



MY MILLIONAIRE FRIENDS EXPERT CALL: STEPHANIE FRANK

Participants of this teleclass are Sheri McConnell (SM); Stephanie Frank (SF); and various Audience Members (AM).

SM: Hello and welcome. This is Sheri McConnell, founder and president of My Millionaire Friends dot com. And today we have a treat for everyone. We have a wonderful speaker to speak with you. And you will also be receiving her book. Her book is called *The Accidental Millionaire*. Her name is Stephanie Frank. Hi Stephanie!

SF: Hi, Sheri. I'm so glad to be here today.

SM: Thank you so much. I believe I met you at a conference a while back and through all of my mentors, I've certainly seen you all over the Internet for the last, at least, three or four years in my world. And I'm sure you've been on there a lot longer. But I would love to give a more formal introduction, if that's okay?

SF: Go right ahead!

SM: Yay! Well, Stephanie Frank is here to speak on millionaire mindsets and habits. And for those of you in the live course, you know that's where we're at in the weekly coaching sessions. But I'm having her on – I thought she would really fit well after reading her book in this section of the program. Stephanie Frank is considered by many to be the expert voice of entrepreneurship, intrapreneurship and best business practices. And she's even been on *Entrepreneur Radio*, *NBC Radio*, *Fox & Friends*, and dozens of other radio stations and publications. And she is, as I said, the best-selling author of *The Accidental Millionaire*. And – if you've read her book, you know this – she holds over 15 technology and network engineering certifications as well as her Masters in LP Practitioner coach license. And you're a master hypnotherapist and a master timeline therapy, you have that designation also.

So a lot of experience, a lot of wonder opportunities for you, I want to open this up for Q&A at the end for everybody on the call. So you do have a wonderful opportunity to ask Stephanie some questions on the call. So definitely as she is going through and talking about these millionaire mindsets and habits today, be writing your questions down. We'll have about 15 minutes at the end of the call for those. So at this point, Stephanie, I would love to hand it over to you and let you dig right on in.



SF: Great, Sheri! Like I said before, I'm so happy to be here and I absolutely love helping people to grow in their personal life and in their business. Because, our economy – believe it or not – is made up, I mean, 99.7 percent of all businesses out there are considered to be small business. And when we sit there and we think about being entrepreneurial and growing and all the things that we want to be, and creativity, and all of these things that happen when you're an entrepreneur and growing your own business, it can get really, really overwhelming.

And I know you're very, very busy and running multiple businesses so I know you know what I'm talking about. I'm sure everybody listening to this has had these moments of wondering, you know, "Oh my gosh, what am I doing? What did I sign up for? This is not what I was thinking!" So today, what I want to talk about are some ways – some really, really practical ways that you can get out of overwhelm, get out of frustration, enjoy being an entrepreneur, have fun, getting focused, taking the right action.

I'm going to teach you some of the things that millionaires, billionaires and all successful people do that they don't teach you in school. And I know I found out about this kind of the hard way. I – while I may hold a whole lot of engineering certifications, those are after-college kinds of things. I actually didn't finish college. And while I would sit here today and say, you know, I have a MBA in Education and Communication, the truth is, I'm a street-smart college dropout that started my first business when I was 19 because I figured I knew better than they did about how to run a business and they were teaching me how to get a job.

Now, at 19 years old, I don't know about you but I was really smart then. Like I thought I knew everything there was to know about everything in the world. And isn't it funny how you get a little bit older and you just aren't as smart as you were when you were a kid? Have you ever noticed that, Sheri?

SM: Yeah. I have a 13 year old. I think they are doing that earlier these days!

SF: Exactly! They know everything there is to know. And, you know, that's kind of where I was. So pretty ignorant and stupid, honestly, about a lot of life situations. And I went out and I started my very first business when I was 19 years old, knowing absolutely – pretty much – nothing about business but a lot about what I loved to do and at the time that was computers. And it's funny, I look back on it now and I realize how little I actually knew, but I had such a desire to help people that I figured along the way, you know, I can learn. I have a great capacity to learn, as most entrepreneurs do. I can learn what I need to know along the way, but I just have to be really, really clear with wanting to help people with their



computers. That's really what I focused on. Is what I want to help people with.

And the reason I'm telling you that is because very often a lot of people, hundreds and hundreds of people have said, have asked me, you know, "How do you become a millionaire by accident?" I mean, that just doesn't happen. Well, in my case, it did happen. And what happened are several different things aligned all at one time and I started my first business, and it's all service type businesses, and I started off in that service business helping people with their computers.

And I happened to be in a situation where computer networking was just starting. And just becoming kind of popular. And I followed my gut. And I'm going to teach you so many different lessons. If you don't have a piece of paper and a pencil out right now, I want you to get that and I want you to just be ready to write down just whatever kinds of things sort of hit you. Because whatever hits you is what you are supposed to hear right now.

And the thing that's really important. That number one thing is that entrepreneurs follow their gut more than anything. And that's what I did. I just started out following my intuition saying, "There's something about this computer thing. I sure as heck don't know a lot about it at this point," because I was 19, "but there's something about this that I really want to dig into it."

And it turned out that at that point in time was when computer networking, companies were just starting to link up their computers internally, not even out to the Internet yet, and I had, I would wake up at night and think about really neat things, neat ways that things might happen in this industry. And I was really intrigued by this industry. And a little scared of it. And that's a natural state for most people growing a business. Is you kind of know what you're doing, and there's a whole lot you don't know what you're doing every single day. And becoming okay with that.

It's like having one foot on solid ground and one foot in quicksand all the time. And just knowing that you're moving along in both of those ways every single day with each foot moving along. That you're not ever going to get stuck on one side or the other side as long as you continue to keep moving. Even if you don't always know the exact path.

And that's what happened. Is I was looking forward to what I wanted in the industry. I wanted to learn more. I wanted to help more people with their computers. I could see how much frustration was happening in the industry. And as I went along I really did follow in through my intuition. And pretty soon, as the business was coming in, I was able to help people and my only



intention and this has been my intention and my focus, honestly, for the past 25-some years in business.

Is this: This is my personal vision. To make the most impact in the fewer amount of steps with the least amount of effort and the least amount of time. That's just kind of my personal thing that I like to do. I like to do things faster, quicker, easier, simpler. As fast as I possibly can to solve problems. And that's really as business owners, as entrepreneurs, as authors, writers, speakers – as anyone who is helping someone else. That's what your job is. Is to solve problems. Whatever it is the problems you solve. That's what we all do, basically, to make money.

And so I was growing my business. Pretty soon it got to the place where there was too much business for me and we started growing further and expanding out and I took on a partner and so on. And we made our first million in the first three years. So my first millionaire business was when I was 22 years old. And I tell you, I wish I could sit here and say to you, "Oh my gosh, it was great, we were having a great time." But the truth is, I was working first 8-hour days, and then 10, then 12, and then 14, 16, 18-hour-days! And at one point I was working 20 hours straight and I realized that after about a week of that that I can't get along on four hours of sleep a night.

So I was very incongruent. While we were making a lot of money and our first million went to one, then two, then three, then four, then five million, everything in my life was falling apart. I had horrible relationships. I had no free time. I was having no fun. I was working so hard to just take care of things that my life just was horrible. I looked different. My face was really stressed. I wasn't eating well. I lost weight. Then I would gain weight. Just horrible things happening on the outside.

But everyone kept saying, "Wow, you're making all this money. This is great!" and I thought, "You know something? This is not how I want to live." And I did something with that business that I would never tell somebody to do today. But my circumstances were such that I walked away. I left 120 clients and I started over.

And I said to myself, "I'm going to do this in a way that is complementary to me. I'm going to create for myself a business that gives me a life." Because faster, quicker, better isn't always the best way. But certainly having a balance between my life and my business is – I can't allow this business to kill me. And so I started over with nothing. Zero. No clients. Basically no cash to speak of because the truth is, even though we had been making so much money, we were spending a lot of money as well. So there was that.



And I started over. And I said to myself. "All right. I know how to do everything wrong. If I turn everything around, and I do the opposite of everything that I've done so far," – which was so wrong – "I must be able to do it right." And using that theory, that thought in my mind. In other words, what's not working – if it wasn't working, why would I continue to do something that's not working?

And that was the day, the first day, Sheri – I think that I began that I now call my intolerance for complexity and millionaires, billionaires, all successful people, tend to go with the simplest way to get things done. And people who are unsuccessful tend to overcomplicate more things than anything. And I learned this actually from Warren Buffet as I sat and watched an interview with him one day, and I remember he was talking – I think he was at the University of Nebraska – with Bill Gates, and they were talking about, you know, what's it is like to be Billionaire Number One and Number Two in the US, whatever.

And I remember Warren Buffet looking at Bill Gates and he said, "You know, I probably should have invested at some point in your company in technology, or whatever, but I just don't understand it." But he said, "Eh, I've been doing okay!"

SM: And he –

SF: Go ahead –

SM: -- one of my books, I'm sorry to interrupt. He's very much – he started very grassroots and did things that he did understand, that's how he –

SF: Absolutely. Absolutely. Things that you understand and things that you believe in. That's really, really important. And that's actually how he has built his entire empire. And so that was a day, quite a few years ago, when I said, "Okay, that's it." I am going to develop this same kind of billionaire attitude that's an intolerance for complexity. And when things get complex in my world, I get really overwhelmed and frustrated. And that's just not okay.

So I started out again with zero and I put systems in my business. And I really started breaking a lot of things down. Now, I had the ability to do that because by that point – as I said, I was working in computers – I happened to be, I guess the easiest way to describe it was I was the person of last resort that people would call when none of their big computer systems would work. So my official work at that time was called "protocol analyst." And I'm the kind of person who can go in and use hacker tools to figure out what's



going on in your network. And so I would get called in, you know, all different places around the world and I'd come in and solve their problems and you know, get paid really, really well.

And so it occurred to me that maybe somewhere along the way, if I switch things around and I develop this intolerance, that things will go better. And I started putting these systems into my business. I started breaking things down. I started looking at everything. I mean, we're all familiar with, "Well, you've got to systematize, you know, how your email gets done or how your phone gets answered, whatever." I started thinking about how we think. How we end up with a particular end result and how responsible we are for our own lives and our own end result.

And that's what started me on my, well, what's now a lot of education around the human brain, human psychology, why we do things, behavior, persuasion, peak performance, things like that. Which intrigues me just as much as computers. And so by having that epiphany that day, starting over and having to make cold calls, right, to call people where we'd had just phones ringing off the hook and now I'm starting over – I was able to go from zero to 10 million in three years. Versus zero to 5 million in quite a few more years and then having everything fail.

So I sold my business in 2000. The 10 million dollar business. And I decided, Sheri, that I was going to retire. And that lasted – I think it was about two weeks! Yep, yep. It was two weeks.

And here I'm sitting here and I'm like, what am I, what's next? What am I going to do? And I started to realize, it started to dawn on me that maybe – just maybe – I had something that I could teach people. Some ways of thinking, some practical application of areas of not just business but of life and life balance and life success that maybe I could help people to break down.

And interestingly enough, I don't know about everybody listening but for me, I used to think that there was something wrong with me. And I would think there was something wrong with me because in my mind, everything is a system. How you think, how you act, how you behave. When you get a particular end result, you have achieved some series of steps to get to that end result. Now, it may not be the end result that you want, but we still get this end result. And so I sat there and I was thinking about this and I was thinking, you know, how can people write entire books on fear? Or entire volumes on passion? Or entire volumes on personal power?

When I thought, you know, okay – getting over fear. It's a couple of steps! And I used to think there was something wrong with me because I could



break through things so quickly. And now I've realized, of course, that that thing that I was frustrated about is one of my greatest strengths that I bring to the industry of personal development, is breaking through all of these – we call it cut through the crap – but it's breaking through all of this stuff that's external to really get down to what is the most simple, what is fastest, most high-impact, fewest number of steps, least amount of effort, least amount of time, way to achieve your goal?

So I've got four areas that I want to talk to you about. That are really important in making sure that that happens. But before I do that, do you have any questions, comments, anything that you want to say, Sheri?

SM: I really like – first of all that you pointed out to get a piece of paper, so I want everyone to have those Aha! sheets that we have for you in your binders. And so much of what she's about to go into and what she's already said, we have talked about the ROI, we've talked about systems and automation, and so much of this is exactly what you're bringing and sharing your personal stories with. And I just kind of want to point that out to make sure that everyone is getting those aha's because they have been going along in this program. We're about halfway through this live piece and I want them to make all these tie-ins with what you are saying.

SF: Absolutely.

SM: So that's my input.

SF: Okay, good! That's really great. And I think it's so great that you're talking to so many people during this program too, because people resonate, of course, with different people and different ways of saying things. The truth is, success and success principals – they are the same. No matter where you go and no matter who you talk to. It's just a matter of how you say it and how you implement it. And every person that I know that's successful goes through this exact same process, maybe with a few more steps that I don't have time to tell you about today. But I've picked out the four big nuggets that they always do and that they get really, really great at in order to build the life that they want.

SM: Well, and what they are going to get so much power from in your book, Stephanie, is they are going to think that they can't do it as well as you or I because we're sharing all these successes and where we are at now? But what they get is your story. But they get all the pieces of how you think and your struggles as you were going through that. And how you know about these four keys you're about to present because of the experience piece of being in the trenches.



SF: Yes. There's the experience and there is also, you know, the framing of how you think about things. You know, I just – and this, you don't need to have any kind of a phenomenal story to begin thinking like a successful person. And you know, I write a lot in my newsletter about my travel experiences and I'm always watching behavior of people. You know, they have that old thing – if you want to know how somebody is, see how they react to tangled Christmas lights and lost luggage.

And so, that tells you a lot! I see just these horrible, horrible states that people are in. We get into this, "Oh, I'm so overwhelmed." "I'm so frustrated." "Why does this always happen to me?" And we go around and around and around and around, and we can live in that state and just keep going, keep going and keep going, and frustrated. And that's what I'm talking about when I say you've got to develop an intolerance for that. Every single thing that happens to you is an opportunity to learn. And you may not recognize it in the moment. But one of the principles that is a huge one and especially for women, that all successful people that I know separate emotion from fact. Huge, huge principle. The emotion from the fact.

I work with a lot of corporations and I was working with a leadership team recently and we do a thing called "The Happy Workplace." Where we go in and we do a lot of psychological behavior-type work one-on-one with the leadership team. And this guy came in and he had this horrible problem. He was talking fast and he was telling me all of his problems. He had a problem with this girl and oh my gosh, she's getting beat up at home and da da da da and you could just tell, the more he talked about it, the more upset he would get.

And the next thing he said was "I think I'm just going to offer her a room in my house!" And I was like, "Whoa! Hang on a second!" And he was so emotionally connected to this. And I drew two circles on a piece of paper. And put an E in one circle and an F in the another. And I said, "Okay, the emotion piece is you feel horrible about what's happening to her. You feel compassion. You feel. I mean, we're human beings. We feel. The fact is," and then we laid out all the facts.

And when you can recognize just that one piece – and this is an overall kind of concept that I really want to drive home because when you can recognize that in your life and, I'm not saying ignore emotion, I'm saying acknowledge it. You know, I feel sad, frustrated, overwhelmed. Whatever those things are, acknowledge them and the fact is, I want to get this project done. I have to get this project done. I have too many items on my list to get this project done. You know, what are the actual facts?



And it's really important, not just for business but in your personal life too. You know, last week, I was getting ready to go on my trip. And I have a little checklist before I always go on a trip to make sure I grab everything. The last thing on my checklist is "grab your jewelry." And I have a little carrying case that I carry my jewelry in and so it was about five minutes before I had to leave to get on the airplane. I opened up my jewelry and Sheri, there was no jewelry in my jewelry box.

SM: Oh, no.

SF: All my diamonds, all my gold, Rolex, my Breitling watches, I mean. Tens of thousands of dollars of jewelry was gone. I had to go on a trip in five minutes.

SM: Ahh!

SF: Aha. And of course, just imagine for a moment, how would you feel if your heirlooms were stolen? If somebody had been in your house? And so it was very interesting because I used this exact concept. Because the truth is, I had some things stolen that aren't replaceable. The necklace from my father who, it's the only thing that I've got from my dad, who passed on a few years ago. You know, things like that with sentimental value.

But I sat back and said, "Okay. I'm feeling violated. I'm feeling scared. I'm feeling strange. I'm feeling robbed, obviously. I'm feeling all these things." The fact is, I still have to go on my trip. I have to call the police. I have to call my insurance company. And I got my assistant and she started taking care of it. And, you know, that really allowed me to look at the emotion from a kind of almost like a third party. And begin to ask myself, "Wow, I wonder what is the lesson here?"

SM: There's always a lesson.

SF: There is always a lesson. And the truth is, I had left the door open. And I was a little too trusting. And some things happened. But there is, always a lesson and it's so much powerful to be thinking in terms of "Oh, wow, what's the lesson here?" rather than "Oh, man, why did this happen to me? Everybody hates me..." And so there is always, always a different way of looking at things.

And that's keeping in charge of your state. Your state of mind. Your state of emotion. Is overall, I think, if somebody said to me, "What's the one thing that you do everyday to be successful?" That would be it. I manage my state. I'm always checking in with myself. How am I feeling? What do I need? What do I need next?



SM: Stephanie, your title, I'm just getting this revelation here, maybe it's not a revelation. But sometimes I think they are. Your life is very intentional. Your accidental millionaire lives in a very intentional way. And that's the mindset that you're teaching.

SF: Yes. It's funny because when you are intentional, and you're right. You're absolutely right. When you do read the book, you'll see that along the way, every step of the way – you run into forks in the road. You run into boulders in the road. You run into great big huge walls that you have to climb. But that's normal. And that's life. And successful people expect challenges. And unsuccessful people get railroaded by challenges. So successful people always have something handy to knock down the wall, to go around it, up, over, down, below, whatever. Because you're going towards an intention. You are going towards what you want.

By the way, those are the four most important words. In my world. And that's "What do you want?" I do touch upon this a little bit. But how many times do you think about it? What is it actually that you want? And again, women especially – if you're sitting on the couch and your spouse comes along and says, "Hey, do you want to go to a movie?" and you're just really happy reading a book? How many listening right now will just get up and go, "Yeah, I'll go to the movie." And then be resentful about it? When what you really want is to stay there and read your book and maybe go to a movie later? So why couldn't you say, "I'd love to go a movie with you? Can we go to the next showing? I'm really happy with my book right now."

So talking about that. I want to talk about a formula that I call FAST. F-A-S-T. It stands for Focus, Action, Systems, and Team. And I want to focus most of the first two today and I'll touch on the second two. But I want to focus most of the first two because these first two things, where you are putting your focus and what kind of action you are taking are the things that again, every millionaire, billionaire, every successful person, these are the first two things that they are always looking at.

How many projects do you have on your plate? What kind of actions are you taking? How many minutes do you have in the day to work on a particular thing versus another thing? You know, it's funny because you've heard the old saying, "Time is money." Well, when you think about it, you know, the only thing that you have that's exactly the same as the billionaire down the street, we all have that puts every single person exactly on the same playing field, is the same 24 hours in the day.

The only difference between a Donald Trump and an Oprah Winfrey and the rest of us, is how they spend and leverage their time. So the first question



that I have for you right now as it relates to focus. Now, I'm not talking about okay, everybody sit down and do one little thing until it's totally done. The majority of the people here, you're creative, you're entrepreneurial, you've got all kinds of ideas and thoughts and things going on in your head. I mean, come on. The idea of sitting down and doing one thing at a time, just – well, first of all, it's no fun. It's not very entrepreneurial. And it just isn't going to happen.

What I'm talking about when I talk about focus is something very different. It's about your energy. It's about those demands on you that, while you may be ignoring them, are completely and totally draining you of the excitement of the passion, of the purpose, of the power of getting to do the parts of your business that you absolutely love to do and growing in your life in the way that you want to.

So the first thing that I want to talk about is, as relates to focus is this: and we do an exercise in a class that I have called "Quick Start." And Quick Start is a three-day business-building intensive, it's experiential and you walk out of it with a very, very solid step-by-step plan of action for exactly what you're going to do. And one of the first things that we do in there is we take a look at – where is your energy going?

And I'm going to share with you right now that exercise, because I think it's really important that as many people as possible can get this part out of the way. Because when you do, you know how sometimes you get all nervous and overwhelmed with all the things going on in your life and then, one day, of a sudden, whew. You kind of get out of breath. And that's what this exercise is designed to do. Because when you think about it, all of the things that you have going on. You have your life, you have your business, you have yourself. And those three things make up the triangle of all of the – basically of everything that happens in your life.

And so, especially as women. You know, we've got a lot of different roles that we have to play. And sometimes those roles can conflict. And sometimes they can cause us to go off track. And so taking a look at – okay, where are you right now? Where are you today? Is that thing that is going to allow you to finally just kind of take your deep breath. Step back and begin that process that I've been talking about of developing that intolerance for complexity. And in our world, that's what focus is all about.

And so the way that you do it is really easy. Some of you may or may not have heard of mind mapping before. And if you haven't heard of mind mapping, what it is it's a very visual way of getting your thoughts down on paper. And what we're going to do is, if you've got a piece of paper in front of you, you can do this along with me or you can do this later. Or you can do



this exercise too, just take it with you and do it whenever you feel overwhelmed. I do this to this day. I've done it for 20 years and I always have a mind map up, taking a look at – okay, managing my energy, making sure that I haven't said yes to too many things. And that's what this is.

So, in the middle of your piece of paper, all you do to start out a mind map is you draw a small circle. And in the middle of that circle, you write "What's On My Plate." Now What's On My Plate is just kind of an analogy for what are the things that I've said yes to in my life. What are my roles? What are my areas – how is my time being spent? And so out from that circle, you draw one line. And that first line is your business. And from your business, you draw lines off that. Maybe you have products. Services. Maybe you have things you are creating. Clients. You have marketing. You have accounting. You have administration.

And a line can come off the business line for each one of those things. And the way that a mind map works is it works kind of like your brain. Because what you'll do is write down, oh, like I said – products, services, marketing, admin, you know, things like that. And then all of a sudden you'll go, "Oh that's right, I remembered. I needed to call this client." And so you'll write down something else for your client. And then, "Oh that's right. For that marketing, I wanted to do a new marketing piece or get a new business card." And then you can just take the business card and write that right off of marketing.

So it begins to come out kind of like a spider web. Make sense so far? Any questions on that, Sheri?

SM: No, not at all.

SF: Good. So the next big line that you're going to put in there is "Personal." Personal. What are the things that you say yes to for yourself? Now here you might have relationships. You might have your nuclear family. You might have extended family. You maybe said yes to exercise. Maybe you're taking a class. Maybe you're doing – whatever it is that you are doing for yourself personally. A lot of times this is kind of the weak area for a lot of people.

Another line that you can put out is maybe "Community." The lines become different for everybody. So let me just give you what some of the lines are, some of the major lines. We have eight contacts that we work with. Four of them are internal to you. Four of them are external. So let me tell you what they are. The four internal, you've heard them before, they are – physical, mental, emotional and spiritual. The four external are – career and



moneymaking or business, that was all one. Your environment. Relationships. And community.

So if you're having any trouble thinking about the things that you've said yes to in your life, those are some little cues that can get you going. So each of these lines comes off of the main, "What's on my plate?" Maybe you've said, "volunteer work." You know, community or volunteer work. Maybe you have to drive the kids to school or piano lessons or you've said yes to things like that. For me, I've got a mother in the hospital, or in and out of hospitals right now, so you know I've got the family thing going on. You know, what it is that's actually draining your energy?

And as you start to draw this out, for those of you who are doing it right now, you'll start to realize all of the things that are taking up your time and effort and energy during the day. Now. Here's the key for this. Just getting it down on paper isn't good enough. The next thing that you do is you go through and you look at each one of those items that you've put on that piece of paper and you say one of three things – there are only three answers for each of these.

Number one is yes. Meaning I like it just the way it is, it needs to stay. Number two is no. I've said yes to this thing. It is not serving me. I don't want it. I don't want to keep it. It needs to go. And the third is change. Now this is where it can be a very, very – even though it's a simple exercise, it can get to be a very powerful exercise. Because when you look at things like, I had a client recently who has a wife who is very, very sick. She actually has since passed on. Very, very sick and he was absolutely drained by trying to work, trying to take care of all of the house, and most importantly, the thing that was draining him the most, is he wrote the medical care for his wife – he was so frustrated with it because he was a very detailed person and he wasn't getting enough detail.

And he said, "I just feel trapped by this. I'm stuck. There's nothing else I can do. I just have to be at their beck and call and their whim." And I said, "Really? Well, if you're a great researcher, couldn't you take this into your own hands a little bit? Couldn't you feel better about maybe getting some research or asking more questions? Or you know, working with the doctors rather than being at their mercy?"

And that gave him the ability to write change on that part of his mind map to allow him to release some of that energy drain to literally find a new way to increase some of his energy. And the reason that I'm talking so much about this is this is where most people, at least in my experience and I've talked to thousands and thousands of people who go through life thinking that things



are happening around them or to them aren't affecting them as much as it actually is.

And this is what I mean, sincerely, about that intolerance for complexity. If it's draining you, it needs to go. Or it needs to change. And this could be the tiniest little thing. Or it could be a really big thing. So this is what I mean by focus. And any time you are feeling overwhelmed, frustrated – all you need to do is take a step back, draw out a mind map, look at what's on your plate and reprioritize some of the things. You know, you can't do 15 projects at once so many of you will have to reprioritize a little bit. This at least gives you a way to get that piece done.

Now I want to talk about action next. And I want to talk about it specifically in terms of what actions you are taking during the day? And the types of time that – well, the kinds of time and how you spend your time. Because at least again, in my experience, we all are very, very busy but we're not very optimized in terms of how we're getting things done. We allow ourselves to get distracted by a phone call here and there and an email and somebody walks in and we've got to do this or oh, yeah – I just remembered, I've got to do that!

And pretty soon, at the end of the day, we look at our to-do list and say, great. I didn't even get to the first thing on my to-do list but I know I was really busy. So what did I do all day long? And I want to share with you a secret and a time management system that, again, every successful person uses. Take this as a cue from, let's say, a doctor. Everybody's been to a doctor or a dentist. Now, I don't know about you but when I call my doctor or a dentist, even my hair stylist and say, "Hey, I want to come in for an appointment," they never say to me, "Okay, well, what day is great for you?" and I'll say, "Saturday morning is the best." And they will say, "Oh, yeah, no problem. The doctor will just cancel his golf game so he can see you, that's really important." That just never happens!

When you call the doctor and they say, "Okay, he can see you or she can see you on Tuesday or Thursday at 2 p.m. Which would you prefer?" This is the kind of control that we need to get over our calendar. And in order to do that, you separate your time out into four different times. Let me tell you what those four kinds of time are. The first kind of time – there are four "F's." F like Frank. In time. The first one is called focus time. The second one is called flex time. The third is called friends and family time. And the fourth is called free time.

Now let me explain what they mean. They are very simple. Focus time means time that you block out on your calendar that is completely uninterrupted. No phone calls coming in, no emails coming in, no distractions



of any kind. It is the time that you are setting out to do one particular thing. Focus time. Flex time is that kind of time where you can be interrupted. Where you might be seeing clients or making appointments or dealing with the phone or the email or the regular mail, you know, other kinds of activities. Flex time.

Friends and family time is pretty self-explanatory. That's time that you spend with friends and family. Remember them? And then the fourth kind of time is what I call free time. Now, I certainly realize that we never get to the bottoms of our to-do lists and say, "Oh! I have nothing to do!" That just doesn't happen! What I am talking about here with free time means free from I have to do things time. It's the time that you create for yourself specifically to do nothing. Or to do something if you feel like it or to have the freedom, the total freedom to feel like you're in charge. Not like you have to do a bunch of things.

So the idea is that you work up to large sections of time where you've got large amounts of focus time. Large amounts of free time. These are the things that allow you to work on your business and get things done. When you're working completely in the business like when I was 19 through our first 5 million dollars, you basically are busy all the time and you are sick. Because you're so not doing the things you need to do for yourself.

So focus time, if you're not doing any focus time right now, I always suggest that people start out with their first hour in the day of focus time. What that means is that you get into work. And if you don't have working hours, by the way, make some. So you get into work at a particular time. Let's say, 8 o'clock. From 8 to 9 is focus time. You don't look at your email first. You don't do any of that. You sit down. You plan out your day. What you're going to get done. A couple of things. And you get to work.

That's focus time. Now ultimately, you can build up to having entire days or entire mornings maybe of focus time. But just to get started, have one. The rest of your time, at least at work, could be flex time. When you can be interrupted. Where you would put appointments. So what happens, let's say you have Monday morning at 8 a.m. focus time and somebody says, "I can only meet you on Monday morning at 8 a.m.," your job is to say, "I'm sorry, I have another appointment at that time. Let's find a new time." And you actually put these things on your calendar. You put these blocks of time on your calendar, like an appointment with yourself so that you don't have an empty calendar.

Friends and family time can also be put on your calendar for time that you want to spend outside of work. And the most important thing is free time. When are you going to get time to just regenerate? To just do whatever it is



that you feel like doing? Maybe exercising. Maybe just thinking. Reading a book. Going out, laying in the grass. Whatever. Now for some of you, this might be such a foreign concept that you might only be able to have like 15 minutes of free time. But imagine what it would feel like – let's say you decide Sunday morning is free time. Imagine for a moment what it would feel like if you woke up, dressed, looked up at the ceiling, got a big smile on your face and realized that you have nothing that you have to do in this moment. Because you choose that you have nothing that you have to do at this moment.

Imagine how freeing that would be. Imagine how the thoughts would start to come in like popcorn about how to make your business better. About how to make your life better. About how to just do things better, because your mind is not cluttered with all of the tasks. That's why it's so important for you to create this kind of time.

Okay, any questions so far on that, Sheri?

SM: Not with me. And – do you want me to open it up and see if they have any questions on that. You may want to finish a few more points.

SF: Yeah. Let me talk about systems and teams for a moment, just really, really briefly. Because I really wanted to focus on the other two for now. But when you're building your business. You know, one of the major traps, I know certainly one that I've fallen into, in the past is "Oh, just forget it, I'll do it myself." Because it's a lot easier to do things yourself. You know, and I see this all the time. I watched a woman the other day. I was at a dog-training thing.

And she had 20 people in the class. And she really needed some help. And she needed some help with – she was selling some kind of halters and some things on the table. And all she needed help with was filling out the sales receipt. And so I looked at her and say, "Hey, do you need some help?" And she looked at me and said, "Yes! I absolutely do need some help." But then she stopped. And I was like, "Okay?" She said "But it would just take me way too long to even show you what I need to do." Now – and I thought, "Huh! Okay." So she wouldn't show me what she wanted on her receipt, which would have taken me a minute. I'm pretty well-versed in how to write stuff down. And she wouldn't do that. And instead, she just chose to live in that totally frustrated mad place where nobody would help her.

And how many times have you lived in that place? When the reality is that you just step back and go "Okay. What are the steps to get this thing done?" And my chiropractor at one point, he – I was on the table and he said, "I am so frustrated! I hired this new woman and she cannot answer the phone



right. And I have told her and told her and told her what to do and she just keeps answering it wrong." And I looked at him and again, "What is the simplest, easiest, fewest amount of steps, least amount of effort, least amount of time way to get something done?" And I looked at him and said, "Well, how do you want her to answer the phone?" And he told me. It was one line. I said "Why don't you just write that down and put it on the phone?"

And Sheri, you would think, thought I was some sort of genius! "Oh my gosh, I never thought of that!" Well, clearly you didn't because you're living in your frustration. So if you think about how to solve problems versus what the actual problem is, think beyond the problem to the solution. That, now, you're thinking like a systems person. Now you're thinking like a successful business owner.

So think about all those things right now that are frustrating to you. Or better yet, here's how I have a lot of people start out with systems. Sit down for 10 minutes and write out everything that you do in a week. And I'm talking everything, swishing the toilet, making the dinner, doing the shopping, going out, doing your business, answering emails, phone calls, cell phones, paying bills and all these different things that everybody does. And then take a good look at that list and say, "Okay. If I had to. If I could not speak or I could not move or I could not do these things myself, if I had to, could I write down the exact steps that need to be done. That need to happen in order to get this one thing done?"

And this is how I start teaching people to start building systems. And this happened for me when I was, well, it was quite a few years ago. I was back in computers and as I said in the very beginning of this conversation, I was kind of the person of last resort. So usually when you are a person of last resort that people go through, you get paid very, very well and it wasn't uncommon for me to make five figures in a morning just to solve a problem because I used some very advanced tools to do so, and it didn't take me very long so I had to charge a lot to get it done.

And I will never forget the day that I was doing this. I was on a \$25,000 contract. And I sat down. And somebody walked into my office and said, "Stephanie, how do we make coffee?" And no lie, I got up and I started walking into the kitchen to make some coffee. And I realized about halfway there, "Oh my God. I was making money and now I'm making coffee! There's a problem here." And it was that day when it just hit me in the head.

Now, the thing is is I like my coffee a certain way, and I kind of didn't want anyone else to mess it up. So every day I would get up and do it myself. So I realized, if I just wrote it down. I could get my coffee the way I want it every



single day and nobody would ever have to bother me. And I took out a piece of paper that day, probably 20-something years ago and we teach this now and I wrote, "Here's how we make coffee!" and I said, all right – you write this down. I'm going to do it. Right? I said, alright you do these scoops, and water, and you push this button, and plug it in and do this and all right, great. It's done and don't bother me again. We slapped the instructions up. And it occurred to me that – oh my gosh. Until I wanted to change the way I wanted my coffee done, I could get this done the exact same way every time. Of course, that's systemization at it's very, very basic level.

But how many things can you actually systemize in your home? That maybe your kids can do? That maybe you can outsource? That someone else can do? And if you're saying, "Well, I'm not making enough money. I can't afford to hire somebody to clean my house." Well, here's the thing. You have to. And when you're doing this thing. Let's say – this is exactly how I started. One person, \$10 an hour and I was scared to death. I thought, "Oh my gosh, I have to pay this person to do this thing. How am I going to do this?" I said, "Well, Steph. Here's how you're going to do it."

When that person is doing their work, you get in there and you do whatever is going to make you the most amount of money and to start out, it was ten bucks. So that you can pay her. And so ten dollars became twenty and one hour became two and three, and four and pretty soon I had to have a half time person and a full time and then another one and another one, and so on and that's how it grows. So systematization and systems in your business are essentially, even if you're tiny right now. To get someone to help you come in and take care of all of the things that you do that are not the things that are making money in your business. That's way too much of a chore.

And the last thing that I wanted to talk about was of course you are all familiar with teams and how you need people to help you. But there are certain types of people that you really, really need and certain types of people that you really, really don't. And nobody really comes to work to try to help you out in your business and says, "Wow. I hope I can just mess everything up today." I mean, people really do want to help.

But what we tend to do is we tend to hire people that most like us. Well, if we are entrepreneurial and we hire other entrepreneurial type people, guess what? The details aren't going to get done. And so it's our job to just find those kinds of people that are quality-minded, detail-oriented, analytic in their approach so that they can make good choices and get things done. With or without you. So once you combine the system with the right kind of team people, you have an unbeatable way to get more done in your business.



And you know, what we do with our systems is we put all of our systems into books. So that anybody who comes into our office, they know darn well that things are going to be written down in that book. And I will never forget that one time I was so worried because I had a woman who was getting ready to leave and she was leaving for good. She was pregnant and she was moving away. And I thought, "Oh my gosh. What are we going to do?" and she had written everything down that she does in her job.

And I will never forget the next person came in and nobody talked to me. And I thought, well, this is kind of weird. And finally, one day, I went out and said "Hey, you guys, is everything going okay? Working out?" and they said "Yep, we don't need you. We've got everything we need in the book." Now imagine if that were your business. Where everything is getting done with or without you. It can only be done with systems.

So while I could go on for hours and hours and hours with all of these things, I mostly want people to understand today that getting focused, getting rid of your energy drains is step number one. Getting into action, getting the right kinds of things on your calendar, really taking a look at what are you doing to grow is step number two. Step number three is starting to systematize. Writing down all those things that you do in a day or a week that are not high ROI for your business and writing systems to allow someone else to do that. And step number four is getting the right people to perform the tasks listed on those systems.

And one thing I want to say, the last thing I want to say about systems as well is you do not have to know how to do the job in order to write the system. I write very few of the systems around here because honestly, I don't know how people do their jobs. I assume that they know how to do their jobs and as long as we get the right end result, I don't really care how it gets done. You know, and if you're not good at something. I had a client recently who was trying to teach someone to – like an accountant, bookkeeping person, how to do bookkeeping. Well, for crying out loud, what would you hire them for? If you knew how to do bookkeeping yourself? You don't know how to do a lot of it and that's okay.

So you could actually outsource and have other people do your systems for you. Which is what we do here. All right, so I know I've given everybody a lot of different things to think about. Hopefully, you've gotten a kind of glimpse into the mindset or the way of thinking in terms of how problems are solved, how solutions are created, how lessons are learned through the mind of someone who is constantly moving forward, who is constantly growing, learning, making more money, making more friends, having more time and just really on a quest for personal betterment.



Would you like to go off for some questions, Sheri?

SM: I would love to, thank you. And so much of what you were sharing with us, just the personal stories – and we just recently posted to the log-in place a template for an operations manual, which fit perfectly with what you were saying today. So I hope that after hearing everything that you just spoke on that they open up that thing and they start using it, wherever they're at.

SF: Absolutely.

SM: Starting from the beginning is so much easier than going back and trying to fill it in! Okay, let me take us off lecture mode. Hold on one second. This is your opportunity to ask Stephanie some questions. So dig right in!

AM: Stephanie?

SF: Yes, mam?

AM: This is Patricia. I'm duly impressed. Thank you, thank you.

SF: You're welcome. You're welcome. What information will you take with you and what will you put to use right away?

AM: Systems. Systems.

SF: Good.

AM: Yay! That's the – and focused time. I know it! But you've reinforced it, reinforced it and reinforced it. And I'm not used to systems. So that's new for me to do. It may not be new. And I think, you know, having... I moved two years ago and I'm still under clutter. And I don't know how to change that and give that to somebody else. Anybody got any suggestions because it's things I have to go through?

SF: You know, I have an organizer that I work with – well, she comes in every week. Not that I'm that disorganized. But she also does some other stuff. And when she first came in, I had moved and I was in clutter space. And I can't stand clutter. Because visual clutter to me means mental clutter.

AM: Right.



SF: And I gave her one instruction. And this is a huge example, I want you to take this. Because many, many organizers will come in and they will ask you, "What color folders? What this? What that?" Way too detailed. And I said to her was this – "Here's what I want." Remember, the number one thing is "What do you want?" You've got to be able to answer that question.

I've given her one instruction over the years and it goes like this: "I want to be able to find anything in my office," or this was also in my house at the time, where we had a 4400 square foot house, it was everywhere, "I want to find anything, anywhere in 15 seconds or less with one hand while I'm on the phone."

AM: Where did you find this jewel?

SF: Well, but that was it. And she said, "Okay." And she went to work. And you can find a great organizer like that right off the NAPO Web site, National Association of Professional Organizers? And they have different specialties and things like that. But that's the thing. I gave her that instruction and I interviewed several different organizers. And she was the only said who said, "I got it! You don't care what color the folder is. You don't care if it's three tab or one tab – "and I said, "Don't even bother me with all that crap. Just tell me where the stuff is." And that is exactly how we have worked for years now.

So, once you know what you want, it becomes really easy to find the right person.

AM: Terrific!

SF: And, secondary to that. When it comes to organizing, I actually have a box – this is a little embarrassing but it's true – I have this little box, that's labeled "I have no idea what to do with this. Please somebody do something."

AM: I love it!

SF: So I throw stuff in the box and then the administrative people will come in and they will go through the box. And if they can file things they will. And it ultimately gets down to a little pile of things. That I have to talk to them about.

AM: All right! Well, you know, I've got the boxes in, out, file, blah blah and I'm just better at going on and on and catching up. Maybe –



SF: No, you're not good at that. That's not your strength.

AM: No.

SF: So it would be much better to hire somebody for a few hours to go through that than for you to take a few days and wondering what to do with it.

AM: Exactly. Exactly. Maybe that's what I need to do.

SF: Go for it.

AM: Because I keep thinking, "Oh, I know how to do that. I know how to do that." Just because I know how to do it doesn't mean I should be doing it.

SF: Absolutely. That is so perfect. One of the best articles I ever wrote, I started out, "I sat on the floor amongst a pile of papers and cried." And it was about that very thing. I should be able to do this thing. But the truth is, I stink at it, I'm horrible at it and I hate it. Could I file pieces of paper, yes. Do I want to, no. Okay, end of discussion.

AM: I understand. Thank you.

SF: You're welcome.

AM: Thank you. Aha, Sheri!

SM: Yay! We heard an Aha! Love it! That's why we're here! Okay, so anyone else – questions? We have a few more minutes. So going, going –

SF: Now's your time, get your free coaching while you can!

AM: Okay, when you're writing a book there is only one person who can write the book. I know we need editors and all those other things. But. That's your focus time. It's also your flex time. It's also your friends and family time. It's also your free time. Should we stay that focused or do we need to break away?

SF: Are you talking about the actual writing of the book –

AM: Yes. I'm just talking about the writing. Not anything else. Not any of the other parts to it. Just the writing.



SF: Well, you know, this is just my opinion. I've written – I'm working on my third book and my first book was a 1600 page very technical book that was sold to a big publishing house and we had, I don't know, nine or twelve months to write it. And my second book was *Accidental Millionaire* and what I learned in that process, at least for me, is what I like to do in my process is I like to think it, think it, think it and think it. And pretty soon I get an image in my head. And I'm a very visual person.

And I'll get an image of how to how it should flow or the story line and you know, I'll get the ideas. And I spend a lot of time thinking, during all the time you're talking about. When I sit down to write, I tend to get into a hyperfocused mode. And again, this is just me. I am not saying that this is the best way to do it, but it's just me. So what I do is I go away and I hyperfocus. I wrote *Accidental Millionaire* in four weeks and then it went through four edits from there –

AM: Aha.

SF: Literally, it was just like bam! And I wrote the first, a little more than half of the book, I just went to Hawaii and just banged it out. So that for me is better. Because once I get started, I don't want to stop. Now for other people – like I have a partner right now. We're writing a bunch of material for spin-offs that we're doing. And he writes every day. He says he got to do it for one hour a day or two hours a day or whatever. That would make me crazy.

So, you know, which of those ways kind of resonate with you? There is always the thinking about it part? But the actual doing it? What kind of person are you?

AM: It's so hard for me to go in every day and do it. I allow things to get in my way? And I've kind of always been a last minute person. And I don't want to be that person anymore. I want to be get it done now and reduce the stress.

SF: Okay. So maybe you need that kind of, I need to go away for a little bit and create some space for you to have that time to do it.

AM: Okay. I think that's probably what I need to do. Just isolate myself.

SF: Yeah. It's different, like I said, it's different for different people. I'm in the process right now of clearing out an entire month for some things that I have to create and I'm just going to go away for a month and just go do it. Because that's how I have to work. And I can't personally again, a



distraction is a distraction. It takes me forever to get back to it. So it's really a matter of personal preference.

SM: This is Sheri. I do something similar. I have the four children so I can't – as much as I would like too, I don't think my husband is going to let me go away for a month!

SF: Right!

SM: So what I do with him is we agree on me going away for two days on a weekend and I lock myself in nice hotels and do room service and live on that laptop. But I can't get these things done and be on with life. And sometimes, that takes two or three weekends for a big project. But I just find that if I immerse myself in it, the thoughts and the creativity flow doesn't get stopped. And you know, I go and I take bubble baths. I do all these different things. And I just get back to writing. Because that flow is so present without those interruptions.

SF: Yep.

AM: Oh, I am so easily distracted! Which I think maybe many of us are. I'll do one thing and then I'll get up and I'll do that to take care of it and then I'll see something else and I'll do that. And then I'll see something else and I'll do that. You know?

SF: Oh yeah. Then you need to go to a hotel.

AM: I'm that kind of person. So I guess, isolation is the answer for me. For me.

SF: Yes. Then go to a place where you can't be distracted. Don't bring anything with you but your project.

SM: And it's like what you talked about Stephanie. Is you're creating the system to get this all done. To me, that's just my system to do what I have to do to get it done. Because getting that done is important to me.

SF: Exactly.

SM: We are actually a point where I have to end this call so I can burn this all to CD and if that's okay with everyone, I would love to go ahead and do that. Thank you so much, this just fit perfectly into our program at this time and I'm really excited to have you as part of this program going forward, so thank you very much.



SF: Well, thank you. Thank you for allowing me for being here and everybody for great questions.

SM: Stephanie, can you tell them your Web site? I want to be sure that everybody has that before we get off the call.

SF: Absolutely. You can find out more information at www.stephaniefrank.com.

SM: And we have two Stephanies in this program and you all spell your names different ways. So I am going to have you spell that out too.

SF: Oh sure! It's Stephanie, S-T-E-P-H-A-N-I-E and Frank is F-R-A-N-K.

SM: Thank you! Thank you so much and people can Google "Accidental Millionaire" and get there also. Thank you so much everyone. I hope everyone has a wonderful day and talk to you all again soon! Thank you.

AM: Thank you.

SF: Bye.

[End of Audio]