyone.

So does that mean I don't care? No, it's the reason why my presence on social media is such a critical key to our success. I can meet everyone there and am able to answer questions and help those who need the help.

As you can see in Example #2- there are weeks scheduled that I don't work more than 5 hours per week on coaching!! Woohoo! This gave me time to plan for our trip to Maui and pick up my son more than an hour away at the airport, without stress of not getting it done in time.
Example #3

Example #3 - shows that in order to get that flex and to be able to have those gaps throughout the month when I want them, there will be weeks when my load is heavier; It's never going more than 20 hours of coaching so that the other 10 hours can be spent on team leadership and writing, doing the things I love like making videos on the fly and talking to all of you!

Social Media doesn't take more than 5 minutes per hour, 10 hours per day. If you did that you'd spend about 5 hours per week. Schedule that in! Someone who tells me, "Oh my gosh you spend that much time on social media?" I nod yes, and we've made over $2 million dollars in the last 20 months and are loving it!
You can spend your day on the phone or you can schedule in 5 hours per week - it all depends on your schedule.

When people tell me they want to have more time freedom, sadly, I believe most are lazy and just want to stop working. The average family could get out of debt if they simply worked just 4 more hours on a Saturday and stayed focused on what they were doing!

We have a culture that has been programmed to hate work and to be restless. Neither will help you be successful in business.

Schedule in your up time, when you have to be on task and on top of your game! I pay people a great wage to be by my side and keep me on track, all day long. They make sure I don't get distracted, keep my To Do's in front of me and make it their task, the career they are fulfilling, to ensure I'm on top of my game. This my friends is what "TEAM" is all about. Not just one person working their brains out while everyone else is slacking off.

How do you create such a team? Through lots of mistakes, trials and errors and also working with someone who has gone before you, mastering what you need. My mentor Bill Glazer has been invaluable to my success in being able to hire the right people, let those go who need to go and how to create a company that will retain, maintain and grow each and every year.

Your schedule needs to mirror you- your energy level, your desires and your life. When someone says they want to help me with my schedule, I always make sure their personal life mirrors what I want. There's no way
someone who is all over the place or as scheduled as a tightly wound up kite is gonna put their hands on my life.

It's taken me 15 years of business and I would love to teach a full day, ALL DAY Saturday clinic, live, with about 500 of you, showing you how to map this out for yourself.

My friends, if you want A Real Change, my suggestion is this. Create one.

With love and so much belief in you!

*****
Apps To Grow Your Business With

Edit photos, create images with quotes and more!!

You can use these apps for a short blog post, to update your clients, send inspiration and more!

**Here are 3 ideas you can implement immediately:**

**#1 InstaGram** – Rather than just doing a post on Facebook or a tweet on Twitter you can now create a great photo with a little help from Labelbox. Super easy & you'll create new connections for your blog and social media followings.
#2- **Social Cam**- A small video or an impromptu update is something people LOVE! Have an idea? Want to share a tip? Film a 2-3 minute video and create even more connection with your audience! Use this video instead of a blog post. Post a nice photo with some enhancements from Labelbox, then put the link to your Social Cam video. Your followers will love it!

#3- **Sound Cloud**- This is one of my favorites! Super easy to use, super easy to share! You can create an amazingly high quality audio in seconds on an iPhone or Android. Have fun with this! People will love hearing from you!

Get creative and stay connected with your audience!
- Connection
- Communication
- Consistency

**It's what creates a big community and profits!**

*****
She's doing $90,000 per month with nothing but PPC ads!

The power of PPC ads and internet marketing through a blog works for nearly any industry! One of the best connectors you can use in your business is a blog and social media. Run PPC ads through social media and it's a powerful combo!

Meet **Julie Ann Muldoon**, a stay at home Mum from Ireland! She is one of my top VIP clients. We meet through GoToMeeting, Instant Teleseminar and other online tools to stay connected and to get her the info she needs to build a big business. Being a VIP client means that she gets access to me for re-writing ads, copywriting and more.

**Let's look into this site like a Scientific Marketing Experiment:**
#1- She doesn't use highly-polished models who are unrealistically thin

This is critical. When I marketed millions of dollars of products in the weight loss and health niche this was one of my BIGGEST secrets as well. Stop using photos that people can't relate with! Choose happy, fun and relatable photos for higher conversions.

#2- Support for the diet and program is done through a Facebook group

ANOTHER big key! When people purchase your product, what method of follow up and support are you using? Social Media is great for this. If paying customers would do better in a Facebook group that's even better! Separate by campaign, product or promotion.

#3- Drop ship with personal touch

Julie drops ships her products. She is a wholesale distributor. With each shipment she includes a CD and a booklet that she personally created to help people get better results. This sets her apart from every other provider. We did this with our kitchenware business, weight loss wholesale company and more. It works beautifully to build relationship and retention.

#4- Regular videos for motivation and success for customers
Julie recently had her BIGGEST month and it's partially due to a video campaign she did. This video campaign, with short updates each day for 30 days pushed her into the **7-figure zone with other $90,000 in sales in one month**! Use simple tools like YouTube, Camtasia or even Social Cam! It's not hard and it doesn't have to be perfect!

**You can view Julz site here:** [http://www.thenewyouplan.com/](http://www.thenewyouplan.com/)

Take some of these tips and put them into your business today! Will YOU be the next millionaire we create? We'd love to help you in your business!

*****
Creating a blog is one of the most popular, if not the best, ways to attract more clients, make more money and live the life of your dreams. I'll tell you why- a blog connects you quickly with people you would have never had a chance to meet. Meeting more of the right people means more relationships and eventually, if you do it right, more money for your business.

But what if you do it the 'wrong' way and end up writing article after article after article and NO ONE seems to even know you exist let alone want to connect with you?
Here are 7 mistakes people commonly make with their blog which make their site the best kept secret on the internet-

1. **Blogging sporadically** - By simply making a commitment to blog twice per week, preferably Monday and Thursday, thousands of my clients have seen their traffic increase, more opt ins to their list and ultimately, more sales. Sporadic blogging is an indicator you're not serious. Get consistent.

2. **No social media interaction or connection** - Always connect your Facebook Page, Twitter Feed and your blog together. Direct people back to your blog. Invite people to follow you and interact on Facebook. Encourage followers to find you and connect on Twitter. The deeper the connection through multiple channels, the greater the result.

3. **Neglected to create a list** - Without a list you have no business. Period. You can't just 'hope' that eventually your blog visitors will buy something. It's important to utilize email marketing along with regular blogging. Create an opt in that people not only want, but they can't live without. This is your first step to massive lead generation and big list building.

4. **Using only videos** - If you're only using videos and never typing anything into your blog you've got a big problem on your hands. As of today, Google does not spider video content. I think it would be awesome if they did! However.... and this is a big however, video is a huge tool for
engagement. We use it regularly! Be sure to add a brief description about your video that is SEO rich. Use conversational copy around your video. Words sell and the words on your blog will get you more visitors.

5. **Always trying to sell something** - Please don't make your blog a selling spree. You'll never gain loyal followers and people will not enjoy visiting you again and again if all you ever blog about is your super fantastic protein shake and vitamins! Many of my clients sell hundreds of thousands of dollars in wellness products every year through their blog- but they're not talking about these products on every single page! Build a community, create a movement and your message will be much more powerful.

6. **One product focused (one note drum)** - Just because you are passionate about your product this doesn't mean that you should talking about it 24/7 all day long. A one note drum is boring and typically ignored. Add life, personal interaction and relationship- then add your product to this.

7. **No focus** – If you have no focus on your blog, your clients will have no focus to follow. Get clear on your focus.

Big business tip for you today- if you want to not only attract the right clients but you want to have great relationships with them, the 7 things listed above are things to avoid like the plague! You can hope your competitors keep committing these common blog sins but you my
friend were created for more. Stay clear and you'll see momentum kick in fast on your blogging efforts!

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Family Is The Glue To Good Business

On June 20, Alan and I will celebrate our 20th anniversary. We've been together for 22 years and married 20 years. In another year we've been together longer than we've been apart in our entire lifespan. To say that you become like your spouse is an understatement. So is the fact that you marry your polar opposite most times, the one who completes you.

There's no such thing as a perfect marriage, unless you're watching a movie produced in Hollywood where real people don't live real lives. A great marriage however is the combination of two committed people who no matter what are going the long haul through life together. Ironic, isn't it? That how a great business is built as well.
To love your customers and build a long term business requires \textit{the same discipline and sacrifice} that a great marriage takes. Should we be surprised that people reinvent themselves, quit things quickly and start new things every few months when 'attempting' to build a big business? The culture we live in today has become 'if you don't like it get a new one' mindset.

\textbf{I challenge you to go the long haul in your business.}

There will be days that feel like a honeymoon and everything is bliss. There will also be days when you can't see straight and many people will support you to just 'do something else' or 'quit working so hard.'. However, the ability to focus, \textit{stay committed}, work through the challenges and do what others will not is where real warrior like living begins.

We need A Real Change in our world. It is a dream of mine to see many businesses flourishing, families growing and children being raised in an environment that creates success, happiness and knowing who God made them to be.

\textbf{Family, it's a glue to many things.}

How you live with your family will also determine how well you do in business.
Now before you get defensive and begin to tell me how your situation is unique, I totally understand that there are going to be many painful stories several of you could tell. We have more than 290,000 customers and I know there are many situations that are horrific. But here's my challenge for you as well. I don't come from a bloodline of successful business owners. My extended family has many problems and histories that could make even a psychiatrist even struggle. That didn't stop me however... and it shouldn't stop you.

BE the force of change and be the one who is more, goes farther and impacts more people because even with all the odds against you, you still succeeded!

I love you and believe in you! We're in this together😊

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Dream With God Long Enough & Your Reality Will Become A Dream

When the children of God believe God.... He can do far more in their lives than when they live in unbelief. The thing that He seeks more than anything is a people that believe Him, that He can show Himself strong on their behalf.

About 15 years ago I began to raise my hand and shout, "Over here!" Many people look at all that we've accomplished in business and in life and don't see or understand the story behind all of the changes..... today I want to shout from the rooftops, "Look at what the Lord God Almighty has done!"
The verse in Habakkuk 1:5 "Look at the nations and watch—and be utterly amazed. For I am going to do something in your days that you would not believe, even if you were told." is the beginning of a story I never knew would happen.

For many years I held this verse close to my heart after a man very blessed in the prophetic spoke this over my life. Just one year after God completely healed me from multiple life threatening diseases.... along the path of peeling our way out of massive debt and many destructive habits these words came. I must admit, there were so many days and even nights that I had a heart that wondered if it was really true... but the mustard seed faith in me would shine through and I would again dream with God.

God looks for those who will co-create with Him and become the people of God He designed for them to be.

He doesn't ask that we be perfect but He asks for perfect faith that will not doubt.
God desires that His people would not be impotent but they would be the powerful ones who rule and reign representing Him amidst a dark culture so that others might find freedom through His Son. Why He picked me I'll never know but there's one thing I knew I had going for me when everything else was shattering around and within... **that was a dreaming believing heart that wouldn't quit.**

When the voices would scream and the doubt would enter in and the flashbacks of horrific trauma as a kid would plague my mind I would dream with God about a day when pain was gone and wholeness would come to my life and to our family. When the debt was looming and there was not enough to pay all of the bills and we didn't know how we'd ever make it through another month, *I would dream with God about a day of no struggle.*

My friends, I am a living miracle and I am here to declare that the Lord God wishes **to do a big work in your life as well.** I did not earn nor did I qualify for the great work He has done in me. Unless you call a horrific rape, trauma as a kid, making mistake after mistake along with suicide and depression as a qualification..... if so, than I must run to the front of the line.

**NO,** the thing that I have going for me more than anything else and the thing I'd like to impart into you this day is the ability to dream with God. To take Him at His word. To co-create a life that has a ripple effect everywhere it goes, changing things that come within its path.
God is not dead and He is not hidden. He is very much alive and my friends, if you would just have faith and do what He has told you to do, you too would be a living miracle declaring His goodness and His mercies over your own life as well.

"Look at the nations and watch–and be utterly amazed. For I am going to do something in your days that you would not believe, even if you were told."

God wants to do a big work in you. Begin to dream and dream until your reality becomes more than you could have ever imagined. Begin to train your mind to dream, to expand and to go to places that you have yet
to experience. Allow your heart to be like a child again and receive the images, pictures and downloads that the Lord God is bringing to you. Stop questioning, stop reasoning, stop assessing and trying to assent with mere knowledge. **Faith will always take your farther.**

God is looking for a people in this generation who will partner with Him through business, use the internet as a platform, change nations and impact the world because they FULFILL their potential and allow Him to dream through their lives. God has dreams for you, far greater than you could ever perceive for yourself and it's time for you, it's time NOW, for you to dream with Him.

**I believe in YOU!**

You are created to be a Champion!!

You are given power from on high to co-create with the Creator of the Universe. Step out of that box. It's time for YOU to shine!

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