

A BETTER LIFE WITH RACHEL ROFÉ

**A CONVERSATION WITH
MELISSA
INGOLD**

**IF YOU HAVE A
CHOICE, CHOOSE
A BETTER LIFE.**

Rachel: Hello everyone. Today we're here with Melissa Ingold. Melissa believes that an entrepreneur truly steps into their power and joy when they shift out of their self-assigned job as task doer and realign themselves with their true role as the visionary creator for their business. Overcoming teen pregnancy, single parenting, poverty and no business experience, Melissa built a highly sought after service business from the ground up.

However, after five years of running her business single handedly while taking care of two young children, a husband and managing a household, she was exhausted, frustrated and just wanted to throw in the towel, crawl into bed and hide under the covers until it all went away. What she quickly discovered is that her rock bottom breakdown was actually disguised as a life-changing breakthrough.

In 2006, desperate to escape the cage her business had built around her, Melissa took a leap of faith and hired her first virtual assistant. It was a move that would change the course of her business and life forever. Over the next few years, in her new role as the visionary creator in her business, she transitioned out of the service industry, hired more help, restructured and streamlined her business model and designed a business around her life rather than forcing her life to conform to her business.

By 2010, Melissa's team had been running her business for almost two years so she could work just a few hours a week and devote the rest of her life to taking care of her third child, a baby boy with special needs. In mid-June of that same year, her son passed away in his sleep just eight days before his second birthday. Today, Melissa attributes outsourcing and the support of her team for the magic that kept her business growing and making money while she had the freedom of time to cherish every moment with her son.

Melissa now runs several successful businesses with the help of her fabulous team. She creates 100 plus new products every year, runs six different monthly membership programs, is an affiliate marketer and has created a slew of fun projects with amazing joint venture partners. After the loss of her son a few years ago, Melissa is opening up about her experiences and sharing her message about outsourcing to help other entrepreneurs bridge the gap between a business that takes all your time, energy and joy to one that works for you and supports you in creating the life you've always dreamed about.

I'm sure you can tell just from my reading Melissa's bio why I asked her to be here. She's a wonder woman. She's amazing and has so much going on and at the same time she's still able to live an incredibly joy-packed life. I know that you're going to learn so much from her. Melissa, thank you for being here.

Melissa: Thank you for having me. I'm so excited about this. I know that was kind of a super-long bio and intro but I think it's really important that people hear my story so they know that they're not alone, that crappy things do happen and we have to get up, brush ourselves off and keep going. That's just what life is all about. I'm glad you shared the whole thing.

Rachel: Me too. For those listening, we had talked about it before and I was like, "Maybe we should shorten it a little bit," but I'm really glad we didn't. I think it's amazing, in just a few paragraphs, for people to be able to see how you went from all these different things that you had to deal with and then just to where you are now—100 plus products every year, six different membership sites. With all the tragedy in your past, it's just amazing that you're able to bounce back and be in the position that you're in now.

In that spirit, I would love if you could take a minute and just brag a little bit about some of the things that you've got going on in your life and things that you're the most proud of right now.

Melissa: I would have to say that it's kind of one big thing. It's my family and my business and how, like you heard, I basically started from nothing. That's something I'm really proud of, being able to start from nothing and create something amazing out of that.

I'm really proud of my business and the fact that I'm able to really make my life and my family a priority, the number one priority and then I just work my business around that so that my family is the focus. That's the two big things that I'm super proud of that I've accomplished in my life.

Rachel: That's so huge. I love that that's your priority and that the business comes second but it's not like you're sacrificing anything to be able to have this amazing business too. I think a lot of people can learn so much from you about that.

We touched on it in your bio, but can you just expand on a time in your life, because I want people who are listening to the podcast to realize that even when tough things happen you can still choose to have a better life if you have that choice. We are lucky enough to have the choice to be able to change our lives. I'd love if you could just take a minute and tell us about a time that maybe you felt trapped or things weren't going the way you wanted and then what was going on than for you.

Melissa: Gosh, there are a million things. There always is. I would like to actually kind of talk about something that's really been going on over the past few years and my whole experience with that. It just felt like things were just blowing up everywhere. I felt trapped and a lot of really bad stuff was coming up for me.

I'd like to share that. As you heard, my son passed away in 2010 and after that happened I was just a complete wreck for two months. It was in the summer so my kids had to go back to school and I was like, "Okay, I actually have to get moving and get up off the couch and do something." What I did was actually threw myself back into my work.

It became something that allowed me to shove my grief down and not focus on it. I just worked, worked, worked. I really lost my way and my big why, which was to always put my family first and focus on that. I was just so caught up in just trying to shove all my feelings down, hide them and put on this face that everything was okay.

I was able to do that by just working all the time. I did that for over year. Everything else took a backseat to my business because I didn't want to deal with all that stuff that was buried down. Around November of 2011, I actually had my GoDaddy account hacked. Some domains were being moved out and one of them was a big domain. It was a big chunk of my income and it was a really scary thing that happened.

I had my team. I had people on standby. We dealt with it. We got the domain back. We were back up and running and everything was okay but it really wasn't okay for me. I've never really shared this before. People really don't know how much that experience affected me. It wasn't the hacking itself. It was what came up for me because of that.

A lot of fear came up. I felt like I had been personally attacked. All of the sudden I was afraid of losing stuff. I had lost my son. I'm sorry.

Rachel: Don't be sorry. Please, feel it. This is great. I'm so glad that you're able to feel what you're feeling. We can totally edit this out if you want. Please, feel whatever you're feeling.

Melissa: A lot of crap was coming up around that. It was a lot of "What if," the fear of what if I had lost that part of my business and all of that income was gone. What would I have done? It was like my coach likes to say, "Bag lady syndrome." We get stuck in that, especially for me because I started from nothing. I was on welfare. I know what it was like to grow up and be absolute rock bottom, have no money for anything.

There's the fear of going back to that, having that happen again, losing everything. That happening just brought up so much stuff. As I went into 2012, what I found was that all of the stress, the fear, the lingering grief was manifesting physically and I was sick all the time. I was physically sick. I felt unwell. I was in bed all the time. I had to get people to watch the kids because I just felt terrible.

Of course, as you're going to the doctors they're doing all these tests. "There's nothing wrong with you." I knew my heart. I knew exactly what it

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was, what was going on. It really took me a year of that to start coming out of that again. Even as I went into 2013, there's still a lot of moments where everything would feel like it was okay and then there I would be in the shower and all of the sudden I would just start sobbing and breaking down.

I would be praying to God or source spirit, whatever you want to refer to it as, just to help me because I just couldn't take it anymore. I didn't know what I was going to do. It was kind of interesting because a lot of really weird things started happening out of nowhere. Of course now looking back I can see my prayers were answered, how one thing led to the next.

I believe that through asking we get sent opportunities and people that will actually answer our prayers and answer our questions and give us what we're looking for. I was led to this interesting online event where a lot of successful women were speaking. It was spiritually based. One of those speakers sent a ping and I thought, "Wow! I need to learn more about this person."

I was really drawn to her. At that time, I bought her products, I listened to her training. Just as I was thinking, "How can I get more help from her," an e-mail showed up in my inbox and then I had the opportunity to start doing some coaching with her. That got me out of the big mess of everything that had been going on. I was just really trying to get out of that slump and that hole that I was in.

She really helped me with that. I can't really explain it. It was just a really incredible thing that happened. Going towards the end of last year and into this year, a lot of really incredible stuff going on. Getting my joy back and being excited again, just incredible things happening.

Rachel: That's amazing. To have to be holding that in for so long, I really honor you for listening to your intuition, following your gut and going after that woman. I know you've told me about her and she's amazing. Then just being able to accept the help is just incredible. I've seen the shift in you this past year. It's been incredible. Just amazing.

Do you think that working with her was one of the biggest things that helped you transition out of where you were to where you are now, just getting that support?

Melissa: Absolutely. Women especially, we really struggle with allowing other people to support us. We're always the one who is doing everything and being everything for everyone. If that's a mindset on its own, you've got to make that shift to it's okay to be supported, it's okay to allow others to do things for me, to support me.

There was a shift that had to happen for me to accept that and say, "I need help. I have to allow someone else into my life and into what's going on to be able to support me and help me through this." That was a bit of a tricky thing. I still kind of struggle with that—allowing others to support me—but I've definitely come a long way with that.

Rachel: That's amazing. Is there anything that comes to mind about something that she maybe specifically helped you with?

Melissa: She really helped me believe that and really shift my mind that I am faith. I am worthy. I'm loved. She's really helped me to focus on myself instead of worrying. Another thing for me, and I think for a lot of women, is we worry about what other people are doing. We worry about what they're going to think of us and, "If I do this, are they going to hate me? If I release this new program, everybody's going to hate it. They're going to think I suck."

That was something else she helped me with too is to focus on yourself. Nothing else really matters. My focus has been a lot, especially this year, three things—getting back into my faith, freedom and joy. Especially joy because after the past few years that felt like it just completely flew out the window.

I'm able to apply faith and really know that that's something that I'm incorporating is when I make time for myself to be quiet and at ease. That could just be going down to the beach and going for a walk by myself and just being quiet and away from everything and everyone. Freedom, that's outsourcing. I keep doing that. I look for other ways that I can be supported and really checking in on that.

Joy, for me, is just taking time to play and have fun and go do different things and get away from work, get away from house and be and enjoy and truly experience every moment. That is joy for me. There are red flags that come up. I know I'm out of alignment because I don't feel like going to work. I just want to hide under the covers.

That, for me, would say the areas that are kind of lacking is faith. I'm not getting that quiet time and not feeling an ease. Joy—I'm not making enough time for play and to relax because maybe I've been working too much. All of the sudden, "I don't want to work so much." Why don't I want to? What's going on? Things are sort of out of balance and so I have to make sure that those are in alignment for me. Those are some big things this year that I'm really focusing on.

Rachel: That's wonderful. I like the idea a lot of just having those core feelings that you want to make sure you're feeling and then just making sure that your life is giving you those feelings. It's great that you're able to be in the moment and if you're realizing that you're not feeling optimally just having those as kind of system of checks and balances is really great.

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I love to also touch on you were saying how you're just focusing on yourself and that sounds like it's really powerful for you. When you say you focus on yourself, do you mean you're focused on your happiness? Not that you don't care about other people's happiness but is it just like you're constantly checking in with yourself and how you're feeling? What does that look like when you say you're focused on yourself?

Melissa: What you just said hit the nail on the head. I have to be happy because if I'm really unhappy and I just don't feel good, everything outside of me, the people, my experiences, are just going to be completely different. Things are going to be wonky. When I'm feeling good and I'm shifting energy, everything outside, all of the people, are impacted.

It's kind of hard to explain. Just really making sure that I'm okay with me. I'm okay with everything that's going on. I'm happy. I feel good. Because then when I feel like that I really am able to give my all to my family and I feel good about it. Instead of being grouchy and tired and not wanting to do anything, I'm happy and excited and energetic and I bring a better experience to them when I'm making sure that I'm taking care of me.

Rachel: Since you've been doing this, I'm curious, how has it been? Have there been positive and negative effects of doing that, of changing your mindset to that default state of being?

Melissa: Yes. What I've found is that when you really start working on yourself and you're clearing energy and making big shifts in your life not everyone is going to like that. Relationships will blow up, friendships will end. It really has nothing to do with you. It's more the other people. They feel wonky. You've been making them feel wonky because you're upleveling in your clearance of crap and they don't really know what's going on.

Sometimes you just have to let those people go because they want to hold you back and keep you where it's comfortable for them. You have to make that decision. Over the last little while of really working on myself, my marriage has gotten wonky at times because of all of the inner work that I'm doing. I was clearing and upleveling and it's like he's just trying to catch up with me.

I finally reached a point with relationships, marriage, everything where I decided that I'm just at a point in my life where I'm not going to apologize for wanting to be myself, for wanting this kind of life for myself. I'm just not going to settle anymore. When it came to relationships, my husband, I decided if he wants to come along for the ride, if he's willing to shift and grow with me, then of course I would totally love that.

If he was going to fight me and hold me back and it was going to be awful and he was going to be keeping me from really stepping into who I wanted

to be and who I'm meant to be, then I was at the point where I was willing to let that go and allow myself to move forward instead of moving backwards.

It's really interesting that that will happen, I think, for a lot of people. You just reach that point where you're tired of allowing other people to decide what my life's going to look like, what I'm going to do, what I'm not going to do and you feel like you're always apologizing for all the stuff you're doing. You're like, "I've had it. This is my life and I get to decide what it is I want to do, what I want from it."

If other people don't like that, that's on them. I'm going to keep moving forward and make sure that my life is the best that it can possibly be. It's really interesting. My husband has definitely got onboard. I have to say, since I've started all this and working with a coach, I am not married to the same guy that I married 10 years ago.

He has completely changed. It's like he's grown and shifted and changed along the way. He is catching up with me and he is willing to go along for this ride. It's pretty amazing to see what's happened there. It's a totally different relationship. I'm more in love with him and more excited about our marriage going forward for the next 10, 20 years than I had ever been in my whole life. It's been really crazy.

Rachel: I love it. Of course, it would be scary for him because he's used to having one kind of way of life for such a long time and then you're upleveling and upleveling and changing everything. I bet for now it's probably exciting to him, huh?

Melissa: Yes, absolutely. We have some joint goals now. It was really funny because he actually last month took a week off from work. He still has a J-O-B because that's what he was comfortable with. But he took a week off and we didn't do anything. Normally when he takes time off from work, we're going on vacation, we're doing something, but this time he just took it off.

He just did nothing. I did my little bit of work and we hung out and did things. He got to really see what the lifestyle that I've created and that I live every single day is really like. For so long it's always been he gets up, he goes to work, he comes home and that's how he's felt secure and that's how he always felt that was the way it was supposed to be.

It's almost like it just clicked in his mind, like, "Oh, so this is how it works. This is what you're really doing." It was really interesting to see that because he had that time to see and understand everything that I've been doing. I think that's when he really took a huge leap and got on board with what I've been doing for all these years. It's like, "Hello! I've been doing this for how long now? It's about time you caught up."

We've been talking about him retiring and maybe him starting some kind of business. A lot of really awesome stuff has come out of all of the crap that I've been dealing with for the past few years.

Rachel: When you were going back and forth with your husband and you didn't know what was going to happen, did it look like you would try to do something new and he would just say, "I don't think this is a good idea?" Was it saying the things you were doing weren't good or was it just his energy shifting? I'm curious about that dynamic and how you were able to get through it.

Melissa: It would be, "I want to do this," and I would be excited about something and, yes, he wasn't on board with that, no. Actually, an example was a few years ago when we hired someone to come in and clean our house. He was not okay with that. His mindset was only rich people hire housekeepers to clean your house. "Why would we do that? Why would we spend money?"

I was like, "I need this support. I need someone who can do that so that I can free up my time to be focused on other things," or just to not at the end of the day be like, "Oh, I have a million things to do around the house now." I would rather spend that time with my kids. There was a lot of friction around that but, me, I just went ahead and did it. You're either coming or you're not kind of deal.

It's almost like when he experiences the change that I make he's like, "Oh, okay. This is cool. I like this, yeah." That's what really it's been like. I want to do something, I want to change things, I want to improve our lives and he thinks, "No, I don't think that's a good idea. I don't think that's okay." There were times when I would just have to do it. It is what it is. I'm just going to do it anyway.

Which is not ideal but sometimes you just have to do what you're going to do. But, yes, a lot of friction at times but definitely a lot of improvement.

Rachel: That's phenomenal that he was just able to take that week off. To be where you are now from that is just incredible. I'm curious, how were your children responding as you were upleveling yourself?

Melissa: Actually, it's been really interesting to see. I can see that maybe where things weren't really that great with them. As women, we're balancing and trying to do so many things and, like I said, we're the ones supporting everyone else and doing everything for everyone else and we don't want support. By allowing in support in different areas of my life and clearing all my crap and freeing myself from all of that stuff, the way I feel has really had a big impact on how they feel.

Kids really pick up a lot of stuff that you wouldn't think they do. They know when there's tension. They know if a couple's arguing, not really fighting, but they feel weird. The way you feel, they can sense that kind of stuff. They have been blossoming and I'm really starting to understand what my kids need.

As I'm learning how to shift my energy, give myself what I need and how to have a better mindset, et cetera, I'm able to pass on those things to my kids and teach some in fun ways and give them the tools they need to have a better life experience growing up and as they get older. Just really fun stuff, lots of really great stuff. Yes, just really blossoming.

Rachel: That's so nice. What a gift to be able to pass on to them. Is there something that you're doing on a daily basis to make your life as optimal, according to your guidelines of the faith, freedom and the joy? Is there something you do every single day, like an action step that people who are listening could take on?

Melissa: Yes. As I mentioned earlier, I have those three things—faith, freedom, joy—so I would recommend that you really think about what it is that your couple of things could be that you really want to be applying to your life. I like to check in with myself. For instance, I'll say, "Am I giving myself enough time to be alone and be quiet away from work? Am I giving myself to maybe go have that walk on the beach that I've been wanting to have, or is everything just busy, busy, busy, chaotic, on the go, running?"

I may say, "Am I taking care of myself? When's the last time I went and had a haircut," or "When did I get my nails done," or "When did I last exercise," or "Did I eat lunch today?" Just checking in, "Okay, am I taking care of myself enough or is that starting to really get out of alignment?" Then "Am I creating enough joy in my life? Have I been working too much this week? Have we just been doing busy kind of stuff and not really creating joyful experiences? Am I having enough fun?" We like to do simple things. After supper, my husband and I will hit the drive-thru, my husband and I will get a coffee and we'll take a drive, go to the beach and park and walk along the beach. The kids will throw rocks and run. We hold hands and chitchat. It's a relaxing, fun experience. It's really joyful.

It's not like, "Oh, I have to take a vacation," and spend all this money to create fun joyful experiences. It's just really simple things that can feed you so that you can go into the next day and the next week feeling really good as opposed to drained, tired, exhausted, grouchy, all of those crazy things that we've all felt at times.

If I see any leaks in those different areas, then I like to make a list of some things that I can do to start plugging those leaks and to get back into alignment.

Rachel: I like what you said about the list. I do that too. Whatever your core desired feelings are, you just have your list of. Like you said, it doesn't need to be a vacation or something. It could be something as simple as going for a walk down the beach. I learned from one of my coaches to have a pleasure basket.

It's basically just like a basket of things that are going to bring pleasure into your life. For everyone that could be different. It could be like bath salts or a book that you really love to read or an iPad with a playlist of songs that you like. You can add as much as you want or as little as you want. That's such a nice way to infuse whatever you want into your life.

Melissa: I love that. I love lighting incense when I really want to get to a relaxed, creative mode. I'll light incense and a candle. It just brings me so much pleasure. Today just before we got on this call I was out in the garden. The sun's shining, the birds are singing. It was so pleasurable. Then I come back to the office and I get to talk to you. The little things really make a huge difference.

Rachel: I really notice that for sure. Is it your morning ritual or is it a nighttime thing when you check in and look into your feelings or is it as you think of it?

Melissa: Sometimes I'll think of it during the day like, "I feel like I've been working too much this week. It's been busy. My hair's feeling kind of gross. When is the last time I've gone and just had that spa experience and got my hair done?"

Normally every night what I like to do is, if I'm having a bath or a shower because sometimes I didn't make it to the shower during the day, or just any time really, I just like to think of all the things that I'm thankful for and check in to those three different areas and ask for guidance of how I can make those things happen.

Then I make a note of some of the things that I want to jot down. So, yes, just any time, even just two minutes to say, "Oh, what am I thankful for today? My family, my health, my business, my home." There are so many things every day to be thankful for.

Again, just checking in and making sure everything's good with you, that you're feeling good, that you feel like you're in alignment, that you're on track. If you just let it go too long, you just go down that path you don't want to go down.

Rachel: Totally. I feel like we're really solid on what you do for faith as just taking time to be quiet and what you do for joy. I'd love to tap in a little more to freedom, like you don't feel like working or you're doing too much and busy work. How do you address that? What are the things you do to put more freedom back into your life?

Melissa: First of all, I'll say, "Wait a sec. What's going on? What is on my plate right now that I don't need to be doing?" Even though I outsource, I have a team of people, sometimes I'm just doing these little things that I really shouldn't be doing. They should just be handed off to someone else. I will over the projects I'm doing, what I'm working on right now and say, "I really don't need to be updating this blog post," or "I really don't need to be trying to edit this audio."

Just stupid things that we start doing and it's like, "Oh my god, why am I doing this? Why am I spending time doing this?" Then I also look for other ways that I could be supported. Maybe it's like, "Hmm, maybe it's time to bring on another assistant because they're getting lots of work, they're doing a lot of things and I really can't overwhelm them anymore." Not that I can't overwhelm them anymore, I don't want to overwhelm them by piling on more and more stuff.

Maybe that's time to bring on someone else. Actually, right now, for me, I'm looking into getting a personal assistant to take care of some other stuff. Actually, I have my list here somewhere that I've written down for that. It's things like running errands, like going to the post office, doing stuff at home like shredding papers, filing stuff, maybe making appointments, like making that hair appointment for me that I never get around to making or just running to the grocery store.

One thing that I totally hate is making a trip to the grocery store for one or two things that you need for dinner that night or something. That could be something that she could be doing so that I could get done what I need to do so I don't have to give up the time later that I would rather be spending with my family.

That's something I'm doing there as well to create more freedom so that I'm not overwhelmed and crazy.

Rachel: This shows what a great outsourcer you are. You make your list beforehand of what you want the person you're going to hire to do. I find that definitely attracts higher quality people once you're very specific about what they're going to get. Have you found that too?

Melissa: Yes, absolutely. If you know what you need, then you can hire only the help you actually need at that time. Sometimes people are like, "I need people to do this and that," and then they start going out and hiring people but then they don't really know what to give them. So they end up hiring more people than they actually may need at the time. That's why it's so important, I think, to really think about what you need help with, start making a list and decide whether or not it makes sense to get a personal assistant, in my case.

I was making a list and thinking, "What could I actually give a person assistant?" There are these one or two things that I'm thinking about but is it really worth it? I sat down and I have almost a full page of stuff that I could be putting on their plate and getting off of mine. Lists are so helpful for that.

Rachel: Also, a lot of people I know when they're starting out outsourcing, they'll go and hire somebody and then they'll commit to giving them 40 hours of work for the rest of their life and all this stuff. Once you have the list you can say maybe you'll only need them for 10 hours a week or maybe only for 30 days and then you're done, or whatever it is. So that's really helpful.

For people listening who are thinking, "Oh, I'd love a personal assistant but I can't afford it," would you have any advice to them?

Melissa: You have to look at what your time is really worth. Is it worth it for you to be spending four hours a day running errands and doing all these little things and taking time away from your business that's going to allow you to generate income to support your family and create the lifestyle that you want to create?

If you're taking away four hours from your business where you could be focused on generating more money, then you're not really going to be able to make money because you're busy spending four hours running around doing these crazy little things. It doesn't have to be four hours every day. For me, with my personal assistant, it'll just be a few hours a week. What I'll do is make a list of stuff and then hand it off. "This is what I need done this day."

I got started spending \$50 a month outsourcing when I hired my first virtual assistant. I said, "All I can afford right now is \$50 a month," so I paid for five hours. When she was working for those five hours, I made sure that I was working on stuff that was going to grow the business and make money as opposed to just twiddling my thumbs. "Oh, what is she doing," and checking on her and nagging her about this and that. I was getting busy while she was doing that.

So as I was focused on growing the business, yes it was costing me, but I was growing the business and making more money. She was allowing me to generate more money by being there and supporting me and doing those little things that were just time-sucking, energy-sucking tasks.

I really don't want people to focus so much on the money because you will get that back over and over again as long as you're approaching outsourcing with a plan and you're making the best of it and you're outsourcing the right kinds of things as opposed to just picking things off the top of your head. "Oh, I guess I could give her this or that."

No, really being strategic about it and giving them things that are going to have a big impact on your business. Maybe following up with clients and checking in. Maybe they could help you close sales. Our customer support team will help close sales from people who have questions. They will recommend specific products and programs or they will share my affiliate link or something. They are closing sales.

That's worth it for me to not have to handle that, not take the time out to answer all those questions, et cetera. They are in a position to close those sales for me so I don't have to. Yes, it's costing me money but they're also making me money and they're supporting my customers so that I can go out and create new products and programs to be of service to those customers.

You really have to look at how it's really going to benefit you and what your time is actually worth. Is it worth it to spend four hours running errands and cleaning up around the house or is it worth it to spend four hours marketing your business or creating that new program that's going to bring in an influx of cash that will help you pay for those people plus pay your bills and support your family and do all those awesome things you really want to be doing.

Rachel: I love it. I am so on board with you. I know there are some people who might be listening that don't have businesses, and I'm going to address you in a second too because I think outsourcing can definitely help you too. If you do have a business, one of things that I love, like you were saying, just being strategic.

I'll look at who I'm hiring and I'll think how could I make sure that I make two to 10 times investment on whatever I'm hiring out. Let's say I'm going to spend \$1000 on somebody, how can I have that person help me make \$2000 a month? Like you're saying, it might be they're going into e-mail and they're closing sales for you or maybe they're helping with social media towards a passive income stream that I have or something.

Maybe it's making phone calls and calling customers and closing things there or finding more clients to go into your funnel, whatever it is. I think a theme that has been coming up at a bunch of the podcasts so far is once you ask yourself the right questions, "How could I make two to 10 times return on investment," your mind is going to start coming up with all these different answers.

I totally agree. Don't spend so much time focusing on the money part of it, how much you're going to spend. But instead look at how much you're going to be able to grow because of it. The other thing that I was going to say is that even for people who don't have businesses yet or don't have ways to make money yet, Melissa, you were talking about \$50 for five hours.

I would think that, if you can swing it, some people can swing \$50 just for the return on investment for your joy, for your happiness, to be able to bring that happy happiness into your relationships with your kids, if you have kids. For \$50, to be able to get rid of some of the tasks that you absolutely hate doing is monstrous, don't you think?

Melissa: Absolutely. A lot of people will say, "Well, I can't afford outsourcing. It's too much," yet they will go and have takeout a few times that month. That probably costs way more than the \$50 or \$100 they could have invested into outsourcing. It's about being smart with your money. For me it was like, "Well, I will not get that takeout dinner. We will not go out for dinner that month."

Instead, I will take that money we would have spent on that and reinvest it back into my business. Look at all of the things that you are paying for. Maybe you're paying \$200 for a cable bill for 500 channels that you never watch. Maybe you should look at how you can set up a new package and only get what you actually need and pay only what you need to be paying for that.

You could cut that in half. My cell phone bill is actually an example. We get these cell phones and they're loaded with all this stuff. I started looking at my bill there and I was like, "Why am I paying for all of this stuff that I never use?" I cut my bill in half because of that. There's so much stuff that just looking at everyday expense that you're paying where you're probably way over paying. You could cut that down and actually take that savings and reinvest it into your business.

Investing in yourself, that is like the best thing you can possibly invest in because you're going to get the biggest return on your investment there, instead of sticking it in a savings account and earning one percent interest or something crazy. The interest rates aren't very good. That is the best place for you to be investing those savings that you can find. You can find the money when you need to.

Rachel: I am so glad that you said that and you gave such amazing examples. It makes me think. I was just doing an inventory of all my finances and I'm looking at my bills and I'm realizing \$8 a month to Netflix is basically a donation because I never use it. All these different things, it's just amazing. I think most people listening can find some money to scrape to, like you said, invest in yourself.

There are so many residual effects from when you're feeling better. That's awesome. For people who are listening now and maybe they're listening and they're inspired by you but they're still scared to make changes in their own life, what advice would you give them?

Melissa: I would say really get clear about what you want your life to look like. If you don't really have a vision of what it is you actually want out of your life and what you want it to look like and what you really want to achieve, then you're really not going to know where to start and you're not going to know what changes to start making so that you can make that vision a reality.

If you're not really thinking about it, you're just stuck in all the crap that's going on and you're staying focused on that instead of just saying, "Okay, all this sucks, yes. But what do I really want my life to look like? What can I do to start making changes, to start taking those steps to creating the change that I want?"

You can either A) sit there and just be stuck in the crap that you're in or B) you can say, "I've had enough. It's time to make changes. This is what I really want my life to look like." Like you said earlier, you ask yourself that question and then all these different answers start popping up and it's like, "Oh, maybe I would actually like to buy a home," or "I would really love to take my kids on vacation because we've never had a real vacation," or just little things like, "Maybe I want to make an extra few hundred dollars a month so that I don't have to work so much in my job," or "Maybe I want to treat myself to a spa day."

It could be anything. It could be big, it could be small, but you really have to get clear about what it is you actually want. Just start taking tiny steps towards that. What I found is that if you try to force yourself to do it or to do too much at once you might get a little freaked out and then you'll just be backtracking.

Take tiny steps that you feel comfortable taking instead of taking giant, huge leaps and then you're like, "What did I just do? This is freaking me out. This is too much," and then you just totally backtrack. Take tiny steps. Even if it's, for instance, something like if your life is really chaotic and busy and you really need some quiet time just to think.

Maybe you could write down a few ways that you could make that happen. Maybe all you have right now is 10 minutes so you can just go for a walk around your neighborhood and clear your mind, think and give yourself that space to be by yourself. When you get back home to the chaos and the busyness, you're just going to feel so much better.

You're going to be in a different space. You're going to be bringing a different energy to that. For me, it's better to do the little thing than to not do it and to just keep doing what you're doing. Then, of course, hiring a coach if that's something you feel called to do. For me, that was life changing.

Rachel: That's great advice. A lot of people in the past few podcasts I've been doing it just keeps coming up so much, over and over, is just making sure

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you have a support system and someone whom you can talk to, especially with this kind of isolating entrepreneurial world.

Even if you're not an entrepreneur, just being behind the computer all the time can feel really lonely. I think that's fabulous advice. One of the things that I've been asking everyone on the podcasts, because I really want people to get, who are listening to this, that you're never all of the sudden just everything's amazing.

There's always stuff that we're working on but after time it becomes one of these things where you can embrace the struggle more than you would maybe in the beginning. I'd love to know, for you, what's something right now that you're working on and how are you getting through it?

Melissa: As you know, as you keep working on yourself and you're clearing things, new stuff is always coming up. It seems like it's just this never-ending job. It's not there's always going to be new things that you need to be working on because you're clearing stuff and then it's time for something else to be worked on.

For me, one thing that keeps coming up and that I'm working on with my coach is my fear around being visible, especially after everything that's happened. I'm always "What are people going to think of me? What if they hate what I'm doing?" It really goes back to my childhood and rejection and unworthiness that I experienced.

I just have to keep working on it, keep working through it and doing my best to clear that and be ready for the next thing. I guess just really understanding that it's never going to stop. It's not like, "If I work and clear all this stuff for six months, my life will be perfect for the rest of my life." No, there's still going to be things that pop up and so you have to be prepared for those.

You have to keep working on yourself and staying true to what it is you really want in your life and just keep moving forward. Like I said at the beginning, you fall down, you get back up, you brush yourself off and you got to keep going.

Rachel: What would you say to someone right now who might be listening and they're struggling and feeling trapped by their circumstances, in that place that I know you were before? What words would you have for them?

Melissa: I would say ask for help because, for me, the best thing that I ever did was hire a coach, someone who could help me work through everything little by little, someone who was going to listen and understand and really nudge me towards the light and get me out of all that gunk. That's what I would say. Ask for help. If you need help, ask for help.

Rachel: I love it. This has been just amazing on so many different levels. I think you've given so much to the listeners. I know people are really going to get so much from this. Thank you so much for being so honest and real about where you are. I would love if you could let people know where they can go to learn more about you..

Melissa: They can go to TimeFreedomBusiness.com. I have lots of cool stuff over there, a lot of videos, information, all kinds of cool stuff they can check out to learn more about creating more freedom in their life through outsourcing and leveraging and all that fun stuff.

Rachel: Wonderful. Thank you so much, again. I cannot wait for people to listen to this.

Melissa: Thank you! Bye!

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Review

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Thank you in advance!

I really appreciate you.

With love,
Rachel Rofé