



KIM NAGLE

THE DAMN PLAN

**How To Find Freedom, Love, And
Money In Your Business**

...because business AND life require a plan

KIM NAGLE

**THE
DAMN
PLAN**

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Money In Your Business**



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CHAPTER 1

My DAMN Story

My journey to freedom, love, and money in life and business begins with a haircut and ends with the most determined-decision I have ever made in my entire life. So here goes my DAMN story. My defining moment (among many).

I needed a freakin' haircut. Not a \$15 haircut—it was high-time I got a real 'do. I deserved it. So I made the appointment. Pretty mundane. That is what professional businesswomen do, right? So what?

What happened next was a bit out of the realm of my vision of a grownup professional anything! I headed to the bathroom to fix my hair. Isn't that what you do? Fix your hair before you pay to have your stylist fix your hair? Just like you clean your house before the cleaning lady gets there. (Tell me I'm not alone in this; I know I'm not!)

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I don't know why, but I thought I would just quickly check my bank balance. Truth be told, I do know why. I was living hand to mouth. The truth of it was staring me in the face. Zero money for my haircut. (You know that I *did not* say “Bibbidi-bobbidi-boo!” and wave a magic wand. You *know* what I said.)

In a panic, I hit the change jar, flung couch cushions, ransacked the pockets of my jeans (even my “someday” jeans, as in maybe someday they will fit) hoping to find pennies, nickels, quarters—anything! I felt like a 6-year-old scrounging for candy money.

Even if no one could see me, I was embarrassed. What if my family, my friends, my clients! knew? What if they knew the truth? The truth that I could not afford a real haircut. Despite the fact that I worked my backside off sixty, seventy, eighty hours a week, there was absolutely zero—actually, less than zero—in the bank.

The weight was unbearable. For too many years of marriage, I had been left to figure out the money, keep things going and make ends meet. I had stretched until it was impossible to stretch anymore. My mind was spinning. My heart raced out of control. I staggered into the one refuge I knew. The place where I had gone so many times over so many years—the shower.

I said what I always told myself when things were too much, “This, too, shall pass.” I turned the water hotter and hotter, trying to relieve the pain. Tears, tasting salty in my mouth, rolled without ceasing until, without warning, the legs that had carried the weight of the world for too long, finally gave way. I grabbed for something, anything, but there was nothing to hold onto.

I slid down the wall and curled up on the shower floor, rocking, sobbing, and thinking, *Is this really all there would ever be? Is this as good as it gets?*

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As I lay there, I quietly whispered my truth out loud for the very first time: *My life was a mess, and I was not willing to live that way any longer.*

“NO MORE!” I screamed at the nearly unrecognizable woman staring back at me in the mirror as I stepped out of the shower. Every inch of who I was at that moment—angry, sad, so damn tired—yelled, “No more, no more, no more.”

It was just a haircut, you may say.

No. You know damn well it was not just a haircut. Yes, I had been through far worse money situations. I had stared down empty refrigerators and squeezed every penny out of a dollar to feed my kids. I had pawned my wedding ring to pay bills when the alcoholic in my life drank up the money. I had faced down a quarter of a million in unpaid medical bills, watching my business die while I tried to save my child’s life. I had recovered from bankruptcy. I had figured out how to get blood out of the proverbial turnip, all while running a business and, more than once, working a full-time job to boot. Now, there I was, whining about a damn haircut.

Mind-boggling. I know. Go figure. A damn haircut.

But it’s the truth. A damn haircut was my defining moment. The moment that tipped the balance and broke down the door. That was it. I was *never* going back.

There was not enough makeup to correct the lines of stress and longing, so I slapped on some lipstick, gathered my change and limped my way to the salon. Having made my first real decision in too many years, I had to act. I made two commitments to myself right then and there. First was to quit hiding the truth. Second, no more wearing the “you-are-such-a-good-woman” coping crown.

In a split second, a single decision can change life’s trajectory forever. Some decisions will be better than others, but in the end,

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we are built by actions taken—not by the time we spend on the sidelines.

Looking back, I can see the real cost of my indecision habit. I had been waffling back and forth and sitting on the sidelines of my life because I was too afraid to decide. I was afraid of wrong decisions. I was afraid of making the right decisions. Consequently, I rolled with the punches, coped with whatever life threw at me, relinquished my authority, and let circumstances and other people dictate my direction.

Oh, good gosh! I was a mess. My mode of operation, in business *and in life*, had been to ignore the truth (or cover it up) and make excuses (disguised as reasons) for not deciding one way or another. Together, these had become my default behaviors. These core ways of operating my life and business were keeping me from realizing my dream. The first step is awareness.

Full disclosure: Getting out of my rut was not an overnight, magical, instant transformation. It required having a plan and working my DAMN Plan. It took time to build confidence in my decisions. It took consistent action aligned with my priorities, none of which I did alone. I owe my success to people who, when I told them the truth, stepped in, stepped up, and held me accountable. They stood beside me through the pain and celebrated small victories like I had just been crowned queen of me.

If I had the chance to tell my younger self anything, I would tell her a whole bunch of stuff, but the most important would be, “Surround yourself with people who believe in you more than you believe in yourself. Share your truth with them. Then *let* them help.”

Like I said in the beginning, unless you are willing to speak the truth—the unfiltered truth—it is difficult to get the help

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you need and make good decisions. If you are always BS-ing yourself and others, you get to stay exactly where you are. If that is where you want to be, that is OK, too. But if you have an ache, a dream in your heart that just will not go away, then speak that truth. Speak it out! Tell the world. Tell people who will stand beside you through the hard work and growing pains. Tell the people who will celebrate wildly as you move—even if only by baby steps—toward your big, hairy, audacious dream.

As you work through the reflections and exercises in The DAMN Plan, you will get to speak your truth, recognize the default behaviors that are holding you back, and gain confidence so you can quit making excuses. When you are done with your DAMN Plan, there will be no more sideline-sitting for you. No more indecision. No regrets.

Now that you know my DAMN story (or at least part of it) it's time for our first sidebar because, let's get real, sometimes not even the quest for freedom, love, and money are enough to keep you going.

There *will* be days when you can't get your head off the pillow.

There *will* be days when you spend the day smack-talking yourself.

There *will* be days when you are beyond distracted by life.

There *will* be days when you are mesmerized by new, shiny objects.

There *will* be days when you don't want to make that cold call for fear of rejection.

There *will* be days when your plans fail miserably, and you get discouraged.

There *will* be days when you can't believe you ever thought being your own boss was a good idea.

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It is for days like these that you need someone or something to kick you in the ass, to get you going and back on track. Because the toughest person you will ever supervise is you.

SIDEBAR

Find Your Kick-Ass Motivator

“I just can’t stay motivated!” Honestly, this was me once upon a time, but if I ever hear it again, I am going to upchuck! Waiting for all the stars to align and for the world to be just as you want it before you can get and stay motivated is BS.

Oh, it happens to me every morning when I am totally unmotivated to get out and walk. Even worse, on a cold Minnesota morning when I have to drag my sorry backside out at 20 degrees below zero and get to the gym.

“I just don’t feel like it!” I whine, even with no one to hear me.

Hell, no. I really don’t want to get out and walk and freeze my buns, but what I do want is to wear sexy jeans and run with my granddaughters. So I get dressed and get out the door. I either want to be healthy or I don’t. No excuses.

Your damn attitude—the either you want it or you don’t attitude—is made visible by your actions. If you say you want freedom, love, and money in your business, are your actions aligned with that dream? If not, why not? Is it distraction? Lack of

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true commitment? Do you lack belief in yourself? For whatever reason you find your actions out of alignment, just know that none of us are ever in perfect alignment. Sometimes, we need a gentle tap on the backside or a slap in the face to bring us back to center. It may come as a life-altering event or a simple reminder from your sister.

I can't say my sister and I have always seen eye to eye. Technically, we never have. She barely hits five feet in her heels. My little-big sister, Sharie, is short of stature, but a lioness in my eyes. Standing in her immaculate kitchen, she orchestrated the final presentation of Thanksgiving dinner for thirty-plus people. From the time she was a teen and I was her obnoxious little sister, she was always the neat and organized one. Her meticulous attention to detail pissed me off. Today, as I entered through her welcoming front door I stood, for a moment, in awe of her skills.

She strategically placed the last of the fixings on the buffet and walked toward me, reaching for a hug. My little-big sister raised herself up on her tiptoes, held me close and whispered in my ear.

"Kim, I have no regrets."

Waves of tears burned my sleep-deprived eyes. For days, we had been waiting for the test results. Tests for cancer. It felt like *déjà vu*. Cancer had already taken two brothers too soon. Feelings of helplessness, loss, hope, compassion . . . oh heck, I was *scared*. It was simply unfathomable to think my sister would be next.

Our father, pale-faced, slumped in his chair

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across the room. His pain was palpable. When we were kids, he would always say that his legs would ache whenever one of us got hurt. He was broken, unable to make his pain—our pain, or cancer—go away for his five surviving children.

“It’s just not right,” he said. “Kids should not die before their parents.”

I share this story with you not only because cancer is cruel, but because when my sister whispered those four little words, “I have no regrets,” my soul suddenly was at peace. A split second later, those four little words built a fire in my belly that will never be extinguished.

I realized in that quiet moment that I could not say the same thing about my life. If someone had told me then that I only had six months to live or a 40 percent chance of survival, I certainly would have had regrets. My life was a monument to bad decisions, unfinished projects, things to do someday and good intentions.

Standing there in the shadow of my sister, I admit I cried for myself as much as for the impending loss. Quietly, I whispered again to my soul, “No more.”

You know that this was not the first time, nor would it be the last, that I said no more. I am a hard nut to crack. You might be able to relate. Deciding is one thing. Being resolved and acting on your decisions is a whole different ball of wax.

That is why you need a kick-ass motivator. One that will keep you on track and in alignment. But you can’t *find* motivation; no one can motivate you.

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It will not pop out magically and rap you on the noggin. Motivation comes from an intrinsic love and drive for what you do. It *is* all you and *inside* of you.

So we need to talk about passion, the driver behind motivation. Think about this. Once upon a time, you were sitting around, maybe on your couch, thinking *I am really passionate about [cycling, cooking, gardening, sewing, running, painting, speaking, writing, or anything else you wanted to do or accomplish]*. At that point, you were simply interested. You were not yet passionate.

The fire in your belly—that unquenchable flame that you needed to keep you going and learning through failures, falls, and fatigue—didn't show up until you got up and acted on your interest.

Yes, it was hard to hit the track day after day, try one more time to bake that perfect pie, keep painting when no one could figure out what you were trying to create, get back on stage after a not-so-stellar performance or even get your backside back out to the garden to pull weeds. But you did. You learned to override the pain and keep going. You acted on your interest, working through imperfections and became skilled.

That is the real kicker to being motivated. It is all about a resilient and relentless mindset. Getting back up one more time, even when it hurts. That's when the passion kicks in and you cannot even imagine not doing what you do.

It is no different when you are interested in being your own boss and running your own

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business. In the beginning you were or are interested in the concept. Now is when you begin to grow your passion. Then your passion will fuel your motivation. It begins with deciding what you want, then acting, learning, and doing it over and over again and again.

We all get this one life. None of us will get out alive. In your last days, the only things you will regret are the things you *didn't* do. So don't buy one more self-help book about how to stay motivated. Just make a DAMN Plan and *start working that plan!* Motivation and passion will grow out of the confidence you gain by acting on your dream—fearlessly moving forward each time you win or lose. Then, and only then, do you create momentum which is like jet fuel for your motivation.

So your first step in finding motivation is to start. Act on your interest. Start and don't give up at the first sign of pain or difficulty.

I know that sounds all too easy. It *is* easier said than done, but that does not mean we don't give it our best shot. When I was struggling just to keep my head above water, with babies in diapers and the wolves at the door, I was motivated by sheer survival. When life was easier, with no one beating down my door for an unpaid bill, it was actually harder to stay motivated. That's human nature. We are hardwired to avoid pain, seek pleasure, and survive. Don't believe me? Think about this: You exist because your ancestors avoided the pain of getting eaten by a tiger long enough to get to

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experience the pleasure of sex. Sorry—you are not going to be able to unsee that image, but you will thank me later, when that raw image helps you find your pain-avoiding, pleasure-seeking motivation.

I have learned that your motivator must fan the flames of passion in your belly or light a fire under your ass, as that tiger did for your ancestors. Your choice! Regardless, your motivator must have teeth—tiger teeth!

This is not merely a random metaphor. I want you to think about this. Tiger teeth are built for grabbing fast-moving prey (sometimes bigger than the hunting tiger itself), crunching through bone and sinew and grinding meat into mouthfuls soft enough to swallow. This is what your motivator needs to do, too. It must give you the strength, the willingness, and the belief to step in when your dream seems too large or way outside of your comfort zone, but you have found your passion and you can't imagine doing anything else.

Now, I've never outrun a tiger, but I have taken down the proverbial elephant! My first motivator focused simply on living with no regrets (my elephant). It reflected on avoiding the pain of not having money and finding the pleasure of being able to live life on my terms. I wrote, *I will make the money I need to live life on my terms. My terms are to live my life courageously with no regrets. RAWR!*

I threw the RAWR! in there as a joke, but in all honesty without my tiger roar, it just did not have a bite. To get me out of the rut I was in, I needed all the teeth I could get. My motivator needed to be

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so *strong* that giving up or letting go of my dream was unfathomable. It had to be very personal to overcome the inevitable ups and downs of life and business. Moreover, it had to keep me from taking detours in moments of self-doubt and uncertainty when I was too tired or too broken to put myself back together again.

It did not take me long to realize that my motivator needed to be about *more* than just money, *more* than just my freedom and, *more* than just my love for my work. I needed to include other people in my dream.

Since I am not a psychologist, I don't want to get too deep in the weeds of human behavior. But examining my own actions and watching so many, women especially, give up on their dreams, I believe that we will let ourselves down far sooner and much easier than we would another person. We will break a promise to ourselves when we wouldn't even consider renegeing on a promise to someone else. Right?

I'm pulling the No Excuses Card right now! *It's time you kept your promises to yourself.* It's time to share your dream and let others help you. For me, I look to three groups of people as part of my kick-ass motivation team: coaches, family, and friends, including business associate friends.

I have always chosen coaches who were going to be tough on me—coaches who created an environment where I had to be courageous and tell the truth. If you have ever wondered about the value of having a coach, I can sum it up in one

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word: accountability. A good coach will hold your feet to the fire. They will believe in you even when *you* don't believe in yourself. But, just to be clear, not even the best coach can motivate you. Like I said, your motivation is personal and comes from within. A coach will hold you accountable to your dream and give you the tools you need to stay focused and disciplined. If you have a coach who keeps letting you off the hook, you have the wrong coach. Align yourself with people who will kick your backside with love.

For some, getting a coach is just what they need. When I decided to get serious, I doubled down by adding a tough-love coach and then I cleaned house. I stepped away from those around me who were content to let me settle for less than I was capable of achieving.

It can be tough to admit it, but there are some people whose sheer presence depletes your energy. You can give them grace but you can't let them suck your soul. You have embarked on an incredible journey. Your dream is out there in front of you. You will need all the energy you can get. The people around you and your relationships matter.

I remember teaching an eight-week business planning series years ago. A room full of women came together every Tuesday night for three hours. We weathered winter storms, navigated kids' activities (a few kids did their homework or slept in the corner while we worked) and many of us drove an hour to get there after work. These women were serious!

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One night, as we finished up class and everyone was letting their cars warm up, one of the women sat like a stone in her chair, almost unable to move. Concerned, I asked if she was OK. She said she was but shared that she did not want to go home. I asked if she was safe. She said yes, but she felt so strong, so smart there with the group. When she got home, she would be told that her ideas were stupid—who did she think she was, anyway?

The women sighed a collective sigh. Sadly, she was not alone.

There are some people in your life who will try to keep you down. That is about control. And it's also about fear. Sometimes those closest to us are afraid that, when we grow and evolve, we will outgrow them. Their reactions are more often about how your growth will change *their* lives than it is about you. The most important step you can take to kicking this problem before it starts is to tell the truth with facts, numbers, and the intensity of confidence and passion you have for your work. I recommend that all my clients share their business plans with their families as if they were investors, because they are.

Remember, businesses are not started and run in a vacuum. They are operated in the midst of our very real lives, where relationships swirl in and out, demands for our attention are endless and fear of the unknown abounds. The most important people to keep informed are those closest to us. Let them be part of your kick-ass motivation team. When you allow them to learn from you, support

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you and be a part of your success, they're less likely to feel out of control and want to take it back. This tactic may not always work, but don't assume it won't without trying. If you need some advice, I *do* coach my clients on how to talk to family about their businesses. My coaching helped the woman in that eight-week class, and it could help you, too!

Our close friendships can be the greatest support system in the world. Take the time to develop friendships. The benefits are unmatched because true friends are the one group of people who know all about you and still like you. They're the ones who can see your bluff and aren't afraid to call it!

There is another benefit—and risk—to friendships. Motivational speaker Jim Rohn said, "We are the average of the five people we spend the most time with." In other words, you will become like the people who consume the most of your time and energy. If you're seeking to run a profitable business that you love, hang out with highly motivated people who are driven to succeed. Negativity breeds negativity, and positive can-do attitudes are contagious. Choose your friends and associates wisely.

We have covered passion, pain, pleasure, and people as motivators. Let's add one more "p"—profit. You know, money! When I wrote my first motivator, I freely admit that I was close to being in survival mode. I was so sick and tired of scraping for money to even get a damn haircut. To be free of the stress and worry that money (or lack thereof)

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was causing, I needed to focus on increasing my income and reducing my expenses.

For some, the idea of being motivated by money or monetizing passions, skills, or mission is just short of repulsive. Having been inundated with beliefs about greed and capitalism, many struggle to charge a fair fee for their services, or they just plain give away the store.

Whether consciously or subconsciously, you may have come to believe that money is the root of all evil, and that people who have money are greedy. They are selfish, uncaring people—certainly not like you! Or maybe you have come to believe that a desire to become rich or just to have *enough* money is never going to happen. You may believe this because people like you, where you live or where you came from, just never do get rich. Furthermore, some think it's noble to get by, scraping and working their fingers to the bone.

We all have different stories. You may or may not be able to relate to this line of thinking. You may not have given it much thought. But I do know that the conversations, attitudes, and rules about money we are exposed to from an early age affect our decisions, whether we realize it or not.

Here is what I have learned in my love-hate relationship with money. It is nearly impossible to focus on *anything* when you don't have enough money; bill collectors are calling, customers aren't paying, and you can't make payroll, let alone pay yourself.

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Simply spoken by one of my mentors, Ed Rush, fighter pilot, five time #1 best-selling author:

When you are broke, you can only think about money.

When you have money, you can think about your mission.

To wrap this up, first and foremost, you will only find the confidence, motivation, and momentum you need when you act. Work the D and the A in your DAMN Plan. Make determined-decisions, then act and don't give up easily.

Now that you know the core components of motivation (passion, pain, pleasure, people, and profit) you are ready to create your own kick-ass motivator with tiger teeth. Before you jump right in, I want to let you know one more thing. Your motivator will change with you and the seasons of your life. It will have many iterations. After all, you are changing, evolving, and becoming the person you were meant to be every day. So write the motivator that fits you now. Remember my first motivator was focused solely on money and living life on my terms.

There is no right or wrong. No required format. The only requirement is that it rolls off the tip of your tongue, gives you shivers and makes you cry (just a little).

Here is my next iteration. The kick-ass motivator that has carried me through some of the toughest decisions I have ever made:

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I will be courageous and master my God-given talents of speaking, writing, and ideation to build a business that generates the money I need to live life on my terms. Doing so, I will model for my children and grandchildren, current and future, a life fully lived until the day I die. I will have no regrets. RAWR!

Having a personal motivator has meant the difference between getting paid my value, and watching my business languish without fulfilling my mission.

Now, saddle up, follow the steps and grab onto your motivator. You are in for a ride! I want you to be well armed. Here's the process that I went through.

Step One: Give yourself uninterrupted alone time and don't rush to conclusions. Use the freewriting method—writing without overthinking—to make each of your lists. You can (and will) go back and rethink this, but the first step is to get some words on paper.

To force me to not overthink, I got on the phone with my older daughter and she talked me through each step and had me “just lay it down.” That was important. I do have an overthinking problem.

Step Two: Identify your passion(s). Make a list of times in your life or in the work you do when you lose track of time. When you are in a state of flow, you are completely involved. Ego falls away. Every action, movement, and thought flows seamlessly from the previous one.

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For instance, I find myself totally oblivious to my physical needs and completely focused when I am writing, turning business ideas into actions, or speaking. I gain more energy than I expend from these activities. It's so cool that I get to do what I love for pay! Make this list as long as you can. No limits!

Your Passions

Step Three: List three tangible or intangible things you need or want. You might be working toward the goal of purchasing a new home. You might be working to help your children or grandchildren with their future education. You may just want to take a real vacation. Conversely, you may want to avoid the pain of not having the resources you need to live. Include feelings, experiences, and/or achievements. Think of pain avoidance and/or pleasure seeking.

For me, to be fearless with the courage of a tigress was necessary. When I wrote my first motivator, I had pretty much sold, given away, or left behind all my personal belongings, ended a thirty-plus-year relationship, sold my house and moved from a small city of 10,000 to a major

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metropolitan area where I was a total unknown. I was motivated and inspired by the idea of not being broke and free to live life on my terms.

Your Wants and Needs

Step Four: List three gifts or talents you feel strongly about using during your time on this planet. If today was your last day, what would you want to be doing? If today was your last day, what would you regret not doing? Your talents often cross over with your passions but you may have gifts and talents that you are not using fully.

When I was writing my motivator, I wasn't all-in mastering my speaking craft, and I was giving my writing time short shrift. I was really pissed off at myself for letting these talents sit, only sorta kinda working at them. No more! When I began to see them as *gifts* to be used to benefit not only myself, but others as well, it ramped up my motivation.

Your Talents and Gifts

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Step Five: List the people in your life who know your dream and believe in you. These will most likely also be the people whom you “live for,” admire, or who hold you accountable. Who would you *not* let down? Imagine their faces. Imagine telling them you are giving up. Make your responses to this list visceral. I actually get sick to my stomach when I think about telling my kids and grandkids, “I quit!”

Your People

Now, put it all together into your motivator. Review each of your lists. Remember, don’t overthink or second guess, but if in this process your heart strings have been plucked or your memory jogged, add to each of the lists as necessary. Then begin to cull your list to get to your highest motivators.

- Pick up to three of your passions. Pick those that if you were to be given six months to live, you would regret not having followed.

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- In your wants and needs list, choose up to three of the emotions, feelings, experiences or tangible items. Choose the ones that drive you, inspire you or that *without which* you cannot fulfill your mission.
- Choose up to three of your talents and gifts that, if you put them to full use, would help you on your way to finding freedom, love, and money in your business.
- Finally, who are your people? Choose the one or two who will hold you accountable, you won't let down, and it would make you sick to tell them you give up!

Start writing. You can use the format I used or create your own style. However you do it, in the end it must be personal to you. Your old English teacher will not be reading it, so don't get hung up on grammar or sentence structure. This is for you!

Your Motivator

Now, find a prominent location to display your motivator. I have taken a picture of mine and used it as the wallpaper on my phone. One of my daughters has hers tacked up in her bathroom. Just keep it in front of you until it becomes a part of you. Now, I see the faces of my kids and grandkids when I feel discouraged, frustrated, or unmotivated.

This is not a one-and-done thing. Please know that you will need to come back to your motivator

and this process from time to time. You are doing business in the midst of your very real life. Don't beat yourself up. Learn to give yourself a loving smack or get a designated ass kicker. (We will talk more about this when we talk about building your team. For real!)

REFLECTION

Your Truth—Your Dream

In the beginning of this book I shared that the secret to finding freedom, love, and money is the truth. I defined the truth as what you believe or know to be true according to facts and reality. Then, in the process of writing your kick-ass motivator, I asked you to explore many truths about yourself, what you want and need, the passions, talents and gifts you have to share and who you would not let down.

It is important to keep a constant pulse on your truths. It is easy to veer off the path. We have all subconsciously agreed to a set of life rules about what is true. This set of rules may or may not be working for us and our businesses. I have said it before, and I will say it again and again: business is personal.

I need to stop here for a second and say I recognize that self-worth and feelings of inadequacy are not easy matters to face. They are deep-rooted beliefs born of agreements we have made about who we are or who we should be. I highly recommend reading or, even better, listening to the audio book *The Four Agreements* by Don Miguel Ruiz. (Peter Coyote's voice is wonderful!)

THE DAMN PLAN

Because there are times when you cannot move forward on your own, I want you to know there is no shame in seeking help. None whatsoever! Do what you need to do to be your best self. Working on yourself emotionally and physically “as the foundation of your business” matters when your goal is to get paid your value and live life on your terms with no regrets.

Your truth is your beginning. Reflect on each of the four sets of questions to further explore your truth. It took a great deal of vulnerability to admit that I was a mess, but when I did I could choose to do something about it or stay as I was.

#1 Truth. Where am I right now? Where do I want to be? How will it feel when I get there?

#2 Truth. What do I believe about my ability to get where I want to be, to share my gift, and live my passion?

#3 Truth. Who am I surrounded by? Do they lift me up or weigh me down? Have I asked for help and shared my truth? Am I ready to receive help?

#4 Truth. Why haven't I yet done what I said I would always do?

Don't settle.

Imagine the
impossible.

Ask for the
unlikely.