



## **MY MILLIONAIRE FRIENDS GROUP COACHING CALL #1 Wealth Planning**

Participants include Sheri McConnell (SM); and Audience Members (AM)

SM: Hello and welcome! This is Sheri McConnell with My Millionaire Friends dot com. And that's [www.my-millionaire-friends.com](http://www.my-millionaire-friends.com) and thank you all so much for being here today. And what we are listening to is Week One. This is the Week One Coaching Call. And today we're going to talk about wealth planning. We're going to do the best we can of actually planning. I want you to grab, if you haven't had a chance yet, I would love for you to log in to your membership log-in page, and that's [www.my-millionaire-friends.com](http://www.my-millionaire-friends.com). Click on "member log in." And then right there, push MMF-2007 and you should be right there on your log-in page. And I want you to download one of your Aha! Sheets so you can do the planning and follow along with us today.

And we are going to get really concrete about what you just heard. Loral spoke about Cash Machines earlier this morning. And I'm sure that you're all convinced that the way to wealth is owning your own business. I don't think you could have possibly have listened to that call and not be convinced of that – agreed?

AM: Agreed!

SM: Yeah! I love the way she put the two tax systems, you totally get that. And what I love for people, if you are married and maybe you're married to a spouse who is really, really struggling to maybe be an entrepreneur or even let you be one, and you may not have – that was my situation and is still today my situation but he's come a long, long way. He totally gets the way to wealth now is not his way, where he does that corporate company. But he's still not comfortable enough to leave it yet. And there's so many layered issues in all that. But what I can say is that it's amazing the way she put it, and it hits right home. And I think that's just such an eye-opener for so many people.

Okay, so was everybody able to get logged in to the member page? And then what I want you to do is if you just hit "control end" on your



IBM, I'm not sure how Mac people do it, you just jump to the bottom of the page. And you'll see the Aha! Sheet there. You can print one of those out.

And what we're going to do, is I'm going to actually have you take, we're going to focus on four areas today. And you're going to assess your current picture. Then we're going to map out your ideal life. And then we're going to plan. And the planning piece is really going to be around action steps and strategies. And we're going to take one of those four areas and I'm going to have you focus on it. I think we're going to focus on finances. And we're going to really quantify what we need to do this year with the current businesses we have. Maybe we don't have businesses yet. Maybe your quantifying will be do this, this and this by – quantify it – March. So we're going to work it in this hour and we'll get a lot of planning done. You're here and I want you not to be multitasking. I want you to take advantage of what you paid for here and do this planning with us.

Feel free to share as I ask because that's going to make everybody else on the call, you'll be able to really take advantage of the masterminding that way. People will have resources. If you were on the Q&A last Friday and I was kind of sick and not myself that day, but if you got to be on that call, what you saw there were people who were able to share resources with other people, things that I didn't even know that existed. So it's an amazing thing to have each other and to connect with each other and mastermind in that way.

Okay. So let's start with the first piece.

**Assessing Your Current Picture.** Where you're at. And so we're going to focus on four areas today. And what we're doing here is we are going to create and then we're going to apply our own passionate wealth plan. So with those four areas, the first piece would be passion. Cause what we're creating here is a passionate wealth plan. And so what I want you to do in the first piece with passion is I want you to, in one sentence, say what you're doing in your life right now that you're passionate about. If you're not doing something in your life that you're passionate about, then say that. If it's a number of things you're passionate about, then just use bullet points.

And with this planning process, you know, if you like to do mind maps and you want to draw circles, do that. If you like to use bullets and you plan quickly that way, do that. Whatever way, you don't even



have to write out a full sentence. I'm really good about getting content out in bullet form. I can just get that stuff out really quick, because I've trained my brain and I do it so often that I call it "creating a lifestyle for brilliance" and that's what you do when you do this day in and day out. You just jump right back into it and you can do it quite naturally.

I want to kind of go with the first person who lets me know they did that and then we'll kind of move on. For me, I would list running my businesses, that's my current picture – I'm very passionate about it. Spending time with my children. And my brain automatically jumps over to a few areas that I want to have some passion on but I don't. So I am going to list those here for me. I want to be healthier. I want to get back in the gym. I've completely fallen off, I think in November I fell off my workout wagon there. Holidays took hold of me and that was all she wrote. So I want to work in that area. But what we're doing here is our current picture.

And then we're going to map out our ideal life here in a minute. And then we're going to talk about action strategies. And this passion piece is really important to go there first because we're talking about lifestyle businesses here. It doesn't do us any good to set up a business that makes money if we're miserable doing it. Another area that I want to work on in the area of passion is travel. I want to do more travel.

Okay? So does anyone want to share those pieces?

AM: I'll jump in. This is Catherine. My passion is really to help people move into their empowerment emotionally.

SM: Okay?

AM: And get out of victim consciousness and get out of abuse issues. And I see that passion working on getting the written materials out so people can find my style of offering.

SM: Okay! So one, probably, a really good tool. And if you all notice benefit 8 on that page is My Millionaire Friends resource Rolodex but then I put additional tools there. One of the things that I believe would be helpful for you and everyone on the call, of course, is the one-page business plan and the one-page marketing plan. And the reason I say that right away is because, and we'll do some of it on the



call today because that's part of this wealth plan building, creating and applying, but – and the reason we start here is so that you can see that vision and that mission.

So if you open up that one page business plan, and this is from Maria Marsala and she's over at, no – actually, this isn't from Maria Marsala, I'm sorry. I remember interviewing her and I thought it was from her. But this is actually a Web site called [www.onepagebusinessplan.com](http://www.onepagebusinessplan.com) that I got this from a long time ago and you can see that at the bottom. And I just love anything that's one page that helps you get really focused. But right away, I want you to – and we'll move into that here later on in the call – we're going to think about those strategies. That will help you do those things. And I'm sure you probably already have some strategies in place that I would love for you to verbalize here in a few minutes. So I want to point out that resource because it's going to be useful for you. It is the one page business plan. And then also the one page, where it says "marketing plan" and then it says "short." That's another one-pager. And it's a great tool. It's something that I kind of like, I don't really say I meditate over it every morning but I read through it every day before I start my day and then we'll get into that in a minute. But I actually quantified exactly how to reach my monthly and annual goals, I have those objectives. I actually quantified exactly how many members need to join, how many home study courses I need to sell each month, for every company and everything in each company. And it really makes it seem so easy when I know that I only need to sell four Create Your Group Blueprint and Tool Kit as a part of my plan to reach the revenues I want to reach. And it's because they are one of those multiple eggs. That really quantifying it gives me that plan and when I get up in the morning, I can see at any point in the month if I'm on track and it just really gives you that fire to send out the marketing. That marketing piece.

So that's a little bit of what I do but there's a lot to this. So anybody else want to share the passion, or did you want to share another one?

AM: I have a passion for teaching and sharing knowledge and moving the information knowledge into wisdom for that person.

SM: Okay! Excellent. Anyone else besides Karen, I mean, Catherine? Okay, I think a lot of people have themselves on mute because of the noise. So if you want to take yourself off mute, you just



push star six and if I don't hear from you, I'm just going to move right through so we can get some other stuff done.

So the next section that we're going to focus on, in each of the Assessing Our Current Picture and then we're going to move to Mapping Out Our Ideal Life. In both of these sections, we're going to focus on those four areas. The second area is our finances. So, in a sentence or in bullet form or in a mind map, you know, right in the word or the amount. Put the current picture of your finances. What are you making? So write your income and your expenses or your debt. So those are three areas. Income, and if you can't put it up right now, go ahead and guess. And then what I'm going to hold you accountable to doing, the very next step I want you to do when you get off this call today is know off the top of your head, what your income is. What your expenses are and what your debt is. And that's a big piece to wealth planning. Because what a lot of people do is kind of stick their heads in the ground and they don't know those pieces. And what I can tell you is once you begin to focus on those pieces, it really does put some fire under you to take the action you need to take to get your wealth picture in a better place.

Okay, so we have that piece done? Catherine, you're just going to be my time person here?

AM: Okay!

SM: Let me know when you have that done.

AM: I have everything but the expenses.

SM: Okay. And this is a great time of year to do this. I'm just going to keep talking because our recording system – if there's too much silence, will actually stop recording. And it won't let me know that so I have, I can't let too much silence go on here. But just let me know when you're done with that piece.

AM: I'm done.

SM: So again, for the finances section, we're assessing our current picture.



AM: Okay, and my finances right now, which is a very big goal to improve; I have a very fluctuating income between \$1200 and \$3000 a month.

SM: Okay.

AM: So there's not a stability. My expenses, just minimal living expenses, not counting credit card debt is about \$1800, \$1600 to \$1800 a month depending upon, you know, when the licenses are due, etc. And my debt is \$14,000.

SM: Okay. Thank you. And thank you for sharing that. That's a piece a lot of people don't want to share. So everybody can begin to see and that's great that you know that off the top of your head. Because I work with a lot of people who really have to go and do that work and add it all up. Again, January's a great time of year to start keeping track of that, and on a spreadsheet, a simple Excel spreadsheet or some type of software program or Microsoft Word table, however you want to do it. If you don't have a computer, which all of you all should if you're here on this call, then writing by hand some way that you're keeping track of your wealth.

And what I can tell you is when you see that picture, it doesn't lie. I always tell people when they're running a business, QuickBooks never lies to you. When you run those reports, you know where you need to work. You know what isn't performing well. If you're not making a profit, if something is too expensive. For instance, for me it was those \$20 and \$30,000 conferences I was doing those first two or three years. I had no business doing those conferences with my business at that time, based on the revenues I was bringing in. Because it wasn't letting me put that money into places that needed to go to do growth, to grow the company like I wanted to grow it.

And only when I finally got rid of those did I get "Oh! That's how I pay myself." I stopped doing things I shouldn't have been doing in the first place. And so people get it backwards sometimes when they're running a business. And so it was one of those Aha! moments for me. But keeping track of that information, I was slow with the financial piece of it. The businesses were making money and I was taking the money and putting it right back into the companies without having a really great understanding of what I really needed to be doing with that money as far as investing it back into the company, not directly to the



consumers, the clients, but putting it into the company for long-term growth.

And so some examples of that is, again, doing the corporations, doing the entity structures, doing the marketing piece that builds that long term, where you're actually putting some dollars into ads and different things because you're building brand out there for a company for the long term. So those are some of those areas around finances that you have to start keeping track of. I keep, we keep track of the businesses in QuickBooks. It's right here talking about our current picture of finances. And then we keep track of our personal stuff in Excel. So however you're doing that, you just need to be doing it. Many people, once they start, their companies start experiencing growth. Hire out a bookkeeper to manage that for them. I always believe you should be looking at everything, pulling the reports which I mean clicking on the button in QuickBooks and looking at the different reports.

I actually have all my finance stuff in a, it's something you get at Office Depot where you slide in the first sheet, and it's really soft and then you open it up and it has sleeves built into it and it's somewhat of a folder but it's all plastic, made by Oxford. But it's my finance folder. And so I slide my goals for the year in the front sheet of it and then I have all of the annual reports for all the years past with graphs and different things. All of this is right in QuickBooks, right here slid into the sleeve so I can see the growth from year to year, month to month. I can see where all my expenses are going. So on and so forth.

And so, and that's kind of thing, with my goals right there at the front, I see every morning what I need to be doing. So that's one piece of that current picture of your finances. And then it helps you quite easily map out the ideal picture, where you're going. And we'll talk more about that in a minute.

Okay, so the next section we're going to focus on is self-development. This is the third one. The first one was passion, finances. Self-development is the third one. We can focus on a lot of areas. But I really pulled it down to four because I want you to feel more successful and not get overwhelmed with this piece of planning today. So the third one is self-development.

This is where I want you to kind of, with everything you've heard today – if you were on that other call with Loral and for those of you who may listen to these later in a product or whatever – when you



listen to Loral Langemeier's call and she talks about creating cash machines, she said a lot there. And what you probably felt was there were some areas of knowledge, you didn't even understand some of the lingo maybe that she was talking about the sequencing and some different areas. What you know is that there is some self-development. You must take some action that you must take, to develop your way of thinking. And you could tell by that call and much of the information that you're going to absorb in the next twelve weeks, that the biggest piece of what you're going to be working with, molding over the next twelve weeks and for the rest of your life, is your mindset. They are going to drastically change if you are going at the pace you need to be going, just often, every three months, every six months, no less than every six months. You want to totally have a new mindset flip.

You want to be thinking completely different than you did six months ago. And if you are, you know that you're growing at the pace you need to grow. And I'm going to stretch you and kind of push you to do that. And so with this piece of self-development, I want you just with a bullet, you know, a number of bullets here, list some areas that you need to develop in. Maybe you need to learn more about investing. Maybe you need to get out of your cash machine is 100 percent services. So maybe the information in the self-development area will be how to develop a product. How to create some passive income. If you're wanting to do information products. So list a number of areas that you're in need of self-development and this is your current picture.

So for me, I'm learning more about real estate. And we've had experiences in the past where we had rental properties and didn't like that. That wasn't fun. Both of our rental properties, that wasn't for us. But when I look back into it, you know, even though it wasn't fun it was extremely profitable for us, so go figure. But at that point in our life we had three kids under five. We were just too stressed to deal with that extra stress. So you know, we're playing around with that. But again, that's an area for self-development.

And what I know to be true and want everybody to kind of hear this: is that your stress level is usually an indicator of lack of knowledge. So learning what you need to learn helps you feel more comfortable and then surrounding yourself with people who are so okay with making mistakes and trying new things, that some of the pieces that help you step out of those fears. And we brought that up on the call earlier too. Someone brought up the fear piece. And that's one of those pieces is



just getting used to putting it out there. If it doesn't perform the way it did, then you ask why to everyone you can, once you have a list and most of you should be building a list online with your Web site. And if you're not, we can talk about that piece when we get to the Q&A section in a little while.

But the list is so valuable. And that piece too, as far as telling you why it wasn't working you know – and sometimes it's working but it could be working much better. And you know, if you run the numbers on things, you can do that ROI, even things that might be bringing money in, if you're running the numbers and you're quantifying what so many of the service or so many of this product actually equals, you can see that you're never going to meet those financial goals unless you do something different. That's a very helpful piece in quantifying your finances.

Okay! So the next and last section were going to focus on is the health area. So I want you to kind of think about your mind, your body and your soul. And this piece I'm kind of lumping together but it's really, really important as far as the mindset. Since the mindset drives everything. They drive how we leverage the time and the money and the expertise that we have. It's really, really important that we're taking care of ourselves and we're dealing with all these three pieces, the mind, the body and the soul. So I want you to kind, you know, bullet or mind map or however you want to write out a sentence, if you want to do that and assess your current picture. You really feel like you're supported like you need to be supported.

So for me, I really want to, I want to find some high-level masterminding individuals this year to kind of refuel. I'm putting so much out there. I need the next level for me to pull more back in. I need some support in that way. So it's just up to me and that's the piece we're going to talk about in mapping out our ideal lives. It's up to me to plug into it. You know, fly across the country or do what I need to do to plug into the programs that I need because I know where my ideal life is but there's definitely gaps. And there's gaps for all of us if we're always moving forward.

Okay, so is this making sense to everybody, we're assessing our current picture?

AM: Yes.



SM: Okay. Did anyone want to share on the health issue? Area of your current picture that you're not happy with or maybe you are happy with it? So, with these four sections, you don't have to – you may already be ideal in one of those areas, and that's okay. So did anyone find that all four of those areas, there's something that they do have to work on? Or did you find that one of these were already the ideal place that you wanted it to be?

And what I don't want you to do, in anything that we're doing, over the next twelve weeks, I don't want you to strive for perfection. I want you to strive for action and the process. And for those of you who are writers on the call, you totally get that. Because you know that the best part of writing an article or writing a book is those moments of brilliance that you get in the process. If you're a fiction writer, which I'm not but I've interviewed enough fiction writers that they have this thing where characters talk to them and that's in the process does that only happen. So, in the process of what we're doing here, don't think of any of this as failures or weaknesses. What I want you just to look at is where we're going to move. Okay. So let's move on to the mapping out our ideal life.

And so again, we're going to start with these four sections. Let me go through them again. And then we'll start with passion. And so here I want you to make a list or mind map or do a sentence of what, if it were your ideal life, what your day would look like as far as the passion. What your life would look like. It doesn't have to be a day that you describe, it can be a generalization of what your life would like. I believe, in my practices, I really get the discoveries the more I break it down.

So, for instance – for me – my passion would be working four or five hours a day, which I'm pretty much there. Some days get kind of insane but for the most part, most days are four or five hours. Only having to work when I want to because I enjoy it. Spending time with my kids and running around doing things for them. For them and with them. I think I'm simple to please, actually!

So my passions deal a lot around my family. And then my ideal life is that we would be traveling somewhere as a family at least once a quarter and add more adventure in our lives, that's an area I need to work on. Or I want to work on. So that would be part of an ideal life. In the area of passion. Anyone want to share some ideal life scenarios or visions that you have for the passion section?



Okay. Now, the next section is your finances. And with numbers, I love to quantify and I want you to get as concrete as you can. So in this piece with your finances, I want you to set a monthly number of what your ideal income would be and in six months, I want you to do that again. And I really want you to push that number to grow. I actually do this on a monthly basis but people that I'm working with, in the beginning I think it's easier because it's hard to accomplish those financial goals really quick for some people. So. I think six months is good in the beginning.

So figure out what that monthly would be annually, multiply it times twelve. And then let's quantify that even further. So under finances, and we're mapping out again our ideal life here – how would we make that income? This is completely the dream piece of it. And you don't have to have all the answers today but by asking the questions, even if the answers don't come to you on this call, I want you to constantly nag the universe, and us women we can be good at that, I've been told! That I'm really good at that. And I've had to explain to my husband, it's not nagging. It's taking care of you. It's pushing you to be the best you can be, honey. But anyway!

So, what I want you to do is list the product or the service and, that you would offer to make that income. And, so does anyone on the call already have a product or a service that you can, you know, share the price point of it?

AM: This is Catherine again.

SM: Ah-ha.

AM: I have several avenues. My consulting work is \$125 an hour.

SM: Okay.

AM: Recordable and sent to them. My product of the Flower Essences range depending upon which product of \$412 to \$125.

SM: Okay! And so what I want you to do and, you know, grab the calendar later, and you don't have to do that right on the call but what I want everyone to do is your homework today, after you get off this call, again – first, if you don't know your income and your



expenses and your debt, find that out first, then the hour to add it all up. It's a very, very important piece to your wealth planning. But then the mapping out your ideal life. We're going to skip to the end to the ideal life and the third piece of what we're going to do today, we're going to do the planning so we can fill in the middle – from our current picture to our ideal life. The planning piece in the middle is what's going to get us there.

So I hope that's making sense to everybody. So with the finances, and if you have multiple companies, like I do? The way that I do this piece and this again is what is slid into the front of my finance planning folder that sits on my desk everyday. And again it's a form of, I read over it every day. I wouldn't say meditate but I definitely read over it, file it into my brain, it's the start of my day, so I know what I've got to get done. And I don't get it – they're general. So what I do, is I have the monthly goal there. The annual goal. And then the next six or seven bullets for me are lists. The first column is the companies. So it will say NAWW. The second column will be how many members a month. And the third column is how ever many those members are for that goal. And the third column is the amount that that is.

So if you have multiple companies, I actually break down the products and services with each company and then I move to the next company to add it all up. So for some of you who are doing that, I do that with the whole picture of what I'm doing. If you have one company, then you only need a couple of columns and just instead of the company name, you list the products and the services.

So, you know, do the planning. And what we're shooting for is a quantified number of how many of that product or service we need. It's really simple! But you really have to play around with it. And know that you want to put high numbers. Put a goal that feels uncomfortable. I like to go for double what I'm doing now. And I try to double everything every year to stay on track for my 2010 goal.

And what I am doing is pushing myself. But sometimes I'm really surprised. I'm like wow – that's not too far off what I'm doing now. So that will be easy. And then I have to up the goal. And that's how I've grown over the years. It's just always kind of forcing myself and it's not hard to do because I kind of enjoy this process. It's kind of exciting and fun to have this potential to grow what you're doing. Because after you quantify everything that you're doing here in this ideal life in the finance section and you break it down to the actual



products and services that you have right now, what – in the current picture, what we have right now.

But in this piece, these are products and services we're not offering. These are your ideal life. So you can begin to see that you're going to have to do some creative thinking here. So a couple of mine right now are things that I'm launching later this year. I already know how much each month I need to sell once those are launched. And I'm mapping that out for, you know, the second, third and fourth quarters because one of these things launches at the end of the first quarter. So I am doing that planning. And that's my ideal life. That's going to get me to that number I want to hit at the end of the year. So is this making sense for everyone?

So in January of every year, a lot of planning goes into constantly growing my companies. And my companies are just so intertwined with my passion that to me, it's just fun to run what Loral calls the cash machines. For me, they keep me alive. I would not be happy as a person if I weren't doing these things I'm very passionate about. So they really go back and forth. So map out your ideal life in the finance area. And you learned from the first call today that it needs to be entrepreneurial. So spend some time mapping out what you do as far as products and services right now. And then, in your 20-minute session later this week, if you're needing help brainstorming products and services, if you need help – talk to me about target markets. I've already talked to a number of you when we were doing some of the jumpstart calls and everything and when we were previewing My Millionaire Friends a couple of months ago. And I told you right away that this business model has potential if you flip it and do something totally different with it. You really want to get away from those services. And you certainly can't spend all that time for free with every person, that's just shooting yourself in the foot.

So really understand how your current picture, if the current mindsets you have may get in the way of your ideal picture. And so a lot of that work, unless you all have some questions here today, and I can kind of coach you around that, we also can do that in your 20-minute one-on-one.

Okay! And thank you for sharing. Did anyone else want to share on the finances? What their ideal finances would look like? And it's okay if you don't want to share on that piece. Okay! So let's move on to the third section, the self-development. And what I want you to do is list



the number of areas that you want to develop. In your ideal life, what would you be doing? So again in these areas, I'm always learning. Constantly learning how to get to the next level where I want to go in areas of my business, whether it be improving my speaking, in-person speaking or learning more specifically about an area that I want to teach.

Last year, my theme I guess you could call it last year was learning how to manage a virtual team. I was really struggling with that when I would move from, I believe, it was 2006 into 2007. And thank goodness, Melanie Benson Strick had a program on that she was launching and it was just right what I needed, right at the time I needed it. And it really, really helped me get over that piece quite quickly and just get right past it and move my companies quite fast last year because I was able to manage my team better. And I totally got it. I restructured my team. And people that had been with me for a long time, we weren't good for each other any more and all kinds of different changes I had to make. And I had to be bold enough to do those changes to get to that ideal life. And so we do that in lots of areas, not just self-development. But for me, that was a goal I had last year and we, I worked on it. I worked on it hard.

She also had a bootcamp that she did and I did that over the summer and I would take all of our homework over to the pool, we have a pool right next door because all my kids were home in the summer, and that's how devoted I was to that piece of self-development, to get to my ideal life. And it's just something I'm so grateful for working on all summer and earlier in the year too.

Okay. Anybody else want to share a piece on self-development? What would your ideal life look like, what piece do you want to develop, knowledge do you need to be living in your ideal life? Does anyone want to share that? Everybody's quiet today. Go ahead!

AM: I'll share that I have, like you, found that my team dissolved away because I desired to grow for me. Desired to reap some of the benefits of all that I've been giving. And for me, self-development is to create that virtual team as well as a physical team that goes out and helps bring in, but also bring in the reciprocal flow of teamwork. I'm a real good team player for someone else's idea and I'm learning to be the leader of this team.

SM: Okay, so there you go! Developing your leadership skills.



AM: Yes.

SM: I tell everyone not to focus, really focus on virtual as much as you can. With these virtual companies too. The piece around taxes and being able to grow these quite large businesses with low overhead when you really plug into virtual help, it's amazing what you can do with that. So I think that's excellent, the leadership piece. And so what might some of that look like as far as what do you see that you can get up in the morning, and what are some of the things that do you feel you need help in maybe managing a meeting, you know –

AM: -- I believe my leadership skills for my market and my group is to understand and how to use the virtual team. How to time-manage the actual action steps versus the learning/emotional growth steps or the spiritual steps, or whatever you want to call that kind of conversations that we always tend to get into. That's one level beyond gossip, yes – the solutions. To move out of solution mindsets and solution-oriented time spent discussing things to actually doing that concept. The action steps.

SM: That's awesome. And we will covering virtual teams. Let me look what week that is, that's actually week five and six. So we'll start that in February, the first two weeks.

AM: Right. And I've starting chatting with Erin because your first few comments of getting something free on the Web site to hand out was very important for me to move through that hurdle and do it.

SM: Oh right, right. Definitely because you're missing all those people that... So the virtual team, really what you get to a place of is that you don't even – I love virtual teams for all of those reasons, that I was never great in corporate companies about playing the game of, I don't know what it was. Networking? Because it all felt so unproductive to me!

AM: Yes.

SM: And I know that technically I was supposed to be networking but I was always about, you know, projects. Those are my strengths or the things that I enjoy doing is actually getting the work done. And a lot of times those aren't other people's strengths. And so what's really great is when you pull on the strengths when you own a



company and you're in charge of what Laurel calls again that cash machine and that leadership? You really plug into those virtual team members and you put them where your weaknesses are. And it's just excellent for growth and exponential leverage.

And that's what has been so great about running these companies. It's because all that time that was wasted and I had no equity for any of that amazing – quite honestly, all of us are doing amazing work in what we're doing, we're just not leveraging it and charging what we should for it. And, you know, packaging it the right way. And Lorai talked about that today. We've talked about that, you know, one lady in one of the jump-start calls, I can't remember her name, was doing some kind of free call with each person to assess them. You cannot do that and grow your company to wealth. You might leverage a team member to do that, you know, what Laurel does for her free strategy sessions.

But if you're going to be the leader, you have to put other people in place who can do those types of things for you. So that you can be doing the bigger level things. And we'll get more into that in the team section. So that's great for self-development! Your ideal life. You're going to have more knowledge and experience in that piece, and those will be great weeks for you. And we'll be able to a point of your ideal life down right here in the next twelve weeks!

AM: Yay!

SM: Yay! I mean, for me, it's just one of the most amazing things I could have done to move forward in my companies, so I totally get that piece. And so okay! So the last section for mapping out our ideal life is the health area. The mind, body and soul. And so again, for anyone on the call, you know I've had a kiddo in the last two years. I've have just not felt myself in the last three years. Because you don't when you get pregnant and have a baby. And I cannot wait to get back in and be centered in that place that's fifteen or twenty pounds away for me. And that's a huge piece of my ideal life because I don't know about you all, but when you're feeling healthy and that piece of your life is good for me, my experience has always been that lots of other pieces fall into place so effortlessly when I'm taking care of myself. Physically. And the mind and the body and the stress, and all of that, just kind of melts away. It doesn't matter how much I'm doing. What I'm accomplishing, all of that stuff, that's a big, huge piece for me in my ideal life and I totally believe it is for everyone.



So you really need to attack that area and make it one of your priorities. And that's why I chose these four sections to focus on today. Many of you are here because you want to grow your businesses. But I know from past experience, of being in start-up and having so much to deliver to my customers and clients before I had a team to help me delegate. I let myself go, weight-wise and mentally-wise. And so I've been all those different places in the current picture and ideal life that many of you might be. And so I just know that the health of mind, body and soul is such a major piece of your wealth plan. When you're feeling your best, you're going to go out and attract the people and the resources that you need to, to help you make more money. To help you have great joint ventures in the financial area.

When you're taking care of yourself, you're going to feel more passionate and you will be able to attract other people who have those same passions. So I hope that makes a lot of sense for everybody on the call.

So again, the four areas that we just focused on and we spent a lot of time, kind of a slow-paced call compared to the one this morning, talking about our current picture and then our ideal life. Again, I want you to do these things. Don't skip this piece before we move onto the rest of the twelve weeks. This is a huge piece. I want you to type it out. I want you to stick it in front of your face everyday so you can see those goals there. But what will your ideal life look like? In the passion area? In the financial area? Self-development? And then again, health. Does that just mean that you're going to walk for thirty minutes a day? If you're not doing it now, that's great. You know, for some people, it may be an hour. For me, I work at home in my home office all day, five days a week and so I'm, my ideal life is dropping off my son and going to a health club and getting out of this house! I mean, it's great and wonderful to have a home office and not have to deal with the traffic and the pantyhose and all that. But you really have to make sure that you get out there too. And some of you don't struggle with that. That just happens to be my current picture that I've fallen back into and now I need to get back to where I know my ideal life is best in that area.

Okay! So does anyone else want to share today? Any questions that you have? This is your time to ask questions about anything that you've heard on Loral's call this morning. I know someone wrote wanting to work on specific areas. And this is the place to ask. Okay.



So let's move on to the third piece and this is the planning section. I'm going to go probably about ten minutes over, because I really want to get into this. But I wanted to really give you time to do this work on the call today, because I know once you get off this call, many of you aren't going to get this work done and I want you to. I should make you send it to me so I can check off that you're doing it. But I really, really want you to do that. If it gives you more accountability, send it to me and I will respond to you and say "Great job!" If I have any time for feedback, I'll give you feedback. But most often I won't. But if it just makes you feel like you need someone to read over that for you to get it done, I'm here and I want to see it. So definitely send it. And I would love to see what you're doing. If you did mind maps or anything like that, just fax it to us, 866-821-5829.

And if you're listening to these calls later on in the year, after these have gone passive, we have that weekly Q&A that you can plug into. So at any point, call in on Fridays and we change the times around so you'll to just pay attention to your emails. But plug in and get the support you need. Sometimes it can be a sentence or a phrase that someone says that just gets the fire under your bum and gets you taking that next step, taking action and making the next, you know, writing down that next step. And then you take that step and it moves you forward to the next one.

Okay! So we have that ideal life in front of us. And what I want you to do now is list some actual steps that you think, because again, we don't always know, but we have to start where we are. List the actual steps that you think you need to take to accomplish these goals. So to kind of give you some help here – so what do you need to get to that place to have your ideal passion? What do you need to do to achieve those goals on the financial piece that you mapped out? Self-development and health. So each of those areas. So, what we'll do here just for the sake of time is we'll pick an area. So let's pick finances.

So what you're doing with this steps and strategy section – and this is the piece that actually helps you do the planning – is you're listing the actual steps that you think you need to take to accomplish the goals to get to your ideal life. What do you need? What skills do you need? What support do you need? What information do you need? And most importantly, if you see something right away, what's getting in your way? For me, a lot of times I don't have the daycare support that I need. When I get a cold or something like that. Some days I still have



calls that have to happen and I don't have that support, so it's putting it in place.

I hate cooking. It's funny – Loral brought that up. Not that I hate it, I just don't do it very well! And my family doesn't like my cooking! So, I actually think I'm okay cooking but I guess my taste buds are a lot more relaxed than my family's. But anyway, so plugging into resources that help you map out that ideal life. And so, your health, your mind and your body, if you're tired of eating processed because you're so insanely busy – what can you plug into? What can you do to take care of that stress in your life? Because I guarantee you, if it's a stress in your life, it's getting in the way of your ideal life. It's getting in the way of your running a business that can be more profitable. It's getting in the way of your being happy and passionate and attracting joint ventures that you need to attract. So I swear that all of this works together, it's all equally important. And a lot of people don't make that connection sometimes.

So, again, this takes some work. It takes some quiet time. It's hard to do while you're sitting here listening to me but I want you to list out the actual steps that you think you need to accomplish and I want you to go through those four areas. I want you to go through the passion, through the finances, through the self-development and through the health piece. So if I were just to pick an area and focus on it, just to give you an example, I'll pick finances.

And so again. How much money do I want to make? The first question that comes is, how am I going to do it? And it's what I told you I do earlier. Is I go through each company. I go through every product and service that exists at this time. And I do the math. And I double every year is what I do because, really, doubling is hard to do every year. It's hard to double, you all know that, it's hard to double a company's income every year. But at the same time, it's doable. And if you're shooting for that goal, what you do really quickly is you get rids of things that you're doing wrong. Time management issues. Team members that aren't working and suck up your time. Because you just do not have time to, if a team person isn't delivering, they have to go because you have to find someone who can deliver because you have, things have to get done! So when you actually have that accountability to serve, grow these businesses, and serve and meet these numbers, a lot of the other stuff does fall into place. Because it's hard to do in start-up because there's no accountability. And that's why if you heard Loral talking today, she said: Just get doing it. Just get doing it. And



that's a big piece of it. Because when you do, that energy begets energy and you're off and running.

And so what I can tell you after you've got through this wealth plan planning process today, some of the pieces that might help you in the piece on how you're going to accomplish those finances. You know, write out how many products you're going to sell to make that amount. Write out how many services at a certain price point that you're going to sell. Get with me later this week and brainstorm if you don't have products and services. What you can do to get that cash machine, as Loral calls it again, going quite quickly. There's no reason to wait.

And then a piece with the marketing. Sometimes that helps people really understand how you're going to sell that many services or that many products. So then with my marketing task, I'm constantly speaking. Every week I think I have ten speaking engagements this week. I was telling my husband, "Hey, if Andrew gets sick this week you have to help me and pick him up. Cause I have ten different teleseminars to do!" So that's what I'm saying. I'm planning and it's all those pieces of your life, you have to get that support system in place.

The newsletters. Those are systemized but I don't skip those no matter what. Give myself a break during the holidays but that's it. So newsletters go out on a weekly basis. Solo promos go out every week. Blog postings probably every two days on most of my Web sites. Monthly, the marketing schedule is teleseminars and speaking. Article postings. Joint ventures. I'm always doing joint ventures, at least, at the very least on a monthly basis. Most of those joint ventures, I've already mapped out all the way up till June or July. I sent a lot of people in my Create Your Group program, they got a form of that. It's just a simple table, where I have the company listed because I have multiple companies. Again, if you have one company, you don't need that column. But I just have the months listed out. And then I have who I'm speaking at their teleseminar is one of the tables. Another table is people I'm having speak at my companies. So those are different joint ventures. And then I have a table that's just for marketing. Shows when I need to market certain events. For example, we're having a virtual telesummit in April at NAWW, so I know I need to be marketing that in February, March and April. Which means we need to get it all planned this month. So it really just creates an accountability when you plan everything out in January.



Some of the other planning pieces that will help you is the listing, again listing bullet points, however you want to do it. Email solo promos, I just mentioned those. Free and paid virtual events, I mentioned that we are doing some of those. So how about quarterly? So break it down weekly, monthly, quarterly and annual. Quarterly, I'm traveling to speak at least once a quarter. For me, that's – I used to travel more but the leverage of doing things from home is such high leverage now. Once teleseminars were the thing, I only travel for me now not to market my company. So I travel – and what I mean by that is that I travel because I need to get out and connect with clients and like-minded people and dynamic women. I get so empowered by that and then I bring that back to my companies.

So it's more for me as a visionary person that I'm going out and speaking once a quarter. But if you do it more than that, you can get quite exhausted and I found it much more profitable to do those teleseminars from home and sometimes, I will have thirty or forty people in one teleseminar instead of driving even across town in my city. It's a much higher way to leverage my time. So, that's a piece right there but sometimes I need to get out and still travel quarterly. And I'm only sharing this with you to let you see how I used to do things. That was my current picture back in 2002, 2003. I would travel anywhere where anyone would take me because I was really trying to market those companies in the beginning.

And, over time, that became to be not the ideal plan. And I had to change it to the current picture of ideal life, which for me is high return on my investment of my time, and my money, and my expertise. It's that triangle that I talked about in many of the preview calls. And I'm going to, I had one of the VAs did an amazing graphic – Erin did a graphic of the virtual triangle – so I will post that on a couple of the blogs and I will put that under My Millionaire Friends blog so you all can, and so you can print that out and I'll write something up there so you print that blog posting out to remind you how important it is to your mindset to drive that triangle, the leveraging triangle.

And then annual, we're doing the virtual event. So there's lot of other marketing tasks. Those are the tasks that help me accomplish the objective. And so there's lot of other tasks that you can be doing. Again, I do these because they have a high return from my time. I can delegate these easily. Other people can be doing them while I'm sitting here speaking on a teleseminar. Someone else can be uploading my



newsletters. And that's the way you achieve these ideal life wealth plans. That's the way you grow money quicker.

Now, some of this isn't going to make sense today because we haven't talked about lots of pieces of how this all happens. How do you get to that ideal life? So I kind of want to wrap up this call but I really wanted you to do some of the work here in the beginning. And then I want you to be patient. I'll already gotten an email where someone was kind of impatient on the first call about getting information that they needed right away. Really be patient in the next twelve weeks. Take all this information in. Do start working as we're going along but realize that a lot of these pieces, and that's again why we condensed this from twelve months to twelve weeks. We're going to be talking about mindsets and habits and ownership and entity structures.

And then the last two weeks are some of the most important pieces that help you do a lot of this other stuff, which is the systems and the automation. So be patient with yourself as you take all of this information in. As you're getting the books at the end of each month and you're getting all of this information. Know that you're going to revisit it often. Let it become your new business bible and plug back into the stuff.

I have, for instance, Melanie's virtual team system which I needed. I'll listen to those CDs, I swear – there's four, five of them – and I listen to two or three of those like four and five times because they were so valuable. And it was such new stuff. Because I just hadn't run a virtual team before. And these people were just so dynamic. And that's what I'm saying to you. Take time to take in all of the information and it will kind of fit in in different places for each of you at different times. And you'll get those Aha! moments.

So I hope that this is helpful today. Two of the tools that I think would be really useful, also, if you're getting passive piece and you want to get more concrete even, is that one-page business plan and the one-page marketing plan. And if you need the accountability to share that with someone, I'm here. You can also, we have a Facebook group that you can access. It's right there – it's benefit number 7. And you can log in there and have the ability for you to post and send messages and network with each other also. I believe only a small amount of you have signed up for that and I know it's because you are busy and we're just coming from the holidays but do know that is there for you all to network with each other.



Again, thank you everyone so much for being here on the coaching call. And let me open it up and see if we have any questions now for you at the end of the call. No questions? Okay. Do we have one? Okay, no. Okay, again this was Creating Your Wealth Plan. I hope you enjoyed this call today. If you have any questions about this piece, definitely plug into the Facebook group and let us know what you need. And we will see you next week. We're going to start in on our business models. And then we have a coaching call for you. So those of you in the program, we have a coaching call this week. And then we have the Q&As again every Friday for you.

So, looking forward to working with you over the next twelve weeks, everybody. Take care! Bye!

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