

Rachel: My name is Rachel Rofe. I created this show because I wanted to help you see that if you have a choice, you can choose a better life. If you're listening to this podcast, you're in a pretty fortunate position. You have free will, ability to connect to the Internet, and access to all kinds of new education. This podcast is meant to help you make the most of your good fortune. We talk with all kinds of people here from all walks of life, because I want you to see that no matter what your situation, there's always a way to create a life that you're proud of.

Hello. In today's show we are talking with Kathleen Gage. Kathleen is somebody who has a crazy thriving business. She shares later on an interview about how she had a couple of small masterminds that generated over one \$100,000 and \$200,000. She does a ton of speaking. She has information products, just all kinds of great business stuff. More importantly, just a really phenomenal person. She's all about serving people.

So in this podcast interview, we talked about a couple of different things. Because years ago, she was actually homeless, so we went from how she went from homeless to where she is now. I asked her different questions about that. I asked her about her daily habits, what she does to you just stay in a great frame of mind and different things about how she worked her way out. We touched on how she structures her day now. So I asked her what a typical day looks like for her. She has specific things she does to make sure she's bringing in revenue, so we went over that. Then I asked her some random questions at the end about getting paid to speak. Then also, if you can have a successful business without making sacrifices.

Kathleen, thank you so much for being here.

Kathleen: Rachel, it is great to be here.

Rachel: Awesome. So the intention behind a better life is to show people that if they have a choice, they can choose a better life. So in that spirit, can you take a minute to share with us some of the things that you're most proud of in your life?

Kathleen: Oh, that's a pretty loaded question. I would say the first thing that comes to mind as far as what I'm most proud of is I was able to step my business up in a way that when my mother got very ill and about two years before she passed on, I was one of her primary caretakers and my business kept growing during that time even though I was taking a lot of time out of the business. I had set it up with a great team of people who just kept things going and I was able to really serve at a very high level. I have to say looking back, I have no regrets about the last few years. I spent it with both my mom and dad.

Rachel: That's a really good one. Obviously, I didn't know how you were gonna answer. But I remember reading about how you were saying when your mom was really sick. You were just a product creation machine. You saw her at time.

Kathleen: I was.

Rachel: That's amazing. Can you actually just share how you were able to do that when you are having so much disaster going on around you?

Kathleen: Absolutely. A lot of it was, as I mentioned, having a good team in place. They were able to keep things going when I wasn't emotionally or physically present. Because if anybody who's ever gone through the loss of a parent, a spouse, a child, it's a whole different experience that until you go through it, you just don't realize how taxing it can really be on you. Really, many of the products that I created during that time were by my mother's hospital bedside, and it required an extreme amount of trust.

Every day, I would pray and I'd say, "God, please just guide me on this. Give me the strength to do what I need to do today. Most of all, just be there for my mom." But during the time that she would either be asleep or there were periods that she literally was unconscious, she had many surgeries during the last few years of her life. During that time, I would really take advantage of sitting there and doing downloads. It was like I just like download after download, and capturing this information and then putting it into a usable format that I started selling.

One of the programs that I actually started creating right before my father passed, he had a very short period of time from when he was diagnosed until when he passed, I started creating a continuity program. It was a \$27 a month continuity program. In the first few months, we generated over one \$100,000 for the coming year because we have a lot of people who signed up for. I think energetically, that the universe was just supporting me in what I was doing you know and it really took a big load off of me knowing that month after month, I was going to have anywhere from \$8,000 to \$10,000 consistently coming in for something that I only had to create once and it would just be replicated out in the marketplace.

Rachel: Wow. You know, just in your answer, you kind of highlighted my two favorite things about you, which is that you are very spiritual but you're also very practical.

Kathleen: Thank you.

Rachel: Yeah, absolutely. I think that's a really phenomenal combination, because I know how either you went to the extreme can just be not so stellar.

Kathleen: I've been on both sides of the equation. I've been very, very logical to the detriment of my spiritual side. Then there were periods in my life, actually at the age of 30, which is 31 years ago, I was on my way to India and I've never been good at geography because I ended up in Israel and I stayed there for six months and I was out searching for my guru. What I found during that period of time was wherever I go, there I am and my spiritual awakening is right where I reside in any given moment.

Rachel: Yeah. I'm glad you brought up your spiritual awakening. I wanted to ask you about that. Because I knew you were homeless for a little bit, right?

Kathleen: I was in my 20s.

Rachel: So can you share how you were able to go from homeless to spiritual awakening and what that look like for you?

Kathleen: I really believe that my spiritual awakening has been happening for the last 60, nearly 61 years. I'll be 61 in May. To celebrate my 61st birthday, I'm doing a marathon. I'm getting trained for it right now.

My spiritual awakening actually has come in waves, if you will. There had been times that they came in really profound ways. But most of the time, very subtle things where maybe it was a book I read or maybe it was a teacher I had who said something that really impacted me. Really one of my very first spiritual awakenings was when I was nine years old. I had a death and dying experience. Back then, there were no books about death and dying. When you try to share that with somebody, they pretty much laughed at you and said, "Yeah, you're just imagining it because you have a great imagination."

It took me many years to realize that I wasn't alone in that experience. There were millions of people who have that kind of experience. But because it was invalidated, I actually kept a lot of my spiritual stuff to myself for many, many years and doubted who I was. In my teens and early 20s, I made some really poor choices. My choice was I'd rather go out and party than go to work, and it got to the point that I couldn't get a job and I actually ended up where I had no grip of my head. I was completely unemployed. What's interesting is today, I'm unemployable in a whole different way.

I think I'm a little too creative now for anybody to ever hire me. So the spiritual awakenings that I've had have come in many, many different forms, degrees, and with different people sharing insights and information on what there is that maybe we can't see, touch or feel; it's just a sense that we have. But now, I spend a lot of time on developing my spiritual awareness. Not a day goes by that I don't write a gratitude list or I don't pray or I don't meditate. I put a lot of effort into being on a very conscious level in a state of mind that allows me to fully embrace the experience of life.

Rachel: I'm curious, the gratitude list, do you feel like they, long-term, really support you? I'm asking, I guess because I've heard of some people who say that the gratitude list, for them it's helpful in the moment, but it doesn't carry them for the rest of the day. Do you find that it does?

Kathleen: Yeah. I have no question in my mind that the more I express what I have to be grateful for, the more I will have to be grateful for. It's often things that are intangibles. It could be just the love that I feel for my animals. My partner and I would do a lot of the animal rescue. We have three dogs, three horses and a cat. We had two cats until about a month ago, but one had to go to Kitty Heaven.

Rachel: Oh, yeah.

Kathleen: We have rescued most of those animals. To me, it's just the gratitude of knowing that I have the resources to make a home available for these animals that most likely were abused at one point. The gratitude for my health. The gratitude that I can see. The gratitude that I have the creativity. I have the gratitude for having connection to Source. The gratitude for the people in my life. That really started about 30 some odd years ago when I had a spiritual mentor who was working with me on my attitude. She

said, "You know, you need to really look at what you have to be grateful for. I've just gotten off the streets. I just got a studio apartment and I didn't have very much money and I could hardly afford to pay my bills. I said, "I don't have much to be grateful for it all."

She goes, "Do you have a roof over your head?" I said, "Yes, but." She said, "Do you have food in the refrigerator?" I said, "Yes but." She goes, "Are you able to sleep in a bed." I said, "Yes but." She said, "The only but that you need is the one you sit on. You need to start being more grateful for what you have. Because when you express that gratitude energetically, more good comes to you." For me, my experience has been when I am in a state of gratitude, it's like things just magically open up. I have a higher level of appreciation, and it's all of the energy that we give and receive throughout our day.

Rachel: Yeah. I absolutely agree. I know, for some people the less work, I've heard of some people who they say, for them what works is really just proclaiming, "I'm so grateful for this," with their arms wide open and just really emotionally. I think [Tony Robbins](#) teaches that. I've heard some really great things about that too. However, you do it. I absolutely agree that gratitude is just incredible. That actually leads me to, I know you had mentioned that when you first started getting jobs, so I'm going to be the best whatever it is that you've ever had. Can you tell us about that?

Kathleen: You know, it's interesting. That's a great question, because what it brought up for me was when I interviewed for a job in broadcast media, sales and broadcast media. When I was being interviewed by the sales manager, she goes, "Well, why should we hire you?" She goes, "You don't have much of a work history for quite a few years and the jobs that you did have were not the most stellar jobs to have. I looked at her and I said, "If you hire me and when you hire me, I will be the best one you've ever had. I'm going to be the best that I can possibly be, give you 100%. I was so committed to that that within a very short period of time, I became their top sales person.

Actually, that was something I learned through [Tony Robbins](#). It was about really proclaiming what it is you believe to be true, but then stepping into it. I think what a lot of people get misguided is they think all you have to do is the affirmations. But with the affirmations are reactions. A great example is this marathon that I'm training for. I'm going to be 61 the week after I do the marathon. I thought, "What can I do that would really honor who I am and the path that I've been on in life?" I thought, "Why not a marathon?" I'm doing power walking. I'm not running, but I hired a coach and I'm really putting a lot of effort into it.

Now, I could not train leading up to the marathon. I could do 26.2 miles on the day of the marathon and probably kill myself and really enter myself, or I can proclaim, "I'm definitely going to do the marathon with all I have in me. I'm going to do it I'm going to go through the whole process and leading up to it. I have to train. I have to condition. I have to eat right. I have to go out every day and do something that needs me to the end result."

For example, over the weekend, I went and did 14 miles of power walking, and then this morning I did five miles. Each day, I do something that builds up to it. So it's not just about proclaiming what we're going to do or who we are but it's putting the action behind the proclamation.

Rachel: Absolutely. First of all, good for you. That's incredible. I guess, so I know people listening might be thinking or even, Look, I know the marathon is something you're excited about. It's something that you want to do. Now, with this job that was completely new for you and you hadn't been having jobs for such a long time, how did you start to become the best? What was the action you took?

Kathleen: Oh, that is such a great question. One of the things that I did is I read a lot of books. Another thing I did is I found somebody from a competing radio station. I found the top sales person from a competing radio station and I got to know her. I asked her. I said, "What is that I need to do to be the best at my radio station?" We became friends and she mentored me. So I went to somebody who had already been there, done that, who was living that through. I asked them, "What do I need to do? What's the strategy?" The thing that I know to be true in all the learnings that I've had is find somebody who's already succeeding at what you want to succeed at and ask them, "What is your strategy for success?"

So I got a mentor. I read a lot of books. I went to seminars. I completely immersed myself in the belief that I could do it. I also put the timing. It didn't happen overnight. It didn't happen in a week. It took time and it took commitment and it took getting through the frustration, because there were days that I would go out knocking on doors and talking to potential clients and I would get no after no after no after no. I had to believe that somewhere in there, I was going to learn how to get more yeses. So it was also overcoming my own frustrations. It was also being willing to be rejected.

When I learned that there were certain types of people that bought advertise and compared to other types of people, then I would start asking more people who would buy advertising. So it was really looking at what were all the elements there I needed to put into place that would allow me to have more success. Those were a few of the things that I did.

Rachel: Wow. So you just kept on saying, "I know that I'm going to be able to get yeses." I know you said affirmations are part of the actions or part of it. Was there anything else that you told yourself? Because I mean, it's hard to keep up that, "I'm going to get a yes. I'm going to get a yes."

Kathleen: Well, there were times, Rachel, that when I got a lot of no's, I would say, "There it goes. That proves that you don't deserve to have a good job, you don't deserve to have a good life. It was that old chatter that would show up that ended me up on the street. Fortunately by that point, I was listening enough and reading enough and watching enough on the affirmations and on changing my own self-talk that I would look at that and go, "Wait a minute. That's not what who I have to be today. That's who I was in the past and that's who created who I am today, but I don't have to be that way today."

So it really is about managing your self-talk and with the yeses. Now, I remember going to some sales training where they said, "If somebody says no, what it really means is you haven't found a way for them to say yes yet." I don't agree with that. I think with some people, we should get a no from there. With some people, we're just not a match for them. So the more I was able to define who my ideal client was, the better off I did. Also, to really look at how I was there to serve them. It wasn't just about selling advertising. It wasn't just about voicing commercial for them. It was truly looking at how could what I brought to the table help impact their bottom line in their business.

Rachel: Beautiful, beautiful. You obviously have said a ton of goals even just in that chat. I know just where you are now, I've listened to your podcast about setting goals. You've talked about how writing down goals has been super helpful for you. I am curious, how do you choose the goals to go after?

Kathleen: Oh, what a great question, Well, you're coming up with some really, really valuable questions that are eliciting great information. One is I look at in my long-term vision for my life. Where do I want to be when all is said and done? What's the legacy I want to leave? Based on that, what are the things that I would need to accomplish in order to lead that kind of legacy? One of my big passions right now, one of my big missions right now is for older women to realize that we don't have to be old like our mothers were or our grandmothers were. We can actually be very vibrant after our 50s 60s, 70s and 80s. I have some friends that are in their 80s, and they're amazing, amazing people.

So part of where I've set my goals is based on what is the message I want to put out to my market, what's the legacy I want to leave. Based on that, what am I willing to do to accomplish that? That's where the foundation of my goals are. One of my primary purposes in life is, as I mentioned, to rescue animals. If I can't take any more into my home and my property, then I can donate to organizations. So some of the goals that I set are financial goals within my business that will allow me to write checks to organizations that I support.

Rachel: How did you come up with the idea? Part of your message was, the first part that you mentioned, helping older women realize they don't have to be their parents.

Kathleen: When I saw the way my mother died quite seriously. When I spent a lot of time in hospitals. When I saw what was happening to people when they just gave up, basically. Because in many ways, my mother did give up, and she really missed my father. They've been married now 61 years and there was this fear of letting go completely to pass on and the fear of not being able to let go. I saw what it did to her and it really impacted me.

When I was in my 20s and I was out there run and gun and then doing all the things I was doing, I didn't take care of myself. I didn't take care of this body that I know truly is a vessel to carry the soul that I have out into the world. If I take care about to the best of my ability, let the chips fall where they may. But if I don't take care of it, life is going to give me some experiences that maybe I don't want. So it's really about just having this vibrancy and this energy that in many ways, I can be a role model for other women and

let them know that no matter how old you are, you don't have to live a life that doesn't have a lot of juice and passion.

Rachel: Beautiful. I don't want to drill into that too much but I'm just curious because I know whenever I have podcast, the most popular podcast is about how to know your purpose. So I'm just curious, when you were going through this, all this with another, did you just have this feeling for you like you know this is what you're meant to be doing?

Kathleen: There were days that I have to say it was hard to get out of bed. There were days that I just wanted to pull the covers over my head and just say, "Please, make it all go away. Yet I knew on a higher level that my mom wasn't going to be around for long and my choice was day-by-day. Sometimes hour-by-hour, minute-by-minute, second-by-second. I could make a choice of how to create an experience that was the ultimate experience that I could have as my mother was actually dying. So it wasn't like it came in some big wave of, "Oh, here's your purpose. It was every day, I had a choice of honoring what had been put in front of me.

I heard something recently that really it just struck me in such a profound way. Instead of asking what is our purpose, ask who is our purpose. When we move into the who is our purpose, many, many answers will come to us of, "Oh, maybe it's the elderly person down the street who needs someone to go to the grocery store. A lot of times, we tend to think that our purpose should be so magnificent and so large and so visual and one that everybody is going to notice. Sometimes, our purpose is simply to help somebody at the grocery store that might need a hand up and they don't have enough money to pay for their groceries and silently paying for their groceries and not announcing that to everybody, but to do things that truly are coming from a place of love and service.

Rachel: Absolutely. You something that fascinated me which is that you feel like people need to let go of the need to be well-known and just focused on serving people. Can you say more about that?

Kathleen: Absolutely. It's interesting because after I went through my whole period of feeling like I had no work and I started getting my life together, it was like I wanted to be recognized for a lot of what I do and I wanted to get every award. I could get every recognition. I got a lot of them. Actually, I had a whole closet full of trophies and awards and recognitions. I realized that that wasn't filling that empty hole inside. What was filling it was when I was in service. It's so interesting because if we just show up and do it in front of us and do what we're being called to do, we'll get all the visibility we need.

Now, there are things that we can do that help to move our message along if we're truly looking at a movement that we're involved with. A friend of mine, Sam Crowley, he and his wife had a baby about six months ago who was a pound when she was born and she's still in the hospital. Sam was talking about how he and his wife would pray that they so soon would just have one graph, just one more graph. That's all they asked for. That was six months ago. Every day, she has one more graph.

Well, he has started a movement where he's actually going to do a [Kickstarter](https://www.kickstarter.com/) fund to raise money. One, to pay off the hospital bill which is about \$1.2 million right now. He's

going to write a book and work with other parents of premature babies. He's usually using social media to get the message out. He didn't start out a year ago saying, "You know, when my baby is born, this is what my movement is going to be. He took what life gave him. He said it is our responsibility as parents to be very positive around our baby because she depends on us for that. We cannot be negative. We cannot say why did this happen. We have to say "Thank You God for the blessings you've given us," and do the most that we can with that. That's his movement.

Now, he can use social media to get the visibility around that, but it's not like he started out saying, "Oh, I need to go out and get a whole bunch of visibility around this tragedy that happened to our family." He turned that tragedy into a situation that is going to bless a lot of people.

Rachel: Beautiful. So I guess there's a little bit of a paradox between putting what's in front of you, dealing with whatever's in front of you, but then also, making your goals and making the big goals to work towards him.

Kathleen: Absolutely. Sometimes, if we did everything that was in front of us, we'd never get anything done. So it's really looking at how we can manage our time, manage our energy and bring in the resources that will allow us to do more of what we're here to do. Initially, when people start businesses, they do a lot of the work themselves. But what soon discover is if they try to do everything and learn everything and be everything, that they're really a bottleneck for the growth of their business.

So it's really looking at, "Okay, what are the main things you should be doing?" and then bringing in the support to help you to free up your time so you can do more of what you're here to do, and you're blessing people by giving them work. See, that's the interesting thing, When I talk to entrepreneurs and they say "Oh, I really can't afford to hire a virtual assistant." In many cases, you can't afford not to and to think in terms of it's not about how much I'm spending on this person. One, I'm investing and I'm also blessing them with more abundance in their lives.

Rachel: I love that. Awesome. So we're transitioning more into business which is perfect timing. I actually wanted to talk about this the second half of our conversation. Thanks for that making it easy. So people can get a gut-feel. I know you do speaking and mentoring in your products and services. How do you currently make the bulk of your income? Is there an 80/20 rule, or is it like equal with everything that I just mentioned?

Kathleen: You know, that is a really, really good question. Because when my mother was ill, nearly 100% of my revenue came from product development and doing online campaigns because I really had to pull back from going out and doing public appearances and speak engagements. Then went through a transition where I actually hired a very, very high-powered coach who she is known for putting on events and she is known for actually generating several million dollars from her advance. I hired her to get me back into the mindset of getting out and doing speak engagements.

Quite seriously, in some ways, I have lost my Mojo. It was just like going through that whole experience when it was all said and done. For the next year, I was in some ways

very lost. It was like, "Wow, this was a really difficult period in my life. I didn't even realize how much I've gone through. So I hired this coach and she really work with me on putting speaking back into my revenue mix. Then, it got to the point where about 80% of my revenues came from the speaking engagements and then making offers at the speaking engagements for six-month programs in your own programs. Over the last few months, I've been getting a balance of bringing product development back into the mix. Because I kind of let that go by the wayside for a while and so now I'm moving towards a 50/50 mix.

Rachel: Do you have a preference of one over the other?

Kathleen: Well, no. I don't. As long as my information can get in the hands of the right people, what's really nice is when you have multiple streams of revenue, you're in a position to be able to say no to those people who are not a good fit for you nor are you good fit for them. Because I tend to have a very direct style with my clients and I'll cut through the cloth very quickly. I was going to say the bias, but I'll say the flop. I cut through that very quickly and I really get to the heart of what needs to happen and I help them to see where their fear is showing up. I helped him to see where they're holding themselves back and that if I play it small, it doesn't serve them or anybody else.

So with the clients I work with, I absolutely love the conversations we have. I really love them in a very, very deep way because I know that they're making a difference in the world. So I love that, but then I love it when I create a new product and it's serving people who may not be in a position to come one on one with me, but they still appreciate that information. So I could take one or the other but I think the combination of the two makes me well-rounded entrepreneur.

Rachel: Absolutely. I love your point about when you have multiple streams of income, you tend to be a bit more choosy and only choose things that are gonna let you work anyway. So I guess it makes sense that you like both of them equally, because of course you're going to pick only the things you love. You're in that position to do so.

Kathleen: I've my business 20 years. So you know what, I earned right.

Rachel: Fair enough. Speaking of coaching, I read... I don't remember the podcast or blog post that you are sharing about. You're pretty passionate about people hiring coaches. Can you go into why?

Kathleen: I truly believe that in order to get to where we want to go in the most efficient way possible, we need somebody who's been there, done that. For example, with the marathon training for, I could do this on my own. I have probably 20 or 30 books on the subject matter of power walking in marathons. How to eat for marathons, how to sleep for marathons. I have everything you can think of. Well, there's only so far that I can take myself. Because if I try to do it myself, I have limited vision. By going to somebody else who has been there done that, who knows the ins and outs of marathoning, I'm going to get to my end result faster, more efficiently, and with less risk of injury.

It's the same in business. You want to find people that, one, that you respect. Two, that you're willing to listen to them. There's nothing worse than a coach being hired by

somebody, and then the person pushes back the whole way. It's like why did you hire a coach in the first place? Or they're looking for coach to be a yes person. That's not what a coach is about. But find people who have been successful at something and go to them and see what they have to offer and if there's a good feeling of if you resonate with what they're doing. Because like the coach that I have, people either love her or they hate her. It's really there's no in-between, and she knows that. She said, "I'm here to polarize. You're either going to be a raving fan or you're not going to want to have anything to do with me." She goes, "That's okay because I only want the people that are going to really benefit from what I have to offer."

So the reason I believe in coaches so much is they can help us to get out of our head. They can help us to walk through our fear. They can lift us up when we may not believe in ourselves. They can also help us to map things out to get a better result than if we didn't invest in them. It's really interesting, Rachel, because a lot of people, I hear a lot of coaches say, "People just aren't investing in my services. I can't sell this state of my life, and on and on and on." I'll ask him. I'll say, "Well, how much have you invested in your development?" They'll say, "Well, I really can't afford to." It's like, "Wow, talk about the energy serving you at the highest level." If you repeat that and you say, "I can't afford to hire a coach." Why in the world would anybody hire you?

Rachel: Good point. Really good point. I guess I want to make this tangible for people listening. I'd love to know what the average day looks like for you. Let's start with your hour of power, but what does that look like for you?

Kathleen: Oh, wow. What a great question. Okay. Well first of all, how my day starts? The very first thing is I get greeted by three amazing dogs. Two of them are at rest. This one is a Pit bull, one is a Shih Tzu. We didn't even know what she was when she came to us and she needed a lot of medical attention.

So I start by getting greeted by these animals. Then I go out and feed the horses and I feed the dogs. Then I go on my power walk. It may be anywhere from a half hour to a couple of hours in the morning. Then when I get to my office, the first hour of my day, I use it to monetize my business. I'm really clear on the fact that if I go into social media right away, if I look at the emails and just start playing around in my inbox. I'm not going to get very much done. So I have that first period in my day where it's used to monetize my business.

I'm pretty structured in my day. Like today, I have a checklist of things that I absolutely have to get done because of commitments I've made. Now with some of what I have to get done, I outsource it and I delegate it to my virtual assistants. I have five people that I have on my team that each have their own expertise. So part of what's on my list may not be me actually doing the work but I have to make sure I get the information to the team member who will be the one to actually do the time consuming work on it.

I usually start in my office at 10 in the morning. I am usually done by 4 in the afternoon. I take a lunch hour. I've got a pretty well set up where I have invested in the right resources to give myself the lifestyle that I want. I had somebody recently who said, "Oh, I don't want to pay all that money for a tea." I said "what's the lifestyle you want?"

You have to think in terms of what will other people do to free up your time so you can do the things you most enjoy.

Rachel: Absolutely. Even to add on to that, I used to have a team with 120 different people. I've since sold the company. But one of the biggest learning lessons that I got from that was it's not about looking at the risk of how much you're going to lose. But if you go into with the mindset of how can I earn back a return on investment with everybody I hire, it's a completely different story.

Kathleen: Absolutely, absolutely. Good point.

Rachel: Thank you. So yeah, hour of power. You do something that is going to monetize your business. Now, how do you know what the best thing to focus on during that hour is?

Kathleen: It all ties into my long-term goals. For example, I have a big three-day event I do in the fall of each year. I do it in Portland, Oregon. Everything I do is driving toward that three-day event. So I have it all mapped out. I have two big white boards in my office. I have a flip chart. I have a lot of arrows and boxes and lines that all lead to the end result. So everything I do is a breakdown of what's the next indicated step to get me closer to what I need to do. For example in my work today, I have two presentations that I'm doing over the next couple of weeks. I need to get the PowerPoint done for that.

Now, as far as the content for the PowerPoint, I'm the one who puts it together because I know what I want to say and I know what I want to train. As far as cleaning them up, well, that would be a team member who would do something like that. With opt in pages or sales pages, if I'm going to be selling something after one of those events, well then I need to have the sales page ready to go. I need to have to thank you page ready to go. I'll equip with general information, and then I have a team member who handles the details of it. Make sure it looks good. Make sure it's running. They tested it. All of that kind of stuff.

Rachel: Beautiful. So you're just reverse engineering the long-term plan.

Kathleen: Absolutely.

Rachel: I love it.

Kathleen: You said it in a nutshell what I took about five minutes to explain. There you go.

Rachel: No, I'm glad you would do that because it's really helpful. Then one thing that even turn your podcast. You said there's a difference between study time and monetize time. Can you share about that too?

Kathleen: Lot of times, people, they think that they're being productive in their business and they're monetizing their business by studying or getting a training class or are being on a coaching call with their mentor when that is not what you're doing to monetize. You're gathering the information. Monetizing means that you're actually picking up the

phone and calling people to have that sales conversation, or you're going out and you're doing a speaking engagement and you're making an offer while you're presenting.

Monetizing might be that you're creating that next product that's going to generate a few hundred or a few thousand or tens of thousands or hundreds of thousands of dollars for your business. So it's really being clear on when are you bringing in the information and when does the information need to go out. So going through and organizing your desk drawer is not monetizing your business. Going through and looking at how much you're loved on Facebook is not monetizing your business. Actually doing something that will give you a direct result of dollars in the bank.

Rachel: That's awesome. I've heard of some people do it, making sure they have an action-to-study ratio of four to one or something. For every four hours or taking action, it's one hour with the studying. It could be the same with organizing and the social media and all that other stuff. Awesome.

Kathleen: That's interesting.

Rachel: Yeah. [Jason Fladlien](#) was the one who I first heard that from. Do you know him?

Kathleen: I do. I do.

Rachel: Yeah. He put all that product, like 2008 or something, I remember, I got and he introduced that. Since then, it just stuck with me. So I have two other random questions in the conversation but I just thought they were interesting things that you said that I wanted to explore a little bit. One thing was you quickly mentioned in your podcast something that I think is just, "Oh, man. So many more people need to talk about it but they don't," which is that you need to make sacrifices to have a successful business. Especially in, I guess, the Women's Entrepreneur market more than, because I doubled in both the Women E and then the one where it's more super hard Internet marketing dudes. Especially for the women, it's a lot of this. If you dream that you can have this business, so it shall be. So I was really refreshed to hear you talk about how you do need to make some sacrifices. Can you talk about that?

Kathleen: Absolutely, absolutely. Okay. For example, today it's a beautiful day. It's going to be close to 70 degrees. We get a lot of rain in my area. This morning when I was doing my power walk, it was 33 or 34 degree and I'm looking outside at a beautiful day, yet I have to get certain things done. The sacrifice that I'm making right now is not going out and playing hockey and going playing with the animals. I have certain responsibilities. We've really been misled to believe this whole thing around Law of Attraction, which I'm a firm believer of law of attraction; whatever is in your life, you've attracted. Yet many people have this belief that all you have to do is affirm what we want and somehow it's just going to drop in your lap.

I look at the office space that I have. I look at the vehicle I drive. I look at the home I live in. All of that, I've had to make sacrifices for in order to have the end result. It's not just about the material stuff that I have, but that's the evidence of how hard I've worked. Working hard doesn't mean that it has to be a drudgery or misery but there are certain things that we have to be willing to do. If somebody wants to lose 30 pounds and they're

eating a box of donuts every night, they may have to sacrifice that box of donuts to help implement their weight loss. So in your business, there are certain things that you will have to be willing to give up in order to make your business a success. If you watch TV three hours a night and there's a program that you could put your time into instead of three hours on TV, give up the TV That's a sacrifice, but it's part of your overall plan.

Rachel: Do you think about in the beginning when you're creating a business that you can have a business full of ease?

Kathleen: I can't speak from personal experience. Because early on, I was working literally 16 to 18 hour a day because I wasn't smart enough to hire a mentor early on. Very early in my business, I got a contract with a seminar company and so I was traveling around the United States speaking for the seminar company, and that was paying the bills. Then when I would come home on weekends and maybe I'd have one week off during the month, I was putting that time into building my local market. So I can't speak from personal experience but I would say the things that would make it easier would be to hire a mentor to get the right training, to treat your business like a business early on. Don't be so afraid of making the investments that will give you the information you need to get to where you want to get faster.

Rachel: Those are some good points. Yeah. Personally, I don't really think. I also have limiting beliefs, but I think it's pretty hard when you're first starting a business.

Kathleen: Also, it's being realistic because I was talking with a woman who came in for VIP day. She was struggling to make a \$100,000 in her business. She was doing it but it was a real struggle. I said, "So what's one of your goals over the next 12 months?" She goes, "I want to have a \$3.5 million business." I said, "Well, we should probably in this discussion right now because I don't believe that's feasible. I really don't believe that that's realistic. You don't have your infrastructure in place, and it would be better for you to set a goal that would be in alignment with getting your business in order to be able to double your revenue instead of 35 times your revenue."

Sometimes, we have to have people who give us a reality check, and it's not nay say. It's people who say, "Look, let's really look at what you're asking for here." If somebody has not been able to get the foundation in their business in place, that's one of the first things that I always work with clients on. It's you really have to have a rock solid foundation.

Rachel: Absolutely. Great, great points. The other random question that just intrigued was you mentioned on your [blog](#) that speaking for free is going to make you a lot more money than getting paid to speak. Can you share a little bit more about that?

Kathleen: Absolutely. Now, this is all part of the foundation. If you just go out and speak for free and you make no kind of offer or you have no follow-up plan, you have spoken for free and you're probably not going to make any money. But if you have information products, if you have services, if you have something that you can offer either on the platform. If it's the right environment and you've had enough time to build rapport with

the audience, then you can make the offer. If you can't make an offer because maybe the meeting planner won't let you, then you can actually do follow-up by having it drawn.

I'll give you a great example. Just recently, I sponsored an event in Portland, Oregon. I was a vendor. I had a vendor table. I had one minute on the platform to talk about what I was contributing to the raffle draw. In that one minute, I was so tight in my message, that after, I had a lot of women who came up and said, "Can I talk to you about your services?" All I needed was a minute to let them know of what I had to offer. I actually polarize the audience. I said, "This isn't for everybody, but it's for this kind of woman, this kind of an entrepreneur.

So in a very short period of time, I came away with a lot of leads. Now after the event, if I just sat on the leads and did nothing, then I've wasted my time. There's a follow-up process that goes with it. I've actually hosted my own events where I've made as much as... Well, in the last few months, I had two small, and I'm talking very small mastermind groups where I generated over \$100,000 from two small mastermind groups. Prior to that, I had an event where I had people put down a refundable deposit, which meant they didn't pay to go as long as they showed up. If they didn't show up, I'll keep their deposit. With one event, I generated \$200,000.

Rachel: Wow.

Kathleen: So that was a free speaking engagement. It generated \$200,000.

Rachel: That's amazing.

Kathleen: But I had a plan. See, that's the thing, Rachel, that I really want people to understand. When you hear all these numbers that there's a lot of us talk about, one, we have put a foundation in place. We've taken risks that other people wouldn't take. To put on the event, there is an investment that goes into it. You have to know how to market and you really have to believe enough in what you're doing to have a product or service that you're making available to people. If nothing else, that would be one of the first things I would invite people to look at is do you have some way for people to buy your products or your services?

Rachel: Great points. Do you have been to remember? I'm just curious what he said in that minute.

Kathleen: Here. I'll tell you what I said. There was a panel. Right before I came on, there was an author's panel. There were three authors that were on the platform. All three of them said, "Writing books is not about making money. We don't do it to make money." I thought, "Well." I was sick on my hands thinking, "Oh my gosh. I write books to make money." I wanna put my message out there, but I also write books to make money. So when I got up, I said, "Okay. What I'm giving away is my book [Power Up for Profits: The Smart Woman's Guide to Online Marketing](#), and my book, [Law of Achievement](#).

I said, "Now, I want you to know that the book [Power Up for Profits](#) is about making money. In this book, you will learn how to market in a way to make money, and I'm in the business of making money. This book alone has already generated between a

quarter of a million and a half million dollars in direct and indirect sales. So I'm about making money and that you're somebody who wants to make money, you're in the right place at the right time if you're chosen for this particular book. Boom, that was it.

I give social proof of something that right before me, these other people which, God bless them. If that's what their whole deal is, that's great. They give great panel. They gave great information. But I teach people how to make money so they can do more of what they're here to do. I am not in business not to make money.

Rachel: Love it, and I love how unapologetic you are about it. Awesome.

Kathleen: Thank you.

Rachel: Yeah, absolutely. Kathleen, this has been great. We've covered so much ground from just the habits and the bigger picture and the gratitude. But also, practical, tangible, how you run your business. I just love how direct you are and practical. So thank you so much for your time. I would love if you could let people know where they can go to find more about you.

Kathleen: Well, thank you, Rachel. They can go to my website, [powerupforprofits.com](http://powerupforprofits.com). That's [powerupforprofits.com](http://powerupforprofits.com). On there, I've got contact information. I've got some nice gifts that will help you to learn how to build your business. So thank you for that, Rachel.

Rachel: Absolutely. Thank you again.

Kathleen: My pleasure. I had a great time.

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I really appreciate you.

With love,  
Rachel Rofé