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Jamie: Welcome to Eventual Millionaire. I'm Jamie Masters. And today, on the show, I'm really excited to have Melissa – I totally messed it up. Let me do it again, Krivachek. Okay. I've literally only had to redo names I think five times in all of the interviews just so you know.

Melissa: Okay.

[00:08:00] So it's Krivachek.

Jamie: Krivachek. I'm probably going to get it wrong. So Krivachek, Krivachek, Krivachek, right?

Melissa: Yeah.

Jamie: Does everybody get it wrong, or am I just the idiot one right now?

Melissa: Everybody gets it wrong.

Jamie: Thank you for making me feel better before I try and say it again. All right. Welcome to Eventual Millionaire. I'm Jamie Masters. And today, on the show, we have Melissa Krivachek. Hopefully, I got your name wrong, but you will correct me in a second if I didn't. She owns Millionaires and Money.com. Thank you so much for coming on the show today.

Melissa: Awesome. Thank you for having me.

Jamie: And I got the last name right, right?

Melissa: You totally did after so many times.

Jamie: I know, right. Thank you so much for coming on. Tell us a little bit about what your business is and what you actually do.

Melissa: Yeah. So I love and am obsessed with sales. But it goes so much deeper than that. So I think all of us, as entrepreneurs, have things that occur in our personal lives that affect our sales, our bottom line, and the way we do business.

[00:09:00] So especially for females, this is true that your emotions and your environment drive the consistency of your business. And so I dig

into that shit. I'm like what is happening in your personal life that's affecting your business? What's happening in your business that's affecting your personal life? So when I say sales, it's not overcoming objections, negotiations, all the basics. Go to Grant [Cardone](#) for that. That's not me.

Jamie: That's amazing. And it's so funny because we sort of just assume that a tactic will solve the problem. So what are some common things that you see come up over and over and over again?

Melissa: So death is one. A lot of people have deaths in their family. And so that throws them completely off. Let me give you two examples of this. The first is that I had a client in Canada who had two businesses. One was a marketing firm, the other a web development firm. And she initiated the divorce with her husband. Her husband ended up committing suicide. And as a result of that, she made these decisions based on her husband's approval, except he was dead.

[00:10:05] So I told her, "I'm going to teach you sales but not the way that you think." And I had her sell literally everything in her house and bring in the pieces that made her feel good, that made her light up, that made her make decisions that were based on the things that she actually wanted. And what they had collectively was still there as a memory, but it wasn't there to interact with on a daily basis. So she drove her revenue up instantaneously, took off on vacation and started playing golf and doing all of this stuff that she wouldn't have done for the last four years because she was battling this thing emotionally.

And so a lot of us, whether it's death of a loved one or death of a family member or death of a relationship in our own lives, whether it's a husband or our kids not getting along, and they don't want to speak to us, or whatever the case is, we have to deal with that. And so we can't bottle this stuff in.

[00:11:00] We have to, literally, pour it out. And I know you know what I'm talking about.

Jamie: So my divorce video was huge. Yeah. And I actually got asked to speak in Thailand all about relationships and how that works and blah, blah, blah, and how it affects your business. My business doubled after I actually got a divorce, which is interesting how that works out. But I guess that's sort of the point is that you don't

realize it when you're in it. So when I was going through a whole bunch of emotional stuff, and I was holding myself back, and I didn't even realize it, how do we even get to that point of noticing that first so we can change it?

Melissa: Well, I think we wake up unfilled. We wake up with negative energy. We wake up with lack of passion. And while we're doing the same routine day in and day out, we know that is not the routine we should be doing. We should be exercising and drinking more water. We should be making more calls and dealing with people on a higher level. We should be creating deep, profound relationships not just relationships that say, hey, how's it going? We'd love to sell you something. Bye.

[00:12:00] Right? So at the end of the day, all of the dynamics of having a successful life make or break a successful or not so successful business.

Jamie: So if you're somebody, let's say, that just doesn't deal with rejection very well, you're trying to do sales, but your prospecting, and you're like I want them to love me and that sort of stuff, do you feel like it's always the personal side of things that are affecting it? Or is it something where you're like oh, no, you just need to have more self confidence and do this tactic, and it will be better? What would you say for someone like that?

Melissa: So a little bit of both. But I think lack of confidence is one thing. But the other thing is that we are attached to the outcome. So if I'm a start up entrepreneur, I really want that client because I want that money in my bank account because I need to buy X, Y, and Z, or I need to pay for X, Y, and Z because I have these bills. However, that attachment, often times, pushes the money away from us. It doesn't bring it closer to us. So we have to stay detached but open at the same time.

[00:13:01]

Jamie: Okay. How do we do that?

Melissa: Well, I mean, I think the first thing is that you have to realize the emotional states that you put yourself in. And what I mean by that is wherever you hang out you're getting emotion from. And that emotion is driving every decision that you make and every action that you take. So if you were to hang out in a church or you were

to hang out with a bunch of successful millionaires or you were to hang out at a pool or at a Ritz Carlton or a really nice resort, you'd have a totally different experience than if you were to hang out at Starbuck's or you were to hang out with a rock band or just the drinking and the smoking and all of these things.

No matter how much we think they do or don't affect our productivity, they absolutely, 100 percent do.

Jamie: So where is that line then, too? Because some people are like, okay, I get it. But a glass of wine or this, is it a lifestyle choice, you mean, that makes a difference?

Melissa: Oh, 100 percent. So every action that you take is going to bring you closer to or further away from the goal.

[00:14:05] So the goal is always to be as productive as you can be within reason. Now, if you've got a family, it's going to be a little bit more challenging to say I want to wake up in the morning, and I want to take my supplement. I want to hit the gym, and then, I'm going to go to work for six hours or ten hours or however many hours. Instead, you're like knock-knock. The cleaner is here. And the babysitter is here. And the nanny is taking the kids to school. And I got this and that and orchestra afterwards. We just need to step back and evaluate our lives.

So one of the things that I have my clients do, and you can actually find this on the online coaching tab of my website, is you go through, and you break down your day in 15 minute segments for 3 to 7 days. So I want to know are you driving. Are you working? Are you talking? Are you drinking? What are you doing for three to seven days in fifteen minute segments?

[00:15:00] And I can, literally, pull apart your entire productivity and tell you what should be outsourced. I can tell you what needs to be done by other people as well as what you need to eliminate all together.

Jamie: I love that idea. I have my clients do the exact same thing. We need to know what we're dealing with before we can make changes or anything like that. So how does what we're doing in 15 minute increments affect our sales?

Melissa: Yeah. So so many people are doing stuff that they shouldn't be doing. Let me give an example of an executive. So he said that he

was the only person that could possibly compose an email marketing campaign. And he had done this for 18 years. So it wasn't new to him. But the amount of time that he spent doing it was 580 hours a year. We pulled the campaign from him, and we said, "Listen, you're spending way too much time on this campaign. Obviously, somebody has the resources and the talent to do it at a much quicker pace with much better copy than you do."

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"So let's see what happens when somebody else writes it." And we did that. And I think he made \$1.7 million off of that. And that was more than he had ever made off of any piece of copy he had written over the last 18 years or any newsletter he had sent out. And so what ends up happening is we don't realize the things that we're doing because we do them so often and for so long that they become engrained that we are the best, and we're not the best. We just are doing them because we think we're the best.

Jamie:

We do. We think we're the best because we're really awesome entrepreneurs that can do everything and think that we should. But we have a hard time letting go. So how do we actually do that without somebody slapping us around and going stop that? Because that's what I do as a coach, too. You need to be like, okay, don't do that anymore. And then, they listen to you because they're paying you lots of money. But for somebody looking at their own schedule and going, huh, no, what do I do, how do you give them the capacity to be able to let go of something that they feel like they do better than everyone else?

[00:17:00]

Melissa:

So don't look at your schedule first. So yeah, you have your 15 minute segments. But then, I want you to go to your closet and start getting rid of the clothes that you wear because you just dump clothes in the closet, right? And it's like a mess. And it flows into our brain function. So we're creating chaos the moment we wake up in the morning and go to the closet because we have to choose, of the million different options, what we're going to wear. But then, we pick up our smart phone, and we say, hey, I need to start reading emails. And there are 12,896 emails. We're starting our day the wrong way.

What if we pulled back the curtain and said, look, we don't need to start our day by making a million decisions about what to wear. Let's just have 10 main staples, and then, rotate them. No one is

going to notice the difference. It's going to make our lives so much simpler. It's basic color tonalities. And if we need anything, we can just dress it up or dress it down, right?

[00:18:00] So that's one less thing. And if we look at the most successful people, Mark **Cuban**, Mark Zuckerberg, these guys are prime examples of wearing the same thing every day and building ultra successful companies.

Jamie: Okay. Question because whenever I've heard this before, we never named females in this. We always name men. So how many females do we know that wear 10 things total? I'm not a fashion lady at all. I hire someone. I'm not one to ask. I literally probably only have 10 things.

Melissa: I know, me, too. So the only thing – the only person that comes to mind, actually, is Priscilla Tan, which is Mark Zuckerberg's wife. So that's the only person I can think of off the top of my head. There is another lady. She has something called Something 33, Project 33, yeah. Project 33. So the purpose of the project is that you have 33 items, which include jewelry, shoes, clothes, and all of that, and you rotate it.

[00:19:00] And if you look at her blog, she, literally, uses the same 33 things. And she probably has 80 or 90 different combinations.

Jamie: That's hilarious because I have a ridiculously large walk-in closet, and yet, I maybe have maybe one-eighth full. And everybody that walks in, especially the stylist that I hired, is just like are you kidding me? I have a teepee and meditation area in my closet instead because, to me, I don't care about clothes. But I thought that's just because I'm weird not because I'm just trying to be efficient. You know what I mean?

Melissa: But it is about efficiency. And it's about how productive can you be the moment you wake up until the moment you go to bed.

Jamie: I feel like I'm one of the most productive people humanly possible. And maybe, sometimes, not on purpose with the clothing thing. I, literally, can't match anything. So somebody had to tell me what I – and I only have 10 of those. So it's hilarious that you said that's a thing. But the point, I guess you're saying, is to make sure that every piece of your life is efficient. And I agree with you.

[00:20:00] It's just harder when you have children and all sorts of other things that come up. And I don't know if you have kids or not, but tell us what we do when it's not always as easy to just be as efficient as humanly possible when stuff comes up.

Melissa: Yeah. So you have to make a success list, not a to do list. So a to do list is never ending, right? A success list, on the other hand, has the few things that mean the most and make the most impact.

Jamie: Okay. Like what?

Melissa: Two different things. So for example, if you are moving, you would put moving on the list. But then, there's like 100 million things associated with moving. I've got to hook up the electric bill and the utility bill. I've got to move the kids' school. And I have to make sure their friends are aware they're leaving, so we have to have a party. And there are a lot of different dynamics that go into moving. And so you want to be careful of all of the things that are happening. But you also want to segregate them.

[00:21:00] So you want to say what is the one thing I can focus on today that I can master that will move the plan on the success list forward so I don't have to do 100 different things? I just have to do the one thing that will help the other ninety-nine things get executed.

Jamie: Okay. A daily thing that you change different days. So it's like your daily plan type thing, success list.

Melissa: Yes. What you, essentially, do is you take and compress stuff. So you take let's just say one year's worth of goals because a year is a lot of time to think about things. Compress it into 12 weeks. So for the next 12 weeks, I will do these 5 things. I will make the move. I am going to start a new business wherever I go. I am going to make sure that my kids are enrolled in the right school, and they're fitting into the school dynamics. They feel comfortable there. And then, I'm going to take personal time to get acquainted with which gym I should be working out at, what our routines are going to be because we'll have to switch routines, and then, how I actually feel at the end of each day.

[00:22:06] And I can make little changes along the way versus just saying, okay, our plan is to move, or our plan is to build a business, or our plan is to do something dramatic because somebody is always doing something dramatic from having a baby to getting married to

getting divorced to moving and all kinds of stuff in between. So, all of these life events are segregated of hundreds of little things. So we have to know how can we sit down and have a conversation about finance, a conversation about moving, a conversation about business and move all of the dominoes forward? I don't know if you've ever heard this, but there was an experiment done with a domino.

So a domino is very small, right? And every time they would do one half domino, so each domino would grow by half. And as they grew, it could literally reach the moon.

[00:23:00] And the littlest domino would have had the effect that toppled all of the other dominoes down. So it's just that little bit that we need to focus on that makes all of the difference in the world in our impacts, in our relationships, in our business, all of the other things.

Jamie: Momentum, very important. But it's all about priorities is what it sounds like. And I think that's what entrepreneurs have an issue deciding because we have 1,000 tasks, which ones come first, where they go, how important they are, are they urgent, are they not? You know what I mean? And it starts to become this crazy thing. So while I feel I'm very efficient, taking that time to actually figure out what your priorities are can be difficult for people.

Melissa: Yeah.

Jamie: So what do you say about that? How do we do that?

Melissa: Okay. So take a piece of paper, and draw different circles. In each circle, you're going to have a main category. So your main objective might be to work out. And then, under that, how much are you going to work out?

[00:24:00] Is it going to be like three days a week at twenty minutes a day? And where is that time going to come from? Or is it going to be like six days a week, sixty minutes a day? Again, where is that time going to come from? And you want to do this in both your personal life and your professional life. So the point of the exercise really is to figure out what the main objective is. So let's just say you want to make \$1 million in revenue, what do you need to do to make the \$1 million? And then, who is in your phone book right now that could help you do that? Because you can make that call

today and move that forward.

The thing is that once we have the objective, and we understand all of the underlying things that have to happen in order to hit the objective, we can delegate. We can donate. We can automate. Or we can delete them out of our life because they're just not important.

Jamie: I guess the question is then how do you know – so let's say it's \$1 million. How do you know what those objectives are?

[00:25:00] Because it could be calling someone in your phone that can help. Or it could be talking to this person about a **JV**. Or it could be going down this rabbit hole, or it could be that. And that's where I feel like entrepreneurs are on overwhelm. I listen to 17 podcasts, and they gave me 17 ideas that I could go out and do.

Melissa: That's called OCD. Obsessive consumption disorder.

Jamie: Hence, the reason I tell my clients not to listen to my podcast. Don't say that. But it's the truth. We feel like we're getting stuff done by getting all of these ideas. Or even if you're just sitting in your brain, you're like I'm smart. I have 1,000 ideas. How do I figure out which one we actually put on our success list for that day?

Melissa: So what I would do is I would find the person closest to you that knows you the most and ask them the question, which one of these ideas is the best and would be the easiest for me to execute with the resources that I currently have available?

Jamie: Okay.

[00:26:00] It's a low hanging fruit kind of thing.

Melissa: Yeah. Like seven years ago, I said I wanted to get out of retail, and I wanted to do coaching. But I didn't know anything about coaching. So I went to You Tube. And it took me three years. And in the first three years, I made \$24,000.00. What is that going to buy? I consumed a lot of information, but it didn't buy me any money in the bank.

Jamie: Then, tell me how you've made that transition then.

Melissa: So eventually, I chose to do the right activities and not just all kinds of activities. So you can't try and get a shot on the dart board if the darts are going all over the wall.

Jamie: So that's the thing. People are like what are the right ones when I don't know what the right ones are. So what did you specifically do?

Melissa: My schedule is very simple. And there are two kids. They're 10 and 4.

Jamie: And 7 and 10 are mine, so they can have play dates. Go ahead.

Melissa: Yes. So it's very simple. We wake up in the morning, and we pray together.

[00:27:01] And we do this every single morning. It's how we start. We would never leave the house without that. We are two very different religions though. He's Muslim. I'm Christian. So, after we do our prayer together, then, we have breakfast, supplements, and we get ready. We make the bed. It's very small, but it's like if you have a really shitty day at work, you can come home, and the bed is made. And you know that's just the place of peace and serenity, and you can just relax. You don't have to worry about it. It's not –

Jamie: I'm laughing because I'm obsessed with that. I hate making my bed, so I have a personal assistant, and she makes it. And she knows how to do the corner thing. And every time I walk in my room, I'm like the corners are done. I know it's stupid, but I'm like the corners are done. It's so amazing.

Melissa: Yeah. So then, we hike everybody out the door. And we walk to work. So it's two blocks away. We don't have to worry about the car, the drive, or anything.

[00:28:00] And we, literally, go. We work probably six hours a day maybe, maybe less. And then, after that, it's family time. It's like watch a movie and relax and go jump on trampolines, snowball fights, and fun stuff. And before bed, we will, literally, read a book. And so I read aloud to everybody because that's what I love to do. And it started with him asking me like I want to learn, but I don't want to read. So I'm like this is weird. But I'm an author, so I'm like, okay, whatever. So I'm constantly reading. And I started reading out loud. And I'll pick out the books, and I'll read. And we all just

discuss it.

And then, it's bed time, and we sleep for at least I would say anywhere between seven and nine hours. And we just repeat the routine.

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So it's all about a very basic schedule. Make time for the family. Drink 6.5 liters of water a day. Make sure sales are happening, and there's money in the bank. And make media appearances as possible. And then, read and relax and have fun. And that's the six things that I constantly do. And that's the six things we revolve our entire life around.

Jamie:

Okay. So tell me more about the actual six hours – because that's the thing. I have a schedule. And we do the schedule, especially with children. But what people are probably asking is what do you do in those six hours to make as much money as humanly possible? How did you go from watching videos on You Tube about coaching to actually making a lot of money in coaching? So give us that.

Melissa:

Yeah. So every single day, you have to be asking questions. And I knew you were going to ask this. So over the course of the last 11 days, I have made 74 pitches. Now, that being said, those were all done via Facebook.

[00:30:00]

So here's the catch. Everyone wants to say that they don't have enough connections. That's not true. You're not using the connections that you have to build relationships or create an ask. So you might find that somebody has a status update, and I'll give you the example that I specifically use. There was a status update that said who knows podcasters, and what are their names, and what are their shows? There were 239 comments. Of those 239 comments, I, literally, hand selected, wrote down on a piece of paper with a pen, the individuals' shows that I wanted to be on, and then, I just reached out.

For example, I think you made a status about I was looking for a new coach, or somebody then you had made the comment. And I was like, hey, hold up. That's a potential client. You have to pick up on the verbiage and the actual meaning of what somebody is saying. So just pay attention. But I will say that I happened to be scrolling through my news feed that day because my news feed is actually blocked out.

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So it's not a noise creator in my life.

Jamie:

Okay. I was going to ask you. So you actually are using Facebook. But then, we get really distracted. I use news feed eradicator. So, most of the time, I can't have it on my lap top and stuff like that. But you're saying use it for a tool for sales. So how does somebody get started with that, just your Facebook strategy, in general? So 74 pitches of who, and what did you say to them, and how do you pitch them?

Melissa:

Yeah. So it's very simple. It's like I'm pretty sure I did this with you as well. It's like, "Hey, Jamie. I would love the opportunity to be on Eventual Millionaire. Here are some of my credentials." I listed two or three sentences of credentials. I've been in the top 1 percent of executives in the National Council of American Executives. Now, you're probably going to ask me what if I don't have these credentials. So I'll answer that in one minute. But then, I go into I'd love to add value to you and your audience. I'd love to add value to your life. Let's see how we can do that by jumping on a phone call and personally connecting.

[00:32:04]

Let me know what time and day work best for you, and I'm happy to accommodate.

Jamie:

So and it's funny because, when I work with clients, they're like I tried, and then, nobody messaged me back. So what's your ratio on how many messages you put out there and assume that you might get something back? Give us what your ratio would be on that because it's different for podcasts. Like asking for somebody on a podcast, they're constantly looking for guests. But trying to pitch we should work together also feels a little **skeezy** sometimes. So I'm sure there's –

Melissa:

Yeah, yeah, yeah. I don't take it from hey, we should work together. It's like, hey, let's personally connect so we can add value to one another, which is a totally different scenario. And that's the unattached mindset. That's like saying let's build a personal relationship and get to know each other first. And let's see if there is actual value that can be exchanged. And if there is, let's do that. And if there's not, that's okay. Maybe you know somebody that knows somebody that needs me.

[00:33:00]

Or maybe I'm just so engrained in your mind that you see my news feed constantly come up, and eight months later, you call me and

say, hey, I really do need your help. I just didn't want to ask. Or I was scared, or I had a fear, or I didn't have money, or I had to ask my husband or whatever the case is. And that's often times the case.

Jamie: Okay. So you'll send them a message, and it talks about adding value. And then, you'll hop on a call with them? Like a short call or a long call? And then, how do you transition that into an actual sales call to actually sell them?

Melissa: Yeah. So it just depends on who the person is. And so I like to get as much value and have that interaction as much as possible. And then, I'll make a decision whether or not that individual is a client that I love to work with. And if they are, and if I can help them, then, I have a responsibility to make the pitch then. And if I can't help them, I have a responsibility to leave the call with if I ever can help you, give me a call. You've got my cell phone number. In the meantime, let's stay in touch. So they feel like really good like, hey, she does genuinely care about me.

[00:34:00] And I do genuinely care about them. And that's the difference between making a solidified pitch where it's like unsolicited and it's a cold call versus engaging. And let me explain. So I have a mastermind. And I do this on Linked In, too. So if somebody views my profile, I will, literally, cold call them. So there's a company that happens to be where I live. And they're worth about \$400 million. And so I saw that the CEO had viewed my profile. And I called him, and I said, "Hey, listen, you viewed my profile. I'd love to know why." Because the key on Linked In is that you never know why they viewed your profile.

You only know they viewed it, which triggers the question why. You must have viewed it for some purpose because you never view somebody's profile on Linked In unless there's purpose, and you want to know something, and you want to buy something, or you want to ask something.

[00:35:00] So I called the guy, and he's like, "Yeah, we have this company in Maple Grove, Minnesota. We're right by Sam's Club." I was like, "Dude, I can literally see your company from our balcony." So they were like that close. So I go there, I have a board room meeting. Things went really well. The introduced me to some people. And then, a couple of weeks go by, nothing is happening, which we had discussed. And so I was having our annual

Christmas party at our house, which is where I invite all of my clients to fly in to Minnesota. And so I knew people were coming from around the globe to spend three days at our house.

So I called him, and I said, “Hey, we are actually having a Christmas party. Why don’t you come over and participate in the mastermind?” Never has he ever participated in a mastermind. And he said, “All right. I’m going to invite the founder.” And I said, “That’s cool.” And so they’re like we’re going to be there 11:30 to 12:30.”

[00:36:00] Fourteen hours later, they’re still there. And they were like that is the best opportunity that we’ve had to personally connect with people that were outside of our realm of the board room.

Jamie: How did you get them to even answer your cold call, by the way?

Melissa: They always answer. All of them do.

Jamie: Okay, why? Because I’ve had people go I’m trying and I’m trying. And I’m getting assistance, and I’m trying to get through. Give us how you got through. Or did you just say he viewed my profile?

Melissa: No. The first call, I left him a message, which he didn’t get for three weeks, so I called him back again. And I said, “Hey, I left you a message three weeks ago.” And so he finally called me back.

Jamie: So you phoned his actually phone number not his assistant?

Melissa: They’re all on Linked In.

Jamie: Okay. So he had his actual phone number on Linked In, and that’s just what you called, and it went directly to him?

Melissa: Oh, yeah. I don’t have a problem calling anybody.

Jamie: I can tell that. I’m just confused because I didn’t realize that his – I don’t put my – I put my Google voice number, which goes to my assistant, which people can’t usually get to me.

[00:37:04]

Melissa: Yeah. Well, this guy has an assistant. But at the time I left a message, they were installing new phone lines. So he just

happened to get the message, which was super beneficial to me. But that's not the first time. I will specifically say I need to talk to Todd Brown. This is some made up name, by the name.

Jamie: I know someone named Todd Brown, which is funny.

Melissa: So Todd Brown. So hey, I would love to talk with Todd directly because I noticed he viewed my profile on Linked In. Is there a way that you can connect me or let me leave a voice mail?

Jamie: It's crazy. People could totally lie about that. Like the skeezy guys are going to lie about it and be like, by the way, but it's actually a good tactic. Hopefully, it's true, if you guys are doing this, thank you very much. But, in general, okay. But what was that ratio. So it sounds like you do a lot of outreach, which is awesome. But what are you expecting?

[00:38:00] Because I have clients that are just like I'm sending, I'm sending, I'm sending. I feel like I'm messaging and messaging and messaging, and only a small percentage come back?

Melissa: I don't know. Jamie, I've done well over \$6 million in revenue doing this. So I know the numbers. It's about a 1 to 5 ratio. But my numbers are higher, and they're a little bit skewed because I've been doing it so long.

Jamie: Okay. Give us tips then. How do we make it better? Because theirs is not 1 to 5, not for all of them.

Melissa: For the like 1 to 40. So the thing is you have to actually interact and connect and be genuine about it. But you can't have a list of all of the people you already know either. So you better be connecting with those that are above you not those that are behind you. Yesterday, I met with a guy in financial services. And he's a 25-year-old kid, and he would use that as his excuse.

[00:39:00] And he, literally, made \$7,500.00 last year. And he's been doing this for two years. This is his third year. And I did not understand. I could not understand. And my sister reminded me do you not remember the days when you first got started? And I was about that age because I'm 28 now. And so I said, yeah, I do remember. But I also know that wearing a suit and pretending to be somebody I'm not is not going to help the situation. So get rid of the damn suit. That was my suggestion. And he just had this deer in the

headlight look like are you kidding me.

And I was like, look, the most successful people walk in the room, and they are ultra confident, and they know that no matter what happens, they will walk away with the sale. Why? Because no one cares what they're wearing. They only care that they showed up with confidence. They asked the right question. And they respected everybody in the room that was making a decision from the assistant all the way up to the VP.

[00:40:00]

Jamie: My mentor used to make me wear suits and red lipstick when I was 24 as a business coach because nobody would take me seriously. And I hated it because it didn't feel like me. But I also knew that my confidence wasn't there. So that's why he was trying to level that up. So what happens if you aren't wearing the suit but then don't have the confidence? Then, nobody takes you seriously either.

Melissa: Yeah. Well, you've just got to work on your confidence. Do the things that you need to do or you know you need to do every day. And I can say that. But I know that I was supposed to be at the gym working out. But I don't go to the gym, and then, I feel like shit. But I know that if I go to the gym, I'll feel amazing. So I should, obviously, go to the gym. So the last 11 months, I've lost 136 pounds. So I can honestly say, the first six years of business I had all kinds of excuses from I had to be 170 pounds to get married. I had to be 170 pounds to be successful. I had to be 170 pounds to do all kinds of shit, right?

At the end of the day, it wasn't 170 pounds. It was my lack of self esteem and self confidence and self worth that put me in the situation that made me believe the lies that I was consistently telling myself.

[00:41:04]

So you just have to check yourself. What lies are you telling yourself that it's creating this domino effect of action that you're not taking, even though you know you should be?

Jamie: That makes sense, yes. I should be doing this, and then, we feel crappy, and then, we go down a spiral, and then, we drink wine. No, I'm kidding. But that's the thing. So it's one thing to have awareness of that. It's another thing to actually keep doing it. And

it's the consistency that's tough for people because, when they feel negative and crappy, it's way harder to get yourself out of bed to work out because you feel like crap. And then, it starts to be cyclical. And then, your life is not where you want it. So what sort of kick in the butt do you have for everybody? Because I know I have to start wrapping up in just a second.

What could we do to kick people in the butt so they can do the stuff that they know they should do?

Melissa: First of all, if you don't feel good when you wake up, it's because you didn't eat healthy, and you didn't drink water.

[00:42:00] So those are two very easy things that you can implement. There's not a lot of things that make you successful in life. There's a few. The few things are to eat healthy, drink water, work out, make sales, and love. That's pretty much it. Everything else is irrelevant.

Jamie: I was going to say so when you're looking at kick them in the butt, so they need to drink water. That seems easy. Working out, they could probably do that. Maybe not every day. But making sales, especially kicking people in the butt if they're not necessarily good at it, are there any books or resources or anything like that that you suggest so that way people can feel like they've got a handle? Because when you're not confident, it makes it harder to push through, like we were saying before. So I want that kick in the butt of how can we go commit and go do it?

Melissa: You just have to do it. You have to know that there is so much pain that you have to go do it. But I gave you this example before we started the show.

[00:43:00] Four weeks ago, I decided I'm the bottle neck in my business. And the pain was that I had my laptop, and I was literally addicted to this laptop. I would take it everywhere, and everything, all my time was consumed by the laptop. And finally, I said, look, enough is enough. I don't need the laptop in bed. I don't need the laptop when I first wake up in the morning. I don't need to operate as if my life revolves around the laptop. So I knew the pain was very, very high. And I probably have known for 2.5 years like, okay, the laptop, something has to change. But I kept consistently doing the same actions.

And every day, I would do these same actions, and I would get

more and more frustrated and angry and fed up. And it's the same damn thing. And this resistance shows up in us, and it's so powerful that, eventually, we choose to change no matter how painful we might think it is. And our life becomes easier. And we become happier. And we love on a deeper level just simply because the one small change had that big of an effect because we had been processing the change for so long.

[00:44:07]

And we knew we had to do it. So the kick in the ass really is when it comes to sales, you have to make the phone calls. And if you get rejected, good for you. That's awesome.

Jamie:

That's awesome. So what's amazing in all of that that you're saying is you don't have to do it, but the pain will just keep getting greater and greater and greater until you kick yourself in the butt, and you actually go out and do it.

Melissa:

Pretty much, yeah. The pain escalates just like anything else. Momentum escalates, pain escalates.

Jamie:

That's what we do as human beings, right? We either go towards pleasure as much as humanly possible or try and get away from pain as much as humanly possible. So how much pain can you endure is really the question you're asking if you're not where you want to be or you're not making progress towards where you want to be. So thank you so much. I know we have to start wrapping up. So what's one action listeners can take this week to help move them forward towards their goal of \$1 million?

[00:45:00]

Melissa:

Yeah, so just start eliminating all of the stuff that you don't need out of your life. Go to the cupboards, the closets, the laptop, the email, and just start eliminating, delegating, donating, deleting this stuff that isn't working for you right now and the stuff that somebody else can do better for you.

Jamie:

It's so cathartic. I have labels on every single closet with only the stuff that I need. I didn't do it, thank goodness, but yes, I agree. When I look in there, I'm like my life is so efficient and happy. So please make some time for that this week. What was that?

Melissa:

Everything has to have a purpose. If it doesn't have a purpose in your life, you actually don't need it in your life. So likewise, every

room in your house should be defined by a purpose. We have a kitchen. We have a library. We have a bathroom. All of these have doors for a reason because the room has a purpose. So the things in your life from the kitchen knives to the clothes you wear have to have a purpose. And if they don't serve a purpose, they're kind of worthless.

[00:46:00]

Jamie: I love that. So where can we find out more about you and check you out and all of that fun stuff?

Melissa: Millionairesandmoney.com.

Jamie: Thanks so much for coming on the show today, Melissa. I appreciate it.

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Duration: 39 minutes