

Stacia Pierce

Announcer: Welcome to the Eventual Millionaire podcast – with your host, Jaime Tardy. Real talk and real advice from real millionaires, with a sharp focus on you – the Eventual Millionaire.

Jaime: Welcome to Eventual Millionaire. I'm Jaime Tardy and I'm super excited to have Stacia Pierce on the show. She is the CEO of CEO of Ultimate Lifestyle Enterprises, she's been on the Steve Harvey show, Entrepreneur, Red Book – I could go on and on, she's been in so many things it's insane. I'm super excited to have you on the show today. Thank you so much for coming on.

Stacia: Thank you for having me on today. I'm excited to be on as well. It's going to be good today.

Jaime: It is going to be good. I was checking out your website before and I loved one thing that it said and I want to dive really deep into that first because it's a question that I get all the time – it said you're the number one lady's millionaire maker. I get people e-mailing me constantly asking why I don't have more women on the show. They get mad at me and, believe me, I'm looking as much as humanly possible and sometimes people will send me some but what makes you able to help women move forward faster when it's, apparently, kind of uncommon?

Stacia: It is uncommon. The biggest thing that helps me move women forward faster is that I've set up a lot of systems and a lot of times the clients who come to me are women who are already on a career track or they've had high level leadership in their job and they're saying now they want to do their own thing – they've got this passion, they want to step out and profit from it. So what I give them is not only accountability but I give them a lot of systems to put in place, and they're used to working with systems – these kinds of people are used to working with systems, they just don't know which ones to use to have income coming in for themselves quickly. So I show them different systems and methods to start using their skills, looking at the talents they have that they've been sitting on or maybe some resources that they have that they can use to turn around and make millions of dollars with these skills and resources that they've been using almost their whole lives.

Jaime: I love hearing that, because I was one of those corporate job people that quit and then I ran around like a chicken with my head cut off because I didn't know exactly what to do. If I had known you beforehand! Don't get me wrong – I got a mentor and it definitely helped, but it was one of those things that makes it difficult when you don't know the right steps to take. So let's talk about your favorite system – someone comes to you, they want to quit their day job and start making money with a side business or whatever, what do you help them with?

Stacia: The first thing I do is I have this kit that I created called a Clarity Kit and the first thing I do is I help them to get clarity on what exactly it is that they want to do next, because usually people say they're in a transition and they want to do something new, something next. So we go through that, that's the very first system that we go through. The Clarity Kit is like 50 pages so sometimes they say it's like going back to school but when we go through that complete system, the complete Clarity Kit, then all of a sudden they get this 'Ah ha!' moment and they say 'Okay, this is exactly what I'm supposed to do. This is how I need to start putting it in place,' and then we just start walking them through it, step by step. The next thing is I start working with them on some type of branding or marketing formula for what they have decided to do.

Jaime: Okay. So this 50 page thing – what’s one of the most amazing things that you have them do? Because people are like ‘I’ve heard you should go and look at the things that you liked as a kid,’ and they have this list but they don’t know what to do with it. So give me some tips and advice on that clarity piece.

Stacia: As a matter of fact I was just working with someone who has been in the fashion industry her whole life and she decided that now she wants to take her skill and start working for herself. She’s been working for a major brand, a major company, and she wants to start her own blog and start helping people to structure their closets and that kind of thing – but it seems so general, everyone’s doing this, it’s kind of overcrowded, so what I did is I said ‘Okay, you have these skills in this industry,’ and the kit says if you have these skills, you have this talent, but what you want to do is overcrowded, think of 15 ways that you can take that same skill and do something that you’ve never heard of. So she wrote down 15 different things, different ideas of things that she thought she’s never heard of – and of course sometimes they’re out there but you just haven’t heard of them – and through that she came up with three top things that we picked from the list that she’s really good at and from those three things she had this ‘Ah ha!’ moment and said ‘Oh my goodness, I know what I want to do! I don’t just want to help people with their closets and their makeup and that kind of thing, what I want to do is go back and help my industry – I want to be a consultant to the industry I’m leading from,’ and she said ‘I’m really good at this, I’ve been on set, I’ve worked with models, I’ve worked behind the scenes, I’ve done so many things – now I can go back and consult.’ She reached out to somebody in a great position and asked them ‘Would you ever consider having a consultant? I know I’ve worked with you from the other side but would you ever consider having a consultant?’ and they were like ‘Yeah, we need you next week to do a workshop for all of our interns – tell them what to do,’ so we kind of stumbled into what to do next.

Jaime: That is so different to where she started from. How did she know? This is the question I get a lot – how do you know that it’s the right thing? Because people are trying to find this one amazing purpose in life.

Stacia: I had a thought on that – I think your purpose zigzags and I think sometimes people are looking for this one, amazing thing they’re going to do for the rest of their life but you know and I know that the things I’m doing today aren’t the things I started out doing. At first I thought all I wanted to do was speak, I wanted to be on stage and that was it, but after a while I didn’t want to just speak – what do you do when you come off stage? What do you do for the rest of the month if you only have three gigs? So I took the text step and started to teach and coach people. I think that’s what happens with purpose. I tell people to start with one good thing and monetize it; let’s make money around this idea but don’t settle there. As things come up and your intuition begins to guide you and you find the next idea to pursue or an opportunity comes up and it feels right then engage with it – just take it step by step. I call it stumbling into your destiny.

Jaime: That is amazing. I think it’s all part of your journey and people don’t really understand that. You have to take the first step in order to figure out the rest.

Stacia: Yes, you do.

Jaime: We all want to know before we start and that makes it really difficult. I was one of them so I can’t say anything.

Stacia: We all go through that. I had my journal and I wanted to know the whole plan – ‘What’s the end going to be like?’ and it just doesn’t work that way.

Jaime: Not at all. So once they have clarity maybe they don’t know what the market needs – I love how she called and said ‘Hey, do you actually need a consultant?’ I think that’s huge. How do you validate the market and then go and actually make money from it?

Stacia: There are a lot of different ways. I’ve worked with different types of entrepreneurs and I tell them all to do their research – you have to do your homework to validate the market. I’ve worked with a lot of online businesses and I tell them to Google things to find out what the market is looking for, do some surveys, what are people saying that they want? Also go back and ask people that you used to work with – ask coworkers or old bosses what they wish they had, how can the gaps in their workplace be filled in? Lately I’ve been working with a few people that design products – I had two incredible people that have product designs and they were amazing to work with. To see them go from zero to millions of dollars, even for me watching, was amazing. One lady had foot wraps for when you go through the airport, they’re called – Travel Feet and they’re just hitting the market now, like a whirlwind. She thought of this idea when she was travelling one day, about how you hate taking off your shoes and then you have to put on your socks and that kind of thing, so she came up with this thin little sock that doesn’t affect your shoe or anything and it’s called Travel Feet and they also protect your feet from like 120 different diseases.

Jaime: Yeah, walking around the airport with no shoes on is not fun.

Stacia: It’s hospital proved, she went to doctors and everything to create it – it was a lot of money just to get the prototype. But watching her going through this process and finally getting to the point of selling them to the airports, getting them into the airport stores, it was really awesome to see her go through that.

Jaime: I want to dive deeper – can you take us through that process? Because I think that people don’t understand the product piece, how much it costs or any of that stuff, so if we could dive deep into that it would be really helpful.

Stacia: Okay, so the first thing we did is we had her come up with a prototype of the product and that probably took about a month, just to keep tweaking it. then she had to come out of her comfort zone, because we’re just talking about a lady traveler, we’re not talking about someone from the airline industry or the medical industry or anything, so then she just said ‘Well, this seems like something we could use in the medical industry for protection,’ so she got doctors on board to try to put something special chemical in the Travel Feet to protect your feet from diseases even when they hit the floor with the sock on because it’s so thin.

Jaime: How did she do that? Did she just call doctors and say ‘Hey, I have a thing?’

Stacia: She Googled them, got them on board and got about four or five doctors that were interested and said ‘This is a hit.’ It was a scary process. Sometimes doing your business and stepping out into your destiny, what you think is your purpose, can be scary, so she just had to make cold calls and find these people and that’s where the coaching came in because the whole way she was like ‘No, I can’t do it!’ Yes you can – get up tomorrow morning, make ten calls. So that was the process, I gave her a system – get up, every single day and call doctors. So she called doctors, she got

all of that approved, then she had to go and meet with airlines so ten calls a day until you get an airline that says 'Yes, come and have a meeting.' So finally she gets in with the right people, going through a lot of layers to get her meeting. She got into two great airports and that opened the door for all the rest because now you know the process. Once you get one good person they're usually connected to everybody else. So she got into the airports then, from there, I said 'Let's try to get into the airport stores and all these little kiosks throughout the airport,' so then she had to find out who does all the kiosks, who's the company that's putting the stores in the airport, so that's another process. This is a yearlong process but at the end of the year she's getting her very first order, it was maybe something like a \$500,000 order. So, yes, there was an investment, there was time, there was a process but that was a huge first order, although it didn't happen overnight. It wasn't zero to \$500,000 in a day. The point is that it's a process, you have to keep going and you have to do what you're scared to do. I just kept giving her systems and things to do. I told her to make a chart to make sure that she's really called ten people per day. let's chunk it out, let's look at it, let's see who said what, write down every single connection or idea they said, what they've added to this process, so she had this whole big journal full of notes and one thing led to the next and to the next and when we got through this we can see all of the dots and how they connected along the way. So now that she's done she can see her own system that she's created so now she's also teaching people how to come up with the product, trademark it and get it to market, the whole process.

Jaime: That is an amazing story. It's crazy what can happen in a year but it's only because she got pushed to go outside of her comfort zone. I see this all of the time, and I'm sure you do too, but people don't do anything and time passes, so what tips do you have for people, if they don't have a coach, to push themselves past this?

Stacia: I would say to just write down what you're afraid of – what are you afraid to do? So if you're afraid to make calls, if you're afraid to network, to get outside your comfort zone and meet people, if you're afraid to e-mail someone, if you're afraid to approach certain people – just write a list of what you're afraid of. Then, after you've put that list on one side, on the other side just a make of list of how you're going to conquer these fears. Say how you're going to do it and then you have to take some massive action on conquering it. That's one action people can take themselves, without a coach. The second thing people can do is just a lot of research – a lot of the time people just don't do any research. They have a great idea, a great product, but they just kind of sit on it and wait for people to fill in all the gaps for them but I would say that with all of the technology and all of the resources we have now you can really do a lot of research yourself – you can Google and find out what's out there, try to find manufacturers for something, ask questions of people in certain industries, so I would say the second thing to do, if you don't have a coach, is to do your research. Then, the third thing I would do is you have to get to know people, you're going to have to network. Usually, whenever you have a new idea, it calls for new relationships and that's something that we don't really factor in, that the people that are around you right now, in your inner circle, are probably not the same people that are going to help you get that new idea that you have to market. Sometimes it works but I've found out that most of the time those are not the same people. They may help you with funding or support but they're usually not the people who have the total answer so I would say get uncomfortable so that you can get profitable. Just get out of your comfort zone and meet some new people and go and research and hunt and gather for these new people that you need to have in order to take this idea or the new thing you want to do to market.

Jaime: I love that quote, that's great. We're going to have to Facebook the heck out of that because that's a great quote. People sort of know this, logically, but it's a very different thing to put into practice.

Stacia: It is. You kind of know it but it's a whole other thing when you're in the midst of it, it's your product, your idea and you have to take all of the action steps. You kind of get stuck, 'What do I do?'

Jaime: When I chat with people they're like 'I feel so dumb,' or 'It's me and I'm not meant for this,' but I've seen it, you've seen it over and over and over again, people are like 'I'm so scared!' and they think they're the only ones that exist that are super scared. Everybody is!

Stacia: The people that I work with, they're just like me – they're the most average common people. I think sometimes people think they're these superhuman people. I work with a lot of ladies and I think they think that these ladies are some superhuman ladies that have all of these extra special skills but they're just regular people, ordinary people doing extraordinary work. A lot of times we do feel like we're the only one that's afraid, the only one who doesn't know how to Google, the only one who doesn't know how to get a domain, so I have people like that – almost 90% of people I work with start like that.

Jaime: Exactly – we always end to compare our insides to other people's outsides. We're like 'But they look like they have it all together and I'm freaking out!'

Stacia: It's true.

Jaime: I have a couple of questions – I have both male and female clients and it's an interesting thing because what I've been noticing lately is just a correlation, I don't know if it's true yet, I'm testing it out, but the women seem to be stuck in their own heads a little bit more and the 'I'm not good enough' and that sort of stuff comes up a little bit more than with the guys. With the guys I'm like 'go and call ten people,' and they're like 'Okay, done,' whereas the girls are like 'What if they're upset that I called them?' Why do you think that is and how can women, particularly, start pushing past those fears?

Stacia: I think that we overthink. I think that's what happens – women overthink the process too much. They battle this whole issue of 'Am I being too in control? Am I taking too much leadership?' and that kind of thing. When they come from a corporate sector and want to start their own business you would think they would be like 'Yes! I'm ready, let's go!' but sometimes they are the ones who are afraid to take these big leaps and so I think it's just the internal fear and confidence. Men have it, they just kind of have this 'Well, if it doesn't work, it doesn't work, okay,' but women have this 'If it doesn't work, my life is over! What are people going to think of me?' So we worry a lot about external things, 'How am I going to look to other people? Should I approach certain people?' and I try to help people conquer those fears and insecurities and say 'You know what? This is your destiny, you might as well go for it and if you get a no, it's okay – sometimes no doesn't really mean no, it just means you approached the wrong person, you just have to go to someone else.' That's my biggest thing, is I think we have a lot of internal fears as women, naturally, just self-esteem things, so when I work with women that's one of the big things I work with, their mindset, just to try to get them to think past that, even giving them assignments, reading certain things, listening to certain materials. I just say whatever your biggest fear is, go to the book store and gather material on that

particular subject and just wash this thing out, drain it out of you, and so they're like 'Okay...' and they do that and after a week they're like 'Oh my goodness, I've been listening to books on negotiation or financial increase for a week and now I can see my weakness and why I deserve it.' Sometimes we've got to create a flood in another direction to flood out these internal thoughts we're having.

Jaime: I like the way you said that because I remember being like that. I made six figures when I was 22 so I thought I was a bit of a hotshot when I was younger and then I started my own thing and it was like 'Maybe I was a bit of a fraud. Someone was willing to pay me that but maybe I wasn't really worth that. What if I can't do it on my own?' Your brain is so dumb – it makes you have all of these thoughts which are not helpful in any way and of course it stops you. So what are some of those resources? Is there anything that gave any of your clients a 'Ah ha!' moment that you can recommend? Podcasts or websites or anything they can check out? I know each person has a different issue but I'm looking for things that will help with confidence.

Stacia: I have a couple of things that I do. One of my favorite books is an all-time classic – 'Think and Grow Rich.' We've all read it and know what it's about but I take my clients back to the basics and a lot of the time I have them re-reading it or listening to it. I've been doing something recently with all of my clients where I recommend that they get a Nook or some kind of e-reader. A lot of them say 'I don't have time to read all of these books but I know that if I'm going to be an entrepreneur I need to read more and gather information,' so I have them get some kind of reader that can read to them – a tablet that has an audible part to it, and I have them start listening to their books while they're driving, in the morning, in the café, so that they can get through more material and that has been really changing my clients' thinking and outcomes so much. I'm a big, huge fan of journals so part of my process in coaching is to get my clients to journalize. I created a whole course because I keep getting people saying 'I can't sit down, I can't write, what do I do?' So after I'd answered over a hundred questions on what to do with a journal I said 'Okay, let me create a journaling course,' so I recommend to a lot of them that they take that course, it's four weeks, and that they really learn how to write their thoughts out and their ideas and even how to write content for their blogs and even how to write a forward for their sites about their products, how to write copy and that sort of thing, so I go through all of that in the journaling process and I think that's a big help because those are the kinds of things that I looked for and I was like 'Where are these tools at?' So those are the things I could recommend – and of course your book, that's why I was so excited! I love your book, you have no idea how many times I have recommended clients read 'The Eventual Millionaire.'

Jaime: That's awesome!

Stacia: It's awesome how things just have a way of coming full circle.

Jaime: That's so exciting! Thank you, by the way. I really appreciate that; that's awesome.

Stacia: You're welcome. So I say 'Read this, go through this,' and it helps them. Those are some of the things that I do and resources. I'm big on reading, I'm big on listening to inspiration. I'm not one of those people who think self-help should be thrown out the door – we need to have inspirational stories, biographies and that kind of thing. I wouldn't be where I am today if I didn't hear stories about other people that made it, if I didn't read good books, if I didn't take good notes and journalize my thoughts and that kind of thing. I'm a huge advocate of giving people products and

putting stuff in their hands and I think people need homework. As adults we don't want any more homework but I think it's good – I think people need homework because when they finish an assignment they feel like they've accomplished something and they feel 'I can do this, I can go forward in my business, I can take on this challenge.'

Jaime: I just want to say thank you for being here too – because you tell your story which inspires other people and they start taking action. I'm a huge fan of homework but I don't call it homework because nobody likes it being called homework, I call it action items – 'Your action items for this week are...' it's so silly how we have an aversion to homework.

Stacia: It is, we do. They hate the word homework. We usually call it motivational work or I've forgotten the other name I use.

Jaime: In my book I talk about budgets and people are intimidated by that so I call it a spending plan. The words really do matter. I'm sure you've found that with working with your clients. One of my good friends lately, if I say 'Are you having a good day?' has been saying 'No, I'm having an utterly amazing, fantastic day,' and I'm like 'Oh yeah, good is like this.' The words really matter. Do you notice that too, for your growth, that the words you tell yourself really matter?

Stacia: Oh my goodness, words matter so much. I have these stickies that I made, they're called Stacia's Stickies, and I give them to my clients when I first start working with them and they have all their own little affirmation on the stickie, like one says 'Making money is easy,' and the other one says 'Today is a great day for me to succeed,' but then they write their own messages on them. I tell them to just sticky up their whole computer, their work area, whatever it is they're focusing on at the moment and to say those words out loud – because if we're not watching our words we can put ourselves into a bad place just from what we're saying every day. I usually have them when they're working, like, for instance, the lady with the Travel Feet, I had her write an affirmation that we walked through together so that she could say something every single day to get clients and contracts and connections and that kind of thing, so I think that's a really important part of the process, to get people to say the right thing. I'm huge on that – every day I'm watching my words and I make sure that I have them stuck up all over the place. My house looks like a big sticky zone.

Jaime: That's so awesome. I love how you said process – because this is all about a process, it's not something that's going to change overnight. I found that one of the biggest things for me was just one of these small tweaks that add up over time, it makes a huge difference. Sometimes we want to rush to the goal as fast as humanly possible. Your client that you're telling us about went from zero to a \$500,000 in a year, which is insanely fast, so it's not that it can't be fast.

Stacia: Yeah, that doesn't normally happen.

Jaime: Thank you for saying that too, because we have to let people know. I have a client who made \$1 million in two years and people are like 'Make me do that!' Well, let's set our expectations – I'm huge on big goals but I also want to make sure that people are realistic in pushing forward. How do you deal with that? Especially as you're the millionaire maker – people must come to you and say 'Make me a millionaire! Six months – let's go!'

Stacia: That does happen and so we just make it realistic. I tell them that it depends a lot on themselves and where they're starting from and I tell people to set their goals – we have little goal

cards and I have them write down where they want to be six months, a year, three years, five years from now – and I tell them to get a realistic picture and view of this and sometimes we can go outside of the box and do something unrealistic and that can happen but I don't want them to think that they can go so fast that they disappoint themselves. Because people say 'I was on your site, it says millionaire maker, I have this idea, six months from now I want to be a millionaire,' and I have to tell them that's not really what it's about – it's about saying that they can really make the maximum of income, they can make a lot on their ideas, their purpose, on what it is they feel they're called to do if they stick to the right process and apply certain systems and principles. You do have to tell people to hone it in and set realistic goals. Of course I'm trying to get my clients to get to a \$1 million so we do set a \$1 million and I show them what that looks like – we do the math of what it looks like to make \$1 million and I tell them some of the things that it might take, that they might have to walk into to make \$1 million, like they may have to hire help, you're starting here but it's going to look different – a year, two years from now it's not going to look like it look in your head now. I also tell them that they're going to need resources and they're going to need to grow with their company and they shouldn't be afraid of that because things are going to come up that they don't know are going to come up, they're going to have to pay for things that they've never had to pay for before. I bring it all in, tell them the process, tell them where we're going to go with this and how we're going to get there and people usually say 'Okay, I've got it.' They calm down a little bit and realize that it may not be six months but they're on their way.

Jaime: That's the good thing about my brand, Eventual Millionaire – eventually!

Stacia: That's why I gave them your book!

Jaime: I get e-mails like that too – 'In six months...' Usually the people coming to me are pretty realistic but in general people can be like 'I want it now!' and they've never had business experience. Just the learning curve of learning business alone is huge.

Stacia: It's huge and it takes time, especially if you're coming from working a job to working full time on your business. It's a huge transition and that's work in itself.

Jaime: Tell me about some of the common mistakes that you see.

Stacia: I think the first one is time management – when you're making a transition to work full time sometimes people don't even know what to do with their day because before you've been given a schedule but now you have to create a schedule and sometimes people don't know how to create and fill in that schedule and they don't know what's most important to do. A lot of the time they work on things that are not going to change the bottom line so that's where I come in – a lot of times I tell them what to do with their day. I have them set up their sites and then do marketing even though that's not what they want to do. I had another client, you might have heard of her, Michele Syrup, it's really an awesome syrup company, it's been around for a while. She took her grandma's recipe, packaged it, bottled it and created this wonderful syrup line. She started back when Oprah was in Chicago, got on the Oprah show, it went really huge and after a while things changed and she just got stuck in her company so she came to me for help. She had already made a \$1 million company but she said 'We've been stuck at this for five years, it hasn't increased.' She had gotten stuck in a pattern and what she was doing with her time was all the wrong thing's so even though she was a business person we had to change her whole time patterns. She wasn't doing any

marketing, she wasn't on social media at all, she had just done it the old fashioned way, tried and true, and had gotten into a lot of markets and stores but she needed to get into new arenas. So one tweak that I did was I just told her how to use some time in her day, not all of her day, just to get on social media and do some great posting, run some contests and make a younger audience aware of her syrup, tell her story again, repackage the brand and everything and we got that thing moving and got her into four or five new markets in the next year and her company just took off and began to soar again. I just find that that's it – time management is big and what to do with the time that you have every day. Most people are stuck and they have no idea what to do with their time to get the most from their day and to cause money to come in.

Jaime: Half of people aren't even aware of it – she was aware that her money wasn't moving but she was doing the tried and true stuff instead of what she should have been doing. It's hard, as an entrepreneur, to see your weak spots.

Stacia: It is. You can be stuck and saying 'I'm doing everything right. I grew this company to a certain place but where do I go from here?' When you feel like that it's good to reach out and get some help and it's a good job she did.

Jaime: Definitely, she's probably extremely happy that she got some help. You just talked about branding and I want to talk a little bit about those pieces because it seems like that's a big piece of what you do also. How do we work with branding and figure that stuff out? Do you have any tips for anyone?

Stacia: I sure do. I have a branding kit – I have all of these kits! I do, I have this branding kit so we go through this whole process, it's like a six week process they go through to develop their brand. With branding, I think the number one thing is that you want to make sure that you're true to your company's philosophy. You want to make sure that your branding is crisp and, at a glance, people know what it stands for. I'll tell people to get professionals to look at their logos and designs, to get the best possible person they can afford, even if they're just starting to develop their brand.

Jaime: That's a difficult decision, because people don't know what they should spend on. What should they do if they have that question in mind?

Stacia: I think your initial branding is really important because it has a lot to do with who and how much you're going to attract to you. So I would tell people to try to set aside money and try to create a branding fund. I tell people, as they first get started and money comes in, to put a little into their branding fund so that they can make sure that their branding image is really good. What I mean by branding image is their website, getting a logo done, their business cards, just some marketing pieces so that when people come to see them and they come to look at them, they look really professional and look like they know what they're talking about.

Jaime: It makes perfect sense if they're making a little bit of money before. I've seen people go 'I know branding is important – let's spend \$5,000, \$10,000, \$15,000 on this brand,' but they haven't tested the market out that well. But you're saying make the money first and reinvest that money into your brand to make it that top level thing that you want.

Stacia: Yes, I think that's important. I've had people come to me that have spent \$15,000 on this website and this logo and all of this stuff and they don't even have a product, they don't know what

to do with it, they still don't know what they want to do with their day and I'm like 'You spent all of this money on this entire branding package and now what?' I always tell people that I think that it's important but you can take a slower process, just start your brand and you can increase your brand and make it look better. Your brand grows with you – my website today looks totally different to when I started.

Jaime: Thank you for saying that. So tell me about the transition that you've gone through for your branding, especially at the beginning, to where you are now. It's funny how much smarter we are later, 'I wish I'd know then,' so tell me about your journey.

Stacia: My journey started mainly, as I said, with speaking from a platform, so I had conferences and workshops and that kind of thing and I started getting bigger and bigger crowds. I started getting large crowds of women so I started thinking 'This is pretty good, I'm pretty good from the platform,' and this before we had e-mail and all this kind of stuff, this is way back in the day, and so women would write me letters.

Jaime: Really?

Stacia: Yeah, it's awesome because I get to still hold on to some of those letters, but they would write letters and I remember this one year in particular, I had this three day conference, I got done with the conference and this stack of letters came in maybe a week or so later and there was a common thread in all of these letters – 'I had an awesome time this weekend but I don't know what to do next.' I was talking about profiting from your passion way back then and they were like 'How do I profit from my passion? Will you help me? Will you mentor me?' That was the word then – it wasn't coach, it was mentor. 'Would you become my mentor?' So I said 'Okay.' That was an 'Ah ha!' moment for me. But I'd had a crowd of a thousand or so at the weekend so I said 'How am I going to mentor a thousand women?' So I started a tape of the month club and it was just cassette tapes.

Jaime: Tapes? Oh my gosh! You do not look that old. Tapes, really?

Stacia: Yes, I'm older than you think. My oldest daughter is 24.

Jaime: Really? So anyone who's not watching on video will be like 'Wait, let me look her up.' That's amazing. So you made tapes. I don't even know how to do that, that's awesome.

Stacia: Right, and what happened is that, every month, these women would join the club and I would mail out a tape to them to answer their questions and that kind of thing. That group grew and then, a few years later, I said 'You know what? I'm becoming their coach. I need to start a coaching program,' and so that's where I started my website, which was not like it is now, just a little website, a couple of tabs there, they could sign up to the tape of the month club and that kind of thing. What I've done from then until now is, every single November/December we plan what changes we're going to make to the business and website in January – what didn't work last year, what improvements are we going to make? I maybe go to some seminars or get some online training, see who's out there, who's doing what, and every year I improve myself. So that's what we did with the website and the programs and so my coaching grew to now, where I have a whole coaching school, whereas before it was just one on one and now I have three different levels in the school. I still do some one on one with my higher level clients, then I do my speaking but now it's all designed in different categories. But you don't start it there – it was a growing process with a lot of 'Ah ha!'

moments and mistakes that we made but we learned and grew from and then I made it my motto to upgrade myself every year – ‘Next year I’m going to do more, make more and be better than I was the year before,’ and because that’s been our motto we always improve ourselves the next year.

Jaime: You are walking your talk like crazy. That is amazing. It’s really inspiring to see, because you hear people preaching this stuff and you don’t know if they’re following it but you’re like ‘Every November and December we do this and we do this,’ and you’re really putting it in and it shows, of course, and you can tell how much work you’ve put into it – you have a bazillion kits and so many things to help other people and so many things that you’ve built up, it’s insane. It’s really inspiring to me too, by the way, but I need to know that I have enough time! It’s always time. I love this and I am so sorry that I have to start wrapping it up because I could probably talk to you for way too long, but to be respectful of your time I am going to ask you the same last question that I ask everyone – what’s one action listeners can take this week to help move them forward towards their goal of \$1 million?

Stacia: We talked about setting goals and that kind of thing and I would say that the number one thing is that I would write down a goal this week and I would decide to take some massive action. I would do something I’ve been scared to do. I would say ‘This is a goal that I want and I will go and step out this week – not next week, this week – and do something that I’ve been afraid to do.’ I think that when we move past that fear toward our goal is when we start seeing our biggest breakthroughs so that’s what I would tell them to do – write down ‘This is something I’m going to do. This is something I’ve been scared to do,’ whether it’s to make a call, send an e-mail to a company or something, approach somebody to maybe co-author a book with, or a program with, whatever it is, whatever you’ve been thinking about, your gut’s been telling you to do but you haven’t stepped up to do it – this week, step up there, say you’re going to do it and go past your fear and do it. That’s what I would say.

Jaime: I agree with you 1,000%. Anyone listening, make sure you don’t just listen to that and then turn this off and listen to something else – make sure you actually do it. The biggest impacts that I’ve seen in businesses have been from that exact action step so please, please, please, put it on your To Do list, do something so that you will remember it, if you’re in the car or working out or something like that, because what she just said is gold. Thank you so much for coming on the show today, Stacia. Tell us where we can find out more about you and your products and everything online.

Stacia: Just go to LifeCoach2Women.com and everything is there. If you go to the top right hand corner, right now I’m doing this six week program called Path to Purpose and it’s absolutely free. It’s a coaching program that I used to run for \$2,500 and I decided that I wanted to do something different and I wanted to give something big away to people, especially with the holidays coming up. It’s a real course, a real entire coaching program and it comes with all of the worksheets and downloads and everything and people can take a six week course from me absolutely free so that’s where your listeners can go and check it out if they want to, at LifeCoach2Women.com and everything else is there too.

Jaime: Perfect. We’ll link it up and they’ll be all set and ready to go for January if they start now because we have six weeks of the year left. Of course by the time this comes out they’ll have to start right away to get it done for January. Thank you so much for coming on the show today, Stacia. I

hope to meet you in person at some point, your energy is amazing, and I hope you have an amazing day.

Stacia: Thank you, I appreciate you having me on.

Announcer: Thanks for listening. You can find out more great information like this on EventualMillionaire.com.