

April/May 2010

Volume 2

Working From Home - My Reality



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Welcome to The Virtual Entrepreneur

Being a Virtual Entrepreneur demands persistence, dedication, time, and patience. The Virtual Entrepreneur cannot help you with any of that! But, we CAN help you with information and resources to assist you in reaching your goals.

If you are reading the TVE for the first time, Welcome!

We hope that this magazine is of use to you. Our goal is to continue to provide you with quality articles that you can refer to time and again as needed. We recommend that you locate our back issues as well and keep them for future reference.

Do not hesitate to contact me with any questions or suggestions you may have for future articles. And, we are always happy to review YOUR articles for possible publication.

Here's to your success!

Sincerely, Lily Chambers

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Cover Story Working From Home - My Reality

By: Kathy Schneider

I don't wear shoes to work.

I also don't spend 2 hours a day commuting, large sums of money on drycleaning, or take in way too many calories at expensive lunches. (Well, sometimes that still happens.) I work from home. I am a corporate drop-out that was set adrift in the recent meltdown in which our economy has been positioned. For a while I was rudderless, but then I realized what was happening. I was being given the opportunity to change my life.

Working from Home — The Advantages

It's My Life

I am living life on my terms, creating an income stream that allows me to live a comfortable life. Do I make as much as I did in the corporate world? Not yet, but ask me again this time next year and I plan on giving a completely different answer. If it wasn't for the above mentioned rudderless issues, I believe I would already be approaching my income of last year.

Eight to Five

I am not bound by the strict schedule of an employee. Even with the latitude I was given in my corporate job, there were still expectations that I spend 40+ hours a week in their presence. Now there are some weeks that I actually work significantly more than 40 hours. But it's on my terms and could take place in my office, in Florida or wherever else I happen to be.

The Commute

Cool, I am being green without even trying here! No commute equals less gas and fewer emissions pumped into the air. That is certainly a big plus to this lifestyle. Also, I'm not fighting rush hour traffic every day, trying to factor in side trips to the grocery, the cleaners, the bank and still trying to make it home before dark so I can play in my yard or walk my dog.

The Dress Code

Like I said, I don't wear shoes to work. And yes, sometimes the jammies from the night before become the sweats I'm in during the day. If that scares you, let me clarify that you should have plenty of networking, client meetings and general life activities for which you can still dress up.

The Possibilities

The possibilities that working for yourself bring are sometimes overwhelming. (I dream big, OK?) You have the capability to craft a life that works for you. To have perfect work/life balance, to create and build something that is uniquely yours and to impact people in your world. The sense of satisfaction and accomplishment that you feel is much greater than any you may get as an employee.

Working From Home – The Disadvantages

No More Free Ride

As I do not have any type of passive income stream yet, I only get paid when I work. I no longer have that financial security of a check every week for work done...and water cooler chats, smoke breaks and long lunches. Don't judge, it happens to all of us!

Where's My IT Guy?

I am now my own IT person for most of my computer issues. Gone are the days when I could just call Dan, our computer tech, and



he could magically fix any problem I was having, at no cost to me. Really miss that.

Really! I'm Working

Just because I am at home during the day does not mean I can go shopping, pick up your kids, or sit at your house and wait for the cable man to show up. There is a balance here that needs to be found. By all means, when you can help a friend, I encourage you to do so, but set your boundaries as to what you can and can't do, and then stick to them.

Marketing

I have to admit, marketing has never been my thing. I am happier behind the scenes in my own happy little world. Selling myself has definitely taken me out of my comfort zone. I actually couldn't even come up with a 5th reason on the con side, it's just that good. And hey, if the Obama's can hold a White House summit meeting on making working from home a more viable option, then I am going to get on board! 器

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Spring Cleaning - For Your Client

By: Kathleen Vargas

It's that time of year again; throw open the windows and let in the fresh air. Time to clean out the old and get ready for the new. Spring cleaning can be an invigorating task that clears away clutter and opens up your mind to creativity. But what about your clients? How can you help them spring clean? Here are some spring cleaning ideas to get you started...

- Perform a thorough check of the website. Make sure all the pages load properly and the features are in working order. Check all the links to ensure they are still active (and they go where they are supposed to go).
- Go through that overstuffed email account. Sort through your client's email

delete anything unnecessary and organize the remaining emails into appropriately named folders.

- Review the company policies. Does your client have an administrative manual or employee handbook? Read through it and make sure everything is up-to-date. Highlight any necessary revisions and notify your client.
- Clean up the computer files. Using a remote access program, log into your

client's computer and sort through their files. Delete outdated information, create folders for current documents, and get everything organized.

- Renew the marketing materials. Is a new logo or color scheme in order? Now is the time to shake things up – clear out the old and bring in the new!
- Backup the computer files. Now that the computer files are organized, take this opportunity to back them up!
- Organize the file cabinets and workspace. You can also offer the ultimate spring cleaning service to your local clients – come in and organize their file cabinets and workspace. Throw out all the old, outdated proposals and correspondence and leave their office with the space to be productive.

Spring cleaning can be a great experience for you and your client but you have to set up some guidelines ahead of time. Because there's nothing worse than getting rid of a document, only to have to try to recreate it later!

• Verify your client's system for filing and ask for permission to "tweak" it as needed.

Spring Cleaning - For Your Client

Continued...

- It's also very important to check with your client to see how far back they need to keep certain documents (each industry has it's own guidelines).
- Get the ok to spruce up their website, marketing materials, etc. as you go along (instead of going back to something a second time). This will save your client time and money in the long run.

Spring cleaning can be a renewing and refreshing experience. And you benefit from additional hours while your client benefits from the added productivity from an organized, uncluttered space. Use the ideas above to discuss the spring cleaning plan with your client and get started today! **X**

Kathleen Vargas is a Virtual Assistant and the owner of The Office Virtuoso. Kathleen has been assisting senior-level management for over 15 years. To find out more about Kathleen or how partnering with a Virtual Assistant can assist your business, visit http://www.theofficevirtuoso.com/ or email Kathleen at kvargas@theofficevirtuoso.com. Articles are free to reprint as long as the author's bio remains intact.

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Time Management: Using To-Do Lists

By: Mattie Stokes

It seems that there are as many ways to structure a To-Do list as there are people to create them. Some people use excel files, daily planners, task functions software, or even pen and paper. Everyone has their own special twist, but one thing is for sure, most thriving business owners recommend having a list of some type.

It's okay if you change methods as you go. Trial and error is one of the best ways to discover what works for you and suits your personality and working style. However, no matter how elaborate or simple your to-do list is, it's utterly useless to you if you ignore it. The articles below represent some of the various ways people compile and use to do lists. Hopefully one of these will work for you 'as is' or the ideas explored will help you create your own unique method.

1. How To Make Your To-Do List Work For You http://www.dumblittleman.

com/2008/09/how-to-make-your-todo-list-work-for.html

- How to Make an Effective To Do List http://www.ehow.com/how_4544528_ effective-do-list.html
- 3. Remember The Milk http://www.rememberthemilk.com/
- Ta-Da Lists http://tadalist.com/
- How to Manage Tasks Using Microsoft Outlook http://www.ehow.com/how_4494093_ manage-tasks-using-microsoft-outlook.html
- Thunderbird and Lightning http://7pproductions.com/ blog/2007/12/31/thunderbird-andlightning-very-very-frightening/

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Assistance For Military Spouse VAs

By: Tamara Jenkins

Fifty plus years ago military spouses were pretty much like their civilian counterparts, housewives. Just as much of the world has done a complete about face in the working world so has the military family only at a much more challenging pace. The life of a modern-day military spouse is in the words of my gardening grandma "a hard row to hoe!" Today's recruits have to be totally dedicated to maintaining the stability of the family because it is in most cases it's the only constant in our lives. Not only are we required every few years to familiarize ourselves with new towns and sometimes even new countries, we're almost certainly left to start out each new assignment without a job.

Family child care and direct marketing programs have been popular choices over the years but even then once a move takes place spouses are back to square one rebuilding clientele. Also worth considering is what happens when neither your background nor desire has anything to do with selling or children? Now factor in deployments, the challenge of finding quality child care for yourself and the reality of the military paycheck and you have a pretty daunting, albeit typical, situation many of us often find ourselves in over the years.

The good news is as our culture moves fur-

ther toward advanced technology more job opportunities are becoming available to spouses seeking employment solutions. Enter the virtual assistant, where given the motivation and knack for translating your knowledge and skills, comes a job with portability.

In 2002 the Armed Forces teamed up with Chris Durst of Staffcentrix to pilot the very first Portable Career & Virtual Assistance Program[™] in an effort to provide alternatives and opportunities specifically to spouses. Over the years Staffcentrix has educated over 2000 spouses worldwide. Interested spouses must complete a screening process and meet the program's candidate criteria. Training is presented through a combination of onsite workshops and online support. Once graduates complete the program, continued support is received through Staffcentrix's online portal for military spouse VAs.

portai for military spouse vas.

For more information on Staffcentrix Portable Career & Virtual Assistance Program for Military Spouses visit: http://www.msvas. com/MSVATraining.htm ¥

Tamara Jenkins is a veteran military spouse and an aspiring VA, she can be reached at Tamara@psandqsvbs.com



Book Review: Do More Great Work: Stop The Busywork, And Start The Work That Matters.

By: Serita Diana

This book is a treasure trove of maps that help you to focus in on doing the work that is important. By following the 14 provided maps you go step by step through the process of determining which of your work is great, is good, or is bad work.

Michael Bungay Stanier provides the guide to overcoming your stumbling blocks, discovering what your distractions are, and how to work past them. Once you have gotten through working past your stumbling blocks and distractions, you are taken into a series of maps to help you find your great ideas, how to expand on them, and how to achieve even better results through your work.

This book provides a way to focus in on the areas of your business that you have been struggling with and take it to even higher levels, get you back on track if you have lost some of your enthusiasm, and help you achieve the great work of which you are truly capable! Follow the roadmap to success that Stanier provides and you are sure to succeed. **#**

There are so many tasks that must be performed to successfully close the sale of the home and

none of them are to gain new prospects.

Spending all the necessary time on a closing is taking away from the time you need to generate more business.

- 1. You listed a home and now it's under contract.
- 2. You have to get the signed contracts to the title company along with the deposit because that darn buyer's agent didn't listen and just delivered it to you.
- 3. You have to speak with the sellers to verify what time is good for the home inspection that is needed to close, and then you have to relay that information to the buyer's agent.



- 4. Next you have to schedule the appraisal, the survey, and speak to the seller about when all of this is scheduled and then it's back to the title company with that information.
- 5. Did the title company receive proof of funds yet?
- 6. Have they been in touch with the lenders?

Whew! I bet you didn't know all the work that goes into a closing, did you? Guess what? It's still not closed! Let us help you gain more clients, and sell more homes!!

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Virtual Entrepreneur of the Month: Lee Drozak

By: Cathryn Branch

Welcome to the Virtual Assistant of the month spotlight! Our featured member of the month is none other than Lee Drozak, of My Office Assistant in New Castle, PA.



Lee has over 25 years of administrative and management experience. Since beginning, her VA business she has become a certified Internet Marketing and Social Media Assistant and she's currently completing her certification in Virtual Events. Lee became familiar with the virtual world long before virtual assistance was considered a viable industry. Lee says, "I began my love for virtual work when I was a telecommuter for a job in the early 1990's where virtual was a dial up access on a private network."

However, she didn't actually become familiar with the term "virtual assistant" until her sister mentioned it. She then realized that the term coincided with the freelance work she had done in the past and also that she was currently doing. Lee says, "Little did I know I was actually a VA before I opened my doors."

When Lee first began her business back in 2008 it was initially to help her daughter with some college expenses. Consequently, as she began to delve deeper into building her business she saw that she would be able to fill a need for small and start up business owners helping them achieve their goals. A typical day for Lee looks like this:

"First things first, I grab a cup of coffee and my laptop. I check my email and personal accounts before getting my son up and out the door. I go to the gym and I then tend to anything I need to address before my client work begins. From 9 to 12 I work on client projects and break for lunch and I then work on client projects from 1 to 3 and then a few hours later if I need to clean anything up. I make sure that I break during the day to give myself some refocus time."

Lee's schedule is pretty filled with client activities but when she feels overwhelmed she usually takes what she refers to as a "Me" day where she has lunch with the girls, gets a massage or spends the day doing something outdoors.

Her goal for her business is to work with her ideal clients and continue to build a team of quality VA's. In 2010 she specifically plans to refine her focus in the area of Virtual Events and explore the area of Coaching.

Lee has been married over 20 years to the love of her life and her greatest supporter. She is also the mother of 2 children, a daughter who is finishing up college and a son who will soon be completing high school. She and her husband love to travel and enjoy spending time at their weekend place where they go to unwind, unplug and relax.

Thank you Lee for sharing your story with The Virtual Entrepreneur!

Remember that this article is only made possible because of virtual entrepreneurs like you who support one another. Please remember to submit all nominations by the 3rd Monday of every month. The next deadline for submitting your favorite VA of the month is: May 16th. **#**

Tech Times: Securing Your Wireless Network

By: Mattie Stokes

Ahhh ... at last! It's so nice to be able to roam around without cables, to be able to readily connect to multiple devices, and to allow multiple users on the internet. But this freedom comes with potential security risks about which some of us don't think. Running an unsecured home wireless network can potentially allow access to our internet, our computer, and even our personal data, to anyone within range of our router/access point. This could include not only your neighbor but hackers who can simply "drive-by", discover, and connect to your network using a network detector.

Though no security measures are completely foolproof, below are 5 ways to configure your wireless network to help create more security and keep intruders at bay. You can use the manufacturer's user's manual to make the necessary changes or, if you don't feel comfortable during it yourself, you can ask an IT consultant to do it for you. After installation of your wireless network, the following five security measures can be used:

- Reset the Administrator's Username and Password used during the installation process. These are used to access the network and modify any configuration settings. This is not something we want just anyone to be able to do. So, the stronger the password the better.
- 2. Enable Wi-Fi Protected Access (WPA & WPA2). This allows encryption of all traffic on your wireless network. Enable this as soon as possible after installation. This protocol, successor to WEP (Wireless Encryption Protocol), is a

stronger

encryption tool that makes up for weaknesses found in WEP.

- Enable the Wireless Encryption Protocol/Wired Equivalent Privacy (WEP) Note: Though this protocol is not as strong as WPA & WPA2 it is still used.
- Disable the Service Set Identifier (SSID) broadcasting. Doing this makes your network practically invisible to others. The SSID is the unique name you can give your wireless network. Following the instructions in your user's manual, change your SSID to a unique name, and turn off the SSID Broadcast feature.
- Setup a MAC Address Filter which only allows network access to those devices you've registered into the system. Consult your manufacturer's user's manual for instructions.

To reiterate, though no security measures are completely foolproof, using a combination of the measures above can help keep your wireless network safer. So, how secure is your home's wireless network? **#**

Note: The information provided is for informational purposes only. I am not engaged in rendering technical, legal, accounting or other professional advice.

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Great Ways To Use Facebook For Your Business

By: Rebecca Thompson

- Make sure that you have set up your Fan Page correctly and filled out all the information fully.
- Make sure that you have installed all the applications you want to use and uninstall those you don't wish to use. Some good applications to use are:
 - RSS/Blog importer
 - FBML for customizations to your page
 - Applications specific to your niche
 - A twitter importer/exporter if you want (Invoker is the most used to bring your Twitter stream into a tab on your Facebook)
 - Ping.fm (a "do-it-all" application for importing one post to ALL networks and can import your blog post, too)
 - YouTube Channel (if you have a YouTube Channel this one brings in all your
 - videos)
 - LinkedIn Profile application
 - Networked Blogs to bring in some of your favorite blogs, blog topics or bloggers
- Post business updates on your wall. Focus on business activities, such as "Working with ABC Company on web site redesign."
- 4. Share useful articles and links to presentations and valuable resources that interest customers and prospects on

your wall, to establish credibility.

- Combine Facebook with other social media tools like Twitter. For example, when someone asks a question on Twitter, you can respond in detail in a blog post and link to it from Facebook.
- Post upcoming events including webinars, conferences and other programs where you or someone from your company will be present.
- Update your group or fan page on a regular basis with helpful information and answers to questions.
- 8. Generate interaction by asking questions of your fans.
- Remember Social Media (including Facebook) is about the relationship. You must give more than you take and you MUST participate. The rule is to listen, talk, give, take. 80% of the time you should be giving and only taking 20%.
- 10. Have a "Fan of the Week." #

Rebecca Thompson is the Owner of CLR Virtual Connection. She is a Certified Social Media Specialist and coaches some clients in Social Media. She is also a Certified Traffic Geyser Virtual Assistant and a Master Certified Microsoft Office Specialist. Rebecca has strong skills in social media, web 2.0, data entry, internet research (market and competitor), customer services and contact management.

Top Producer 8i For Real Estate

By: Serita Diana

I am a huge fan of using the Top Producer for organizing your real estate business. Not surprising considering the number of agents and brokerages that use this great service. What may surprise you if you haven't taken a look at Top Producer recently are some of the improved features that Top Producer has incorporated to make your life in real estate just a little better.

Market Snapshot is one of those great features. Now you can have the same great features you would get with a program like vflyer in your trusted Top Producer program. You choose a template, type in your description, etc. and the program generates the code so that you have beautifully effective Craigslist ads with minimal effort.

Top Connector allows you to integrate MLS data and comparables into the marketing templates for fantastic looking presentations and CMAs (competitive market analysis) for your buyers and sellers. This tool makes creating customized and professional looking documents a breeze. Outlook Connector allows agents to streamline your outlook account with your Top Producer account so that managing your email is more efficient. By using this program you will find keeping your Top Producer database a much easier task.

Top Producer mobility aids real estate professionals in keeping their database updated from anywhere. Mobility is for Blackberry or Palm devices. This program keeps you up to date with new incoming leads and lets you add new contacts no matter where you may be physically.

These are just a few of the many reasons I believe that Top Producer is a must-have for an agent on the rise. Keeping your business as streamlined as possible and making things more efficient is a huge part of how you can make your business more successful. **#**

Serita Diana teaches a series of REVA classes, which can help you become a successful REVA VA. For more information or questions about the REVA class, log on to www.aove. org/reva-101.html or you can email Serita at serita@aove.com.



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Why I Support Our Troops

By: Lily Chambers

U.S. troops invaded Iraq on March 19, 2003 and, in very short order, overthrew a government that was internationally considered to be corrupt and barbaric. Along with most of the U.S., I paid attention for a while and then got on with my life, only stopping to mourn for a short while when I heard about a soldier's death; after all, this really had nothing to do with me, right?

Then, 4 years ago, my just-turned 18-yearold son called from his grandmother's house and said "Hey Mom, guess what? I just joined the Army!" My immediate response was "you did WHAT ?!?" "Mom, it's not what you think. This decision wasn't political. I know how you feel about the war. It's my responsibility to protect what's important to me - you, the rest of the family, our country, and our way of life." Wow. Well, how can you argue with that? I have never agreed with violence ever being a solution to anything, and my son knows this. He never played 'war' as a kid, didn't play violent video games (that I know of *grin*) and was basically a peace-loving, mellow child. Yet, here he was a soldier in the U. S. Army.

I went to my son's basic training graduation at Ft. Sill, Oklahoma and sat with other 'civilian family members' as the new soldiers demonstrated some of their training. This was supposed to make us feel better? As I watched them out on the field, I must admit I spent much of the time remembering my 'baby' – his first steps, watching him struggle with learning to ride a bike, jumping from trees and other tall objects (and scaring me half to death in the process), etc. It was so hard to reconcile these memories with the tall, confident man that had greeted me when I arrived on base. And, yes, he had become a man.

My son has changed, matured, and become a man I can be very proud of over the last 4 years. He spent 15 months in Iraq (returning 2 weeks before his 21st birthday), will be returning for another tour this fall, and has had experiences that I don't care to contemplate; this is my baby, remember? And along with the worry, the fear, and, yes, the pride, I try to remember his words when he first joined the Army, "It's my responsibility to protect what's important to me – you, the rest of the family, our country, and our way of life."

Next time you hear "we don't belong in this war" or "we shouldn't have gone over there in the first place", remember that these brave men and women are doing a job that no-one should have to do, and be grateful that they are willing to sacrifice so much of themselves, including, if necessary, their lives to protect us. And, most importantly, remember that these soldiers don't just belong to someone else. These are OUR soldiers – our fathers, mothers, brothers, sisters, aunts, uncles, cousins, and, as is the case for so many others in my situation, our children!

Even if you don't support the war, as I don't, please support the soldiers that have chosen to fight it for us. And please, next time you see a soldier on the street, at the airport, in a restaurant, or wherever, say "thank you" and remember that they are doing this for us so that we can have a safe and happy Memorial Day. **#**

Moment of Remembrance

Moment Of Remembrance

In 1996, a humanitarian organization based in Washington, D.C., known as 'No Greater Love' conducted a survey on children and asked them why do they think there is a holiday on Memorial Day. It was agonizing to hear their remarks that were all associated with barbecues and extended weekend parties and celebration, while they hadn't the vaguest idea about the sacrifices of the soldiers in whose honor it is celebrated. One of the children was even quoted as saying that this was the day when swimming pools open!

Thus, the organization came up with the idea of 'National Moment of Remembrance' to remind and especially, let the future generations know about the real meaning of the holiday. The idea clicked with the President and Congress and since 1997, it became a standard American tradition.

Bookkeeping & Office Support Services



National Moment of Remembrance requires everybody to keep silent for a minute, exactly at 3.00 pm (local time) when 'Taps' is played and reflect on the glory of those who have shed blood for us. The federal government hopes to raise public awareness about the heroes and their valor by introducing this moment. %

http://www.thememorialdaytribute.com/moment-ofrememberance.html

Virtual Office Goddess: (vûr choo_al) (ô fis) (god is)

A being of supernatural administrative powers and attributes of business acumen with a particular talent for small enterprise support through virtual assistance.

why hire a mere mortal when you have access to a Goddess?

VA TIP OF THE MONTH

Change your mindset from 'employee' to 'business owner.' Many 'new' VAs still have the employee mindset. It is up to <u>you</u> to set the tone for your client/VA relationship; helping clients to recognize the difference is <u>your</u> job. Setting out the parameters of the business relationship as part of the initial client consultation will help prevent future misunderstandings. Make it clear (in a subtle, friendly way, of course!) that your relationship is similar to that of a doctor, plumber, car mechanic, etc. You don't tell them how to do their job and they don't tell you how to do yours.

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Stop Planning, Forget the "How", Just Go For It!

By: Fabienne Fredrickson

The last couple of weeks, we've been talking about aiming for MUCH bigger in our business, in our life, and in our purpose. We've stretched, looked into the fears of dreaming TOO big (is there such a thing?!) and looked at all the other emotions that come up once we've actually MADE the decision to play a bigger game. These are related to issues of safety, not rocking the boat, and self-doubt as to whether we really CAN play a bigger game in life and business.

But then, if this weren't enough, there's yet another thing that is likely to stop a lot of people right in their tracks. And that's trying to figure out the "how".

"How will I ever get from here to THERE?" "But I don't HAVE the resources (the funds, time, help) to make that big dream happen." "I'm not qualified right now to take on this big dream. I just don't have what it takes yet." "Once I know HOW I'm supposed to do this, I'll do it. Until then, I'll just wait to be ready."

Problem is, this is EXACTLY the point at which most people give up, probably even YOU. Right there. You see, most people wait for the HOW before they make a commitment to accomplish their big goal. Being the good planner that you probably are, there's a part of you that feels this is too risky of a project or a goal to take on without having a plan, a solid plan, without knowing exactly how it's going to unfold. You may have a dream of being on Oprah, for example, to share the message only YOU can share, and to give exposure to your book or business. You love the idea of it, you imagine yourself on her yellow leather sofa, talking to her and her live studio audience. You may even be able to feel the warmth of the studio lamps and the nervous feeling you would have in the pit of your stomach. Perhaps what you'll be wearing and what she'll say to you. Your imagination is strong about what it would actually BE like once you're there. And it feels great.

But then it all stops. Your imagination shuts down once you try to think about HOW you'll ever get to the Oprah show, or whatever else your big dreams are. Here are things I've heard:

"I don't have enough media training. They'll never pick me." "Everyone and their MOTHER wants to be on Oprah. There's too much competition." "Explain to me how it would ever happen and THEN I'll think about going for it." "Is there a guarantee this will even work? Probably not worth trying if I don't have a plan"

Now, if you've seen my Mind Movie on my Facebook page, you know that I have BIG dreams. Writing best-selling books, doing workshops to thousands of people, affecting millions, and having a global effect on helping women and children around the world, and yes, one day, even taking my message to Oprah's stage and sharing it with 10 million people.

Stop Planning, Forget the "How", Just Go For It! Continued...

I'm hearing it now... "Stop dreaming and GET REAL!"

And admittedly, some of these things ARE "lofty". In fact, I would categorize them as downright "scary big". Especially since I don't have a clue yet as to how I will write ONE best-selling book, let alone many, how to get thousands of people to come hear me speak, how I'll help on a global level (where, whom, what will I be helping them with???). And I certainly don't have a clue about how to get on Oprah's couch.

But I've decided to go for it anyway, because here's "what I know for sure". If you've got the commitment to do something, the intention is strong and you're willing to do anything it takes to get there, in a good way/not bad, then things WILL unfold before you, like a red carpet being unrolled in Hollywood. You just need to take the first step, accomplish the task that's right in front of you, and then the next task will show up for you to work on. Once you've done that one, just the right opportunity will land on your lap, followed by the right resource to take full advantage of that opportunity or to accomplish the task at hand.

But because we're bred to be planners (or in my case, sometimes a bit of a control freak - have you ever seen me in the kitchen right before a dinner party??), we want to have the WHOLE thing planned out first, in every descriptive detail. It's got to be all laid out and orchestrated ahead of time, in perfect order. Otherwise, we don't make the commitment. Thing is, that's not how the Universe or life works. Your next step or the next opportunity will NOT show up until you've made the commitment. But once you DO, it shows up, and the more you do this, the faster things start showing up for you: the right operations manager, the perfect branding development coach, the spiritual guide with just the right message (even the bottle cap with just the confirmation you've been asking for) or simply, just the right book to get you to that next level.

That's what is happening to me right NOW. It's fascinating to be in the eye of the storm, calm (most of the time) and witnessing everything around me show up as it's supposed to, having everything around me rearrange itself to make that big dream come true. In fact, it's pretty humbling. It's almost as though my intention and commitment to getting this big dream accomplished has taken a life of its own, in a really good way. And now, it's just about taking the next step that presents itself, without thinking of the next HOW. In fact, it's a very reassuring process, once you begin to see the pattern.

Your Assignment:

Notice your mindset as it relates to your big dreams and goals for your business or your life. Is there a way that you might be stopping yourself or putting a hold on your big dreams because you haven't yet figured out HOW it's going to happen? Is the planner in you squashing the dreamer in you?

Stop Planning, Forget the "How", Just Go For

t! Continued...

Instead, I'd recommend you gather your strength, deny your "smallness" and grab hold of the truth of yourself: that you CAN accomplish that big dream, that it's not a silly notion. Just the mere fact that you've thought of it means it can be done. Otherwise, you wouldn't have gotten the idea.

Forgot the how! Just go for it. Each "how" and the resource needed at that time will show up exactly when you need it.

And I'm here for you to make it happen, with all the support you need.

If you're not attracting enough ideal prospects in the first place, I'd recommend you create compelling marketing and systems starting today. The tool that will take you from 0 to 60 clients the quickest is The Client Attraction Home Study System?. It's everything you'll ever need to know to fill your practice quickly; no matter how long you've been in business. All the tools, scripts, templates, and examples are handed to you on a silver platter (including how to close the sale 97% of the time). So, you do step one of the system, and when you're done with that, you move on to step two, and so on. So easy. That's why my customers have gotten such great results from it. You can get yours at www.TheClient-AttractionSystem.com. **#**

Fabienne Fredrickson, The Client Attraction Mentor, is founder of the Client Attraction System?, the proven step-by-step program that shows you exactly how to attract more clients, in record time...guaranteed. To get your F.R.E.E. Audio CD by mail and receive her weekly marketing & success mindset articles on attracting more high-paying clients and dramatically increasing your in.come, visit www.ClientAttraction.com.



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