

Don't Keep this Great Info to Yourself. Share me with a Friend!

Nicole Dean's Online Success Talk Radio:

# Lessons Learned the Hard Way: Unscripted & Uncut!



Nicole Dean, Online Success Despite Herself

[www.NicoleontheNet.com](http://www.NicoleontheNet.com)

**Don't Keep this Great Info to Yourself. Share me with a Friend!**

## About Nicole Dean

Nicole Dean is the Mostly-Sane Marketer. (Ask anyone who knows her and they'll say that the "mostly" part is up for debate!)

Nicole is an expert in Affiliate Management, Affiliate Marketing, and Marketing with Content. But, she's got a secret... she uses a LOT of shortcuts, including hiring brilliant helpers who make her look a lot smarter than she really is. ;)

Nicole juggles a lot of things, but she does it all without owning a Blackberry or giving out her cell phone number. The reason she works from home is to have the freedom when and where she wishes to work.

She enjoys work very much, but lives to spend time with her much-adored husband, her two silly children – and also her two slightly neurotic puppies, Eddy (short for Edison) & Einstein.

People are talking about Nicole:

If you're looking for THE go-to gal who knows her stuff and gets things done, then you NEED Nicole.

I've worked with her as a JV partner as well as her customer and friend, and I can honestly say: Nicole is the real deal. She's incredibly friendly, hysterical, and one of the best internet marketers around.

Without doubt, I wholeheartedly recommend everything she does!

- Ronnie Nijmeh, PLR.me ([click here for a freebie from Ronnie](#))

Find more testimonials at [www.NicoleDean.com](http://www.NicoleDean.com)

Click here to listen:



**[Don't Keep this Great Info to Yourself. Share me with a Friend!](#)**

**Kelly McCausey:** This final session is going to be the icing on top of the super yummy cupcake. It is the finishing touch that's going to send us all off into a phenomenal fall with lots of momentum and enthusiasm. I am geeked.

My guest for this final session is my good friend, Nicole Dean. Nicole, you know her from [ShowMomtheMoney.com](#) and [NicoleontheNet.com](#). Nicole is an amazing mom success story. She is coming into her own. Her name is known far and wide.

I just got a client the other day over at Fresh Nets, and he said, "I heard about you from *that Nicole*, you know, *that Nicole*." I said, "Yes, I know *that Nicole*. I'm so glad you heard about me from her."

It's amazing. From the days of launching her first website to today being known far and wide, the steps that she took there. She's just an every day mom. She's out riding her bike, hanging out by the pool, and playing with the kids, and dealing with everyday life. Yet, she's been able to build this amazing business. If she can do it, you can do it.

Nicole, thank you so much. Welcome.

**Nicole:** Oh my, Kelly, I love that intro. Thank you. You made my day. I was having a stinky day actually today. I was kind of feeling a little stinky. I didn't know how I was going to do on this interview today, honestly.

But, you know, I can feel the energy coming from everybody in this room right now. It's totally jazzing me right now. I'm so glad to be here. I thank you for the introduction, and the little chatting we did before we hit record, from *the Lynn Terry*. Lynn Terry, you rock my brain too.

I'm just really excited to be here.

My topic tonight is about the lessons that I've learned as a work at home mom the last few years. Let me tell you, a lot of people say I'm an overnight sensation. There's a song that says, "I'm an overnight sensation 20 years in the making." A lot of those overnight sensations actually have a whole lot of hard work and sweat poured into them.

You guys know it's not easy money, it's not get rich quick. There are steps that have to be made. This is a business. You come up with the idea, you have the ideation. But, what's more important than the ideation is the implementation. It's actually doing the things in your head.

## **Don't Keep this Great Info to Yourself. Share me with a Friend!**

We all have similar ideas. We think our ideas are totally unique, nobody else has ever had the idea, but I'm telling you, ideas fly through your brain at warp speed sometimes. The more ideas you get, the more you get, and the more people you start to brainstorm with, and the more successful you get, the more ideas you get.

**It becomes more of a filtering as you go along.**

You've got to kind of push that aside and get your blinders on and work on implementing. Work on taking those baby steps one after another. Sometimes you take a step back, and then sometimes you run forward, and sometimes you take that giant leap.

But, the only way you can do it is by putting on your walking shoes and taking that action. That's what we're going to be talking about tonight. I would love to hear questions that you guys have. Go ahead and start typing them in if you have them. I'll just get started otherwise.

Let me pop off the mic quick and see if anybody has anything very specific that they want me to talk about tonight. Otherwise, I have my little list here that I'll start working through.

**Lynn Terry:** I couldn't resist. I hope you don't mind. This is Lynn Terry. Nicole, you and I are alike, we're both your basic everyday next door mom with a couple of kids. In fact, our kids are about the same ages.

We're not super heroes, we're not Super Woman with this magic cape. What do you do when you have a bad day, or you're totally derailed, or you feel like you're going backwards, or you feel stuck? I know it's all about action. It's all about moving forward.

Every time I do that, and I take that action, I have these incredible results. But, what about those days when you just feel stuck?

**Nicole Dean:** Well, "the Lynn Terry", actually, that is the kind of day I've had today. So, I can tell you. They don't go away, as you and I both know. We still get derailed.

You get an idea, and you're all excited about it, and you're working towards it, and then somebody else puts out the exact same thing. You're thinking, "Now what?"

I always try to explain to people that the bigger your business grows, and this applies when you're just starting off too, but I just want you to go with me for a second here on my little journey. The bigger your business grows, the more things will go wrong.

## Don't Keep this Great Info to Yourself. Share me with a Friend!

When you have one website, you have some things that can go wrong there. If you have one Wordpress install, you have a couple plugins on there, you have a couple things that can go wrong.

**The larger your business grows, the more risks you're taking,  
and the more areas for things that can break.**

Are you following me?

There's just always going to be something that goes wrong. I always say, "Poop happens. Get over it." I've had my share of terrible things where I've sat on the edge of my bed and cried crocodile tears, and just told my husband, "I'm getting a job."

Everybody type in if you've ever said, "That's it. I give up. I'm getting a job." Right now, there we go, let's see all the little yeses.

*Yes, yes, me, me, yup, yes, yes.* There they go.

*"I'm going to work at McDonald's."* Yes. Okay, how many of those are we seeing. We're up to fifteen now. Twenty. It happens.

One person said, "*Never.*" Liar. ;) Or maybe you're very lucky so far.

Today I said that. We've all had those moments. We've all had them. Just like I've had moments where I wanted to list my kids on eBay and see if I could sell them quickly to the first bidder. We all have those moments.

There's a couple things that will get you through that. I'm going to talk about a few of them today.

One thing is **you have to have a support group that actually understands what you do.** When I'm having those days, I turn to my husband, I turn to my friends, but they don't get it.

It's not their business, it's not their passion, they can't relate to the same depth that I'm feeling at that moment of disappointment and feeling stupid, whatever it is for that day, the emotion that I'm feeling. Exactly, Eren, they look at me with glazed over eyes. Exactly. You have to have people that actually understand how you feel, how you deeply you feel it, how your emotions are tied to your business.

## **Don't Keep this Great Info to Yourself. Share me with a Friend!**

It's not just a business. What's the word? How can you describe it what you feel for this thing that you've created. It's like a baby, but it's not. It's even more involved, because a baby you can forgive. You don't take it personally when it's your baby.

It is, it's tied to your identity, it's tied into your self worth. If it fails, then what does that say about you? These are all the crazy things that run through our heads. It is an extension of us. We feel like it's a reflection of us.

At a time like that is when you've got to have someone that actually knows what you're going through. If you go to your offline friends and try to talk to them about it, they're going to try to be supportive, but what they'll eventually instead do is .... Their support is to try to protect you, which usually means that they start to say all the reasons why it wouldn't work other than that you failed. *"Oh, well that's a scam, of course that won't work."* They'll start explaining all the reasons why it wouldn't work other than, *"maybe you're not focused enough,"* which is what a friend will tell you after they rub your shoulders.

You need to have somebody that's going to pat you on the back and say, *"It's okay. I've had those days too. Now, what are we going to do about it? Let's move ahead. How focused are you? What's your biggest money maker? Let's focus on that."*

You have your support group, but even in your support group, you want to be, and this is going to sound bad, but it's absolutely 100 percent true and I stand by it, so listen to the whole thing before you judge me.

**You have to have people in your support group that are ahead of you.**

Hanging out on free forums, connecting with people out on WAHM.com, places like that, are fine. But, as far as your inner circle, your mastermind, your group, you need to have people that are having a level of success, because as you've probably heard, your income is going to be about the average of the people that you hang around with the most.

It's not just because of that, it's because when you ask one of your friends for advice and you're having a bad day, what comes out of their mouth should be something that helps you. They can only do that if they've reached a level of success that's above you, so they can pull you ahead. Otherwise, they're just pulling you to the side and maybe distracting you.

## **Don't Keep this Great Info to Yourself. Share me with a Friend!**

Does that make sense? Maybe Lynn can pipe in on that, or Kelly? What do you guys say about that, you can maybe clarify what I'm saying there?

**Lynn Terry:** I'm eating a piece of pizza, so pardon my chewing. I agree with you 100 percent on that. I think that there's always a ladder. I think I said that in my session. There's always a ladder. There's always going to be people below you and above you on the path, whatever your path is.

There are people that you need to help, and there are people that you need to help you. It's very important to have that inner circle.

**I think that my personal network, or my inner circle, is one of the biggest aspects of my success in business.**

They are my support team. They are the people that I get on the phone with, or get on Skype with, and say, "I'm really stuck on this," and they can talk me through it. They're the people who have experience they can share with you, etcetera.

Nicole, you're that for me. So, I can attest first hand. Your strengths are not the same as my strengths. That doesn't necessarily mean that you're at a higher level of success, but that we're both successful people and that we can learn a lot from each other. I want to kind of clarify that as far as people who are above you. It might just be people who are kind of in the same group as you even, but that have different sets of strengths and weaknesses that you can learn from and draw on.

I think it's an excellent tip. I think you should definitely absolutely mastermind and network with, and know and become known to the people you want to be like.

**Nicole Dean:** That's a good point, Lynn. I agree. I don't know that I put you above me too far, I'm catching you. Anyway, okay. She's laughing at me. ;)

The next thing I'd like to say, and I'm ahead of myself already, we'll backtrack a bit.

But, I do want to say that another really valuable thing in addition to, you guys are throwing out things like [Mom Masterminds](#), which is Kelly's private forum, and you're throwing out the [Elite Group](#), which is Lynn's private forum, they're both great places to be.

But, I'm talking about an even more private place like that. Like Lynn said, being able to get on the phone one on one. Being able to connect with somebody when you need to. I have my circle,

## **Don't Keep this Great Info to Yourself. Share me with a Friend!**

Lynn's in there, Tracy Roberts, she's part VA and part therapist some days, Arika too, the same thing. I always say I'm going to have to pay them hazard pay, because they do so much more than just provide virtual assistance to me. They are my dear friends and help me get through bumps in the road.

Also, another really good thing is for those of you that went to [NAMS](#) and connected in person, to set up your own private mastermind groups. Your own accountability groups where you've got a place where you can connect in private. Share each week, one day a week, connect on the phone, say exactly what you're going to do that week. The next week, be accountable for it. Then have those people, maybe three to five people, that have your back all the time.

That's something that I want everybody to try to have in the near future. I have my own accountability group, and it only has four people in it. But, it's good, because every morning I look in there, I type in what I'm going to do that day, and all day long I know they're watching me check off those items. If I don't do it, they're seeing that I'm not doing it.

If you can have something like that in addition to having the private masterminding or the private forums like the [Elite Group](#) and [Mom Masterminds](#), it's extremely helpful once you get there. The nice thing about the very private masterminding like I just said, is it's free. You just hookup with a couple friends and get on each other and ride each other, make sure that you're moving ahead.

Don't let each other give you excuses, because excuses suck. They suck your time, they suck your energy, they suck your productivity. I just talked about that on my blog the other day. If you go to [NicoleontheNet.com](#), and go to [Motivational Monday](#) and watch that video after this is done and tell me if your excuses actually mean anything after you've watched that.

All right. Lynn Terry says, *"Personal networks will grow as your grow. Just keep your eyes peeled who you have a connection and chemistry with. You'll find that in the groups that are like Mom Masterminds and the Elite. That's where you'll find those people as well as offline events, whether they're large events like NAMS, or whether they're local events."*

### **Quick References:**

Check out Mom Mastermind here: [www.MomsMastermind.com](http://www.MomsMastermind.com)

Check out Lynn's eLite Group here: [www.NicoleDean.com/likes/elite](http://www.NicoleDean.com/likes/elite)



**Don't Keep this Great Info to Yourself. Share me with a Friend!**

Definitely keep your eyes out for somebody that you connect with, but make sure you're meeting them somewhere that you had to pay to get in. Don't hookup with people in public forums, because it's just the level of commitment isn't there.

Find people that are paying to be in the Elite Group, find people that are paying to be in Mom Masterminds, find people that are paying to go to things like NAMS. Those are the people that have taken that step, taken that level of commitment. Those are the people that you want to hook up with in a private mastermind group.

----- Begin Important Side Note -----

I'd love to meet you at NAMS! Check it out here:

<http://nicoleonthenet.com/2009/nams-niche-affiliate-marketing-system-review/>

----- End Important Side Note -----

Let's see. We've got all kinds of stuff to cover. Let me hop off for a second in case anyone has anything they want to ask or add to what I just said. Kelly, Lynn, anybody?

**Kelly McCausey:** I just wanted to pipe up with you need people who can be really real with you.

**You need to give someone, or a few people, permission to be real with you.**

There are a lot of cheerleaders out there. I don't think cheerleaders are that hard to come by. There's always somebody willing to say, "Wow. You can do it. I believe in you." That's great. But, every once in awhile you need someone to say, "You know what? You're not doing so good in this area. How can I help you improve?"

Sometimes people gravitate to the cheerleaders and resist letting someone who will really speak into their life and business in a realistic way. That's a big mistake.

**Nicole Dean:** I agree, Kelly. Agreed.

All right. The next thing on my list, I've got all this stuff, and look, we're already almost half over. Okay, next thing on my list.

There is a great book by Brian Tracy called [\*\*Eat That Frog!: 21 Great Ways to Stop Procrastinating and Get More Done in Less Time\*\*](#) .

## Don't Keep this Great Info to Yourself. Share me with a Friend!

Raise your hand if you've heard it. Anybody?

Well, the theory about [Eat That Frog!](#) by Brian Tracy is that if you had to eat a frog every day, when would you do it? Most of us would eat it the first thing in the morning, just to get it over with. Right?

Well, his theory there is that if you have something that you absolutely hate to do, and you're dreading to do, but you know you've got to do it, get it over first thing in the morning. Whether that means making your phone calls if you have to go get leads, or whether that means writing that article that you need to do, or putting together your ezine, whatever it is that you know you're going to dread doing all day and manage to put off until the next day, get it over first thing in the morning.

That will help you to get a whole lot more done in your business. Especially if it's something that directly impacts your bottom line.

That's another thing that I want to talk about is:

### **Make your to do list at night.**

Don't make it in the morning. Or make it at the end of your work day.

Here's the thing. When you're working, you have everything fresh on your mind. You know exactly what you're up to. You're plowing through your list and everything is fresh on your mind. So, if you make your to do list at the end of your work day, then when you get up in the morning and that list is sitting in front of you, you know exactly what you have to do for that day.

Otherwise, you'll think about it, stretch, go get your coffee, wander down to your desk, and go, "Ok, I'm at work," and then the next question you say is what? "What should I do today?"

Guess what? You don't do anything.

You start checking email, you go off on Twitter, go through some links from the emails. "Oh look what that person tweeted, I'm going to go see that." You're off hopping after one thing after another.

That to-do list never got written, so you don't have to worry about it not getting done. Right?

So, the truth hurts. Oh, yeah it does, baby.

## **Don't Keep this Great Info to Yourself. Share me with a Friend!**

Get your to do list done at the end of your work day. I want you to put three to six things on that list at the end of your day. Don't make a list of everything in the world that you need to do. I only want three to six things on that list. If you put it on an index card, that's just fine.

Not 36 things, three to six things, Gary, three, four, five, or six. He's messing with me. ;)

Anyway, three to six of the most important money making things that you can do the next day.

Some of the most important money making things that you can do are putting things in your autoresponder. Get more messages in your autoresponder. If you have an autoresponder or an ecourse that goes out for 7 days, every month or every week you should be adding more messages to that follow up. Don't let them get to a final message. Once they get to a final message, you're not marketing to them anymore. Add more messages to your follow up.

Write on your blog, work on your products, your info products. Those are things that will directly impact your bottom line.

I'm not talking about going on Twitter. Twitter is great, and Twitter is a business builder, but don't you dare get on Twitter until you've done something that's impacted your bottom line and that's going to pay you for years and years to come.

In fact, you're banned from Twitter, and banned from checking your email until you've gotten those things on that list done every day. If you do that, I guarantee you will be making more money at this time next year.

So, get your butts up in the morning, walk to your desk with that cup of coffee, sit down, look at that list of three to six things, and you get your butt doing those. Those three to six things, like I said, better be directly making you money.

So, they are things that will drive traffic forever, not things that will drive traffic temporarily, but things that will drive traffic forever.

Like article marketing, video marketing, podcasting, anything that's putting content out there that will drive traffic forever.

Product creation. Product creation where somebody is going to be buying something from you. It can be an ebook, it can be a video course, it can be a membership site, it can be a service site that you're outsourcing, anything like that.

**Don't Keep this Great Info to Yourself. Share me with a Friend!**

These are the things that will directly impact your bottom line.

It says on the screen, *"Does learning podcasting count?"*

It depends on what part of learning podcasting you mean. If you mean setting up your podcast, then you shouldn't be doing that yourself. You should be outsourcing that to someone else, because you only need to learn it once.

Anything that you only need to learn once should be outsourced, because there's no point in learning how to do it if you only have to do it once, especially if it's going to take you weeks and weeks to learn, and it's going to frustrate you and put other things off.

----- Begin Important Side Note -----

I teach a class about Outsourcing here: [www.OutsourceWeekly.com](http://www.OutsourceWeekly.com)

----- End Important Side Note -----

I've got some comments on here that *"We're getting butt kicking"*. *"You can tell Nicole is a mama."*

Miss Lynn Terry is in line to chat. Miss Lynn Terry, you hopping in to add to my butt kicking, or are you telling me to shut up if you think I'm out of line?

**Lynn Terry:** No. I think you're great, Nicole. I just wanted to interject here and keep that thread going. Here's what I wanted to say on that note, on what you're saying.

**Reading blogs is passive. Writing blogs is active.**

Nicole says, "Get up and get to work." A lot of people think they're working if they're reading blogs and listening to podcasts, and reading all the promotional emails that get into their inbox. That's not actively working on your business. That's actively working on someone else's business.

That's the only thing that I wanted to interject in there is know the difference between the money making, productive activities that you can be doing, versus passive things that are just playing along.

**Don't Keep this Great Info to Yourself. Share me with a Friend!**

**Nicole Dean:** Exactly. I like to reward myself with those passive things after I've gotten done with my active work. So, after I've gotten done, then I do my emails, which isn't really fun, because I have to do support. Some support, the things that get through to me, grr.

But, after that, then I go onto Twitter. I'll go onto Stumble Upon, I'll go play Snods a little bit, I'll go read some blogs, go check out Lynn's blog, of course, because she's got an excellent blog. Just pop around Twitter and see what's up. That's what I love doing, so I reward myself with that after a hard days work.

If you structure your day like that, then you can absolutely get more done, and you will absolutely be making more money this time next year.

Eren says, "Just don't reward yourself with food." Yeah, that's a little scary. :)

-----

If you have been getting what I call "Computer Butt" - this program worked for me!

[www.NicoleDean.com/likes/FLQ](http://www.NicoleDean.com/likes/FLQ)

-----

Next thing I want to say is to **write down your goals, even if you are the only one who ever sees them.**

If you want to write them on a piece of paper, fold them up, and stick them in the back of a drawer, so nobody else what you wrote down, I still want you to write down your goals. I want you to write down your 1 year goal, 5 year goal, and 10 year goals.

Not only a dollar sign, and I do want a dollar sign per month on there, but **I want you to write a lifestyle goal.**

The dollar sign is only half of the picture. I find that I can let that dollar sign go and override my lifestyle goal very, very quickly. So, if I see that dollar sign for the goal that I'm trying to get to, if I only look at the dollar sign goal, then I may make business decisions based upon that money that I want without taking my lifestyle goals, which are equal to, or I believe, more important than that dollar sign.

**Don't Keep this Great Info to Yourself. Share me with a Friend!**

Lifestyle goals to me are how many hours you're going to be working, where you're going to be living, the amount of stress you're going to have in your life, whether you're going to be accountable to other people or only to yourself. Whether your significant other is going to be working, or whether he's going to be home with you, or she, since we have some men on here. Your kids, are they going to be home schooled, are they going to be working in your business.

All these things. Are you going to have a huge house? Are you going to have a cabin in the woods? What is it that you want? You have to know where you're headed. Otherwise, your decisions that you're going to make on the way there are going to be wrong.

I know, because I've made the wrong decisions based on that dollar sign. Not anything that's hurt my ethics or anything like that, but just decisions that have caused me to work more than I wanted to. The reason that I'm home is so that I can actually enjoy my kids, and enjoy my husband, because I really like them *most days*, and pet my puppies, and go on bike rides with my mom, and wear my tennis shoes around. Like Lynn said, I'm just an average person.

Here's another thing. Here's too much information, but I'm going to tell you guys this anyway. I can tell if I haven't looked at my lifestyle goals in awhile, because my jeans don't fit. The ladies on here know what that means.

That means I've been working too much, I've been sitting on my computer butt too many hours, and my bottom has been growing. Which means that I've been looking at the dollar sign instead of the lifestyle goals, because the lifestyle goals do not have me sitting here getting *secretary butt* in my swivel chair, because I'm spending too many hours in this office.

All right, Lynn, you've got to go. Do you want to say goodbye? I'll let you sneak on and say goodbye quick.

**Lynn Terry:** You're too sweet. Yes. I have homework, eighth grade homework to do with my 13 year old. So, I have to skip out and get back to my family life. Just wanted to say that I really enjoyed it. Rock on, Nicole. I'll catch you back at the recording.

**Nicole Dean:** Bye, Lynn.

As I was saying, you need to have those lifestyle goals laid out and see exactly where you want to be in a year, in 5 years, in 10 years, and what your life will look like, not just those dollar signs.

## **Don't Keep this Great Info to Yourself. Share me with a Friend!**

You can add in also dates. It's like weight loss goals. You put pounds and a date. I want to lose X pounds by this date. Your business goals should be the same way. I want to be making this amount by this date. I want to be living this lifestyle at the time.

Yes, you can be making X amount of dollars by that date, but if you're miserable and trapped to your desk, and your butt is twice the size it was 6 months before, and you're unhealthy, and you're getting diabetic, and your blood pressure is up, and all of that stuff, then what the heck does the money matter?

**Take care of yourself and make sure that you're making your decisions based upon that lifestyle goal.**

I've been there, done that, I wrote the book. So, definitely take that into account. Then the next thing I had on there is **celebrate every accomplishment**. When you reach those goals, party like a rock star, because you deserve it.

You've woken up in the morning, you found that to do list, you tackled it, you didn't get distracted, you kept the focus and you kept moving towards that goal, and you achieved it.

**You party like a rock star and you enjoy it for a minute. Don't just go plowing through to your next goal. Celebrate.**

Tell the people that are in your inner circle that will actually understand about it. Don't try to turn to the people in your life that you are in your offline life and try to explain, unless you've got the exception to the rule, and somebody actually does get as excited as you do about your online business, in which case I would love to hear about it, because I've never run into it.

Don't try to get people in your offline life to celebrate your accomplishments with you, because you may be very disappointed. On that note, understand and accept that the people you love will try to protect you, but that it's often times detrimental. They'll tell you all of the reasons why it won't work, rather than the reasons why it will.

Going back to that party like a rock star thing, it's kind of hard to know when you reach your goals, unless you have a separate bank account so you're keeping track of your money. I find that often times as work at home folks, I'm seeing some guilty typing in there, often times when we begin as a work at home entrepreneur we're kind of just dabbling to see what will happen.

## **Don't Keep this Great Info to Yourself. Share me with a Friend!**

Then, you know, all of a sudden we're making some money. Then we have to take ourselves seriously and get a separate bank account. But, the best thing is to get a totally separate bank account, and get an EIN, getting a tax ID for those that are in the US. It's free. Do it.

**You don't want to be putting your social security number on all of your affiliate applications, use an EIN.**

I run an affiliate program, I don't want your social security number, so please get an EIN, because I really don't want you typing it in along with your address and your name into my database where I can see it. That's the end of that.

If you don't have a separate bank, an EIN, and you're not tracking your income and expenses, you won't know when to celebrate your accomplishment, because you won't have the numbers in front of you. So, that's my next comment on there.

Let's see what else we have here. Notes on the monitor.

EIN is a tax ID, Angela. Those that are in Canada it's a business tax ID. It's like your social security number, your ID, but it's a different one that's tied to your business, so you don't have to give away your personal one. Your employment ID number, thanks, that's what it stands for Miss Mary Lutz. I appreciate your help there.

Okay. The other thing that I really want you to do is, if you've got your own computer, and I hope you do and you're not sharing a family computer, **put some notes up on your monitor**. Some inspirational notes.

I went online and I found \$1,000 .00 and million dollar bills, just goofy ones. They were real, but obviously they didn't look real. I printed them out and I taped them all over the place just for fun, because that's my space. Put other things in there.

One other note that I would really like you to put on there is this question, *"Is this really bringing me closer to my goals?"*

Write that down and stick it on your monitor. Is this really bringing me closer to my goals? If you have that stuck on your monitor, then all day long when you go off chasing a rabbit on a wild goose chase or you see a shiny penny go by, then you're going to look at that post it note and go, *"Oh, wait. Is this really bringing me closer to my goals? No. Busted."* You know what I mean?



**Don't Keep this Great Info to Yourself. Share me with a Friend!**

So, once again, “is this really bringing me closer to my goals?” Write it on a Post It note, stick it on your monitor.

The next thing, is – You can sit at your desk, honestly, for 6 hours, and get the same amount done as if you sit there in 20 minute spurts for one hour a day if you're really focused.

This comes back down to getting your to do list done, because if you don't have a to do list, you will spend all day long on the computer, but you're not working closer to your goals. You're not getting those money making activities done.

**So, use a timer.**

There are online timers. Set it for 20 minutes. If you're writing, I find in 20 minutes I can easily knock out articles, I can knock out all kinds of content when I have my timer on. If I don't have my timer on, I can take 5 hours to write an article, because I'll think about stuff, edit it, go back. If I have that timer on, I know that at the end when that timer goes off I want that article to be done. So, use your timer.

Plus, if you've got kids, a timer is essential. You can set that timer and say, “In 20 minutes, I will be done.” They can listen to the timer, then it's done. Rather than saying, “Just a few minutes guys.”

When I say, “just a few minutes guys,” my door is open and shut, open and shut, open and shut. But, if you have a timer you can get 20 minutes of uninterrupted time if your kids are old enough.

**Another piece of advice that I've learned from trial and error is to invest in tools for your business.**

Tools will pay you back. People always put off investing in their tools, like their autoresponder, their shopping cart, stuff like that, and they take the shortcuts. But, investing in tools, in services, in outsourcing, and coaching are huge, huge, huge.

Those are the places I invest my money, tools, services, outsourcing, and coaching.

-----

For a list of tools that I use in my business, check out this blog post:

<http://nicoleonthenet.com/essential-tools-for-an-online-business/>

-----

## **Don't Keep this Great Info to Yourself. Share me with a Friend!**

Ebooks and courses are great, and I recommend them, but be selective, because they usually end up on your hard drive. You can buy 20 ebooks on a topic and not get your question answered.

But, if you invest in the things that I just mentioned, you can always have a place to go to get your questions answered, because you'll have that mastermind group, you'll have a coach, you'll have somebody that you can go to.

### **Next thing is to be unique.**

I think we all when we get started off, we see people that are successful and we go, *"I want to be like them."* That's great, but you know, that person is already taken. So, be unique. Be you. That's good enough.

When I came online back in 2004 with my business, I tried to be all professional. I saw these other women out there and they were so polished and perfect, these great speakers, and they did all that stuff. Pfft, well, that's not me. That's not going to be me. I tried. It wasn't any fun, I got bored with it, and I quit. It was just way too much effort, honestly. That's just not me.

I found that when I stopped trying to be other people, and I don't know who said it on my blog at some point, or on my blog world tour, somebody said, *"Yeah, everybody else is taken anyway. You might as well be you."* It may have been Traci Knoppe, actually.

It's so hard, because you think that you have to totally emulate that person in order to reach their success, but it's a matter of getting confidence. It's a matter of getting that support group that says that it's okay to be you. They'll also throw out your crappy ideas if they're a good support group, while still letting you be you. Right, Kelly? Wanted to make sure I threw that in, that ones for you.

### **While being unique, don't be afraid to be remarkable.**

You guys are all remarkable people. You all have the ability to make a difference. Don't hold back. Whatever it is that you're passionate about. Do what you need to do to make money, but then also bring in your passions. Be remarkable. Give back.

One of the things that I try to talk about any time that I have a large group is [suicide prevention](#), because it's something that's terribly impacted my life in a number of ways. It's something that also could have kept me from being here today. So, I like to always mention it, not just because it's

## **Don't Keep this Great Info to Yourself. Share me with a Friend!**

near and dear to my heart, and that's going to make me cry in the room of 50 people, but it's because it's so preventable.

It is so preventable.

It's not something that needs lots of medication. We don't have to find a cure. It is preventable. Sometimes the person just needs to know that they need to hang in there just one more day, and that's enough to turn the tide.

If there's something you love, something you care about, something you want to get the word out about, it may not be the thing that brings you money, but you can be remarkable and you can spread the word about causes that are near and dear to you.

### **Keep that in your mind about what your legacy is going to be.**

You know what I mean?

My legacy is that I'm a goofball, granted, and mostly sane marketer, all that kind of stuff. Some people say I'm kind of [inaudible]. Keep that in mind too, what your legacy for your kids is going to be, because every Twitter message you put out there, they're going to have access to. Everything that goes on blog comments and on forums, they're going to have access to. So, make sure that you're putting a legacy out there that you want your kids and your grandkids to see, because it's out there forever.

That's my little soapbox thing. I want to make sure that we all understand that we have a great good to do out there besides making the money. End of soapbox.

### **The next thing is the other people aren't better than you.**

You look around and you see all these people out there and you think they're better than you, they know more than you. That's bologna. In fact, like I say on my blog post, "*I say bologna on you!*"

They only thing is that they're doing. While you're thinking about doing, they're doing. So, do.

You're just as good as they are. Guys, it's just a matter of getting out there, doing it, having that presence on the web. Don't just think about it, don't overthink it, don't kick it around for a year, just do it.

## Don't Keep this Great Info to Yourself. Share me with a Friend!

My friend, Bob “the Teacher” Jenkins, who used to be a teacher and is now teaching internet marketing, has coined a phrase, TARD, which is “take action, revise later”. As I always say, just get it out there and you can always fix it. Just get it done, get it out there, make it good, we don’t want to be putting junk out there, but just get it out there. You can always change it.

That’s the thing that’s important, is to do. They’re not better than you are, they’re just doing it.

They’re just a step ahead of you. Don’t be intimidated by other people, because the internet is a great big ole place. You may think that person is everywhere and everything, and out there in front of everybody, but 99.9 percent of the internet has never heard of that person, so it really doesn’t matter one iota.

The next thing I want to say, and I touched on this a little bit when Gary was asking before, **pick your format.**

If you think that you have to be a writer in order to make money online, you don’t. You don’t, period. If you think you need to make videos to make money online, you don’t. Pick a format.

If you love writing, then go write. Do that, that’s fantastic. Run with it. Make your ebooks, make your special reports, write your articles, do your blog, that’s fabulous. If you like talking, then do that. You don’t have to be all things.

You don’t have to be doing the ebook, and the podcasts, and the videos. You don’t have to be speaking on stage. You don’t have to be a published author. You don’t have to be everything. Just pick what you love and do it. If you try to do the things that you hate, we’re going to be having the same discussion again next year.

Like Gary enjoys creating videos, well then, that’s what you do, Gary. You have my permission. Do the videos. What you can do after you do the videos is have them transcribed and have screenshots put in. Then you’ll also have your ebooks.

But, don’t feel like you have to do everything at once. Pick what you love. Then you can always branch off.

Gary has to shave first. Yes, if you’re going to have your face in the video, don’t be looking like a mountain man, unless that’s your branding. ;)

Don’t do it all. Filter it. Ignore stuff.

## **Don't Keep this Great Info to Yourself. Share me with a Friend!**

You have to be doing marketing, so your content has to be out there on the web somehow. Whether it's video, audio, or the written word, you have to be getting your content out there for the masses so that they can find you. But, you don't have to do it all at once. So, pick one thing that you love, start there, be passionate about it, and just get that content out there.

### **Speaking of which, your content doesn't do you any good on your hard drive.**

Get every piece of content that you have created, that is sitting on your hard drive, off your hard drive. Get it out there on the web. If you've got half written articles, if you've got audios you've created, if you've got videos you've created that have not been distributed yet, shame on you. Get those out there.

Whose got videos, audios, and articles that are sitting on their hard drive? Fess up guys.

Uh-oh, I see lots of "me's" on there. Oh my goodness, it's an epidemic. You guys are all so busted.

Get it out there. If you can't do it yourself, then you hire somebody to do it right now. Oh my goodness, that's a lot of people. Get that content off your hard drives right now. What happens if your hard drive crashes? Goodness gracious. It can't make you money if it's hidden on your hard drive.

Get your content out of your brain, get your content off your hard drive, get it out there where people can find it. There we go. You guys are cracking me up. Eren McKay says, "*Hard drive content hoarders.*" Oh my goodness, you guys. Thank you for fessing up, so I at least knew.

Ignore stuff. Pick something and do it. Not everything. Make sure it's something you love. But, like I said, it has to be stuff that's going to directly impact your income. Twitter doesn't count. Twittering, if that's what you love, doesn't count.

It's about creating content and getting it distributed out there for the masses to find you, to come to your website, to sign up for your list or to spend money on the spot, and then continue to market to them. It can't do you any good, and they won't find it on your hard drive, hopefully.

*"My precious."*

They're talking about collecting content to just admire it. That's the funniest thing I've seen.

**Don't Keep this Great Info to Yourself. Share me with a Friend!**

All right, guys. I'm going to stop talking for a second and let you guys pipe in. Those are the big lessons that I have learned working from home for the last few years. I've got all kinds more. I could go on for hours and hours, but I want to hear to hear from you guys.

*"Stuff that directly affects my income is going on my monitor, along with secretary butt."*

You can call it computer butt too, because I'm doing a computer butt challenge on my blog right now. You're all welcome to join me.

We're doing 30 days to get rid of our computer butts, because we're all turning into computer potatoes, which is like a couch potato, or should it be swivel chair potatoes? I'm not sure. But, you're welcome to join me. It's on my blog, [NicoleontheNet.com](http://NicoleontheNet.com), 30 day computer butt challenge. That's exactly what it is. We're having a good time with that.

I'm getting off of here for a sec, so you can pipe in with any questions, comments. Kelly, I'd like to hear your thoughts as well.

**Kelly McCausey:** Nicole, we reminisced earlier about things that have changed in our community. The work at home mom community has changed a lot. I really like to believe that Mom Masterminds has had a tremendous impact on our community.

You see a lot, all the things that we kind of railed against in the first year of [Mom Masterminds](#), I don't see as much of that going on anymore. I see the trickle down effect as more of our members go out there and teach the right thing.

It used to be mom's were taught a lot of busy work. Stuff that kept them busy, and made them feel productive, yet didn't bring results. I see so much less of that today, and I just feel so proud of our community.

Is there anything that you think of from your early days to today where you would just say, *"I have come a long way. I'm so proud of myself."*

**Nicole Dean:** Oh, Kel, everything. Just go in the 'way back when' machine. Put [ShowMomtheMoney.com](http://ShowMomtheMoney.com) in the way back when machine back to 2004, and you might throw up a little in your mouth. It's that bad. Whew.

## **Don't Keep this Great Info to Yourself. Share me with a Friend!**

It's been quite an adventure. It's been a good adventure. It's been a roller coaster. It's been a lot of hard work, guys. But, it builds upon itself year after year. If you follow the tips that I just gave you, seriously.

I throw it out there, and I know a lot of you guys are saying right now, "*oh, that's a good idea,*" and you're not going to do it. I'm telling you, I will make the same guarantee again that I made earlier in this.

You will be making more money next year at this time if you implement the things that I have discussed today.

Making your to do list at the end of the day. Waking up in the morning and tackling that to do list, only three, four, five, or six items on it. Don't make it a big long overwhelming list. Just put some very important things that will directly impact your money.

Write and submit an article, add to your autoresponder, send a newsletter, add content to your blog. Don't be out commenting on other people's blogs, add it to your own real estate first. Then you can go out and you can do all the other stuff.

Then you can reward yourself by checking your email and going on Twitter, going around to your favorite forums and doing all that kind of thing. Use a timer. Everything I said today, guys, it sounds simple, but it will impact your bottom line.

Kelly, as far as a couple years ago, even one year ago, I feel like I've evolved so much. It's funny, because people, and those that have listened to me before have heard this a hundred times, but there's always like, "*Wow. You know so much about marketing. Was it hard to learn all that stuff about marketing to get so successful?*"

The honest thing is learning about business and getting out of my own freaking way was a thousand times harder than learning the marketing stuff. Getting the heck out of my own way and stop questioning everything, stop doubting myself, stop coming up with excuses for why I can't do things, and why everybody else is better.

You guys aren't the only ones that have that doubt. You need to get past it if you want to reach those goals that you are going to write down and you are going to put in your drawer to look at frequently.

## Don't Keep this Great Info to Yourself. Share me with a Friend!

Yeah, Kel, the first time you asked me to do an interview with you on [Wahm Talk Radio](#), you know I tried to get out of it. I tried to get out of it five times, and she wouldn't let me. Five times I tried to get out of it. Then finally, I'm like, I'm just going to have to tell her I got sick. She still wouldn't let me get out of it, because she knew I was lying. Totally, you guys.

It's been a long road, and I laugh at myself. I laugh at myself a year ago, I laugh at myself a week ago. It's a constant state of learning, growing, and adjusting, and getting better all the time. You guys are doing it, you're getting better all the time. Baby steps and big leaps, just keep on moving ahead.

Kel, you have anything you want to say?

**Kelly McCausey:** I'm just sitting back smiling. I'm looking at that saucy chic on [Nicole on the Net](#), and thinking, *"This is not someone who ever hid from an interview."* It's amazing to me.

I wonder if there's someone in the conference room right now, or someone listening to this recording right now, and they just think to themselves, *"I could never do that. I could never put myself out there that way. I could never spend time rubbing elbows with all these people. I'm just a mom."*

Nicole felt that way once. I felt that that way at once. We've all been there. We were all brand new, we were all lost and confused, and a little intimidated. Look at Nicole today. Look at what she's accomplished.

There's nothing mystical about this. It was just doing it. Pursuing the knowledge and putting it into action over and over again. Learning the lessons from her projects. She just blows me away.

You know, you may not want to be Nicole Dean, you might not want to be a big name, you might not want anything like that. I don't want the same things that Nicole wants. I don't have the same interests that Nicole has in all ways. There's things that we're similar on, there's things that we're really different on. It's about what you would aspire to that would fit you like a glove.

I hope that you take away from this session, and all the sessions before today, that there's no limit. There are no glass ceilings on the internet.

There's only, as my friend Wendy Piersall calls it, there's some sticky floors. Our feet get stuck to the spilled koolaid spots on our kitchen floors now and then, because we restrain ourselves from going for it.



**Don't Keep this Great Info to Yourself. Share me with a Friend!**

Nobody else is holding you down. No one else is out there saying you can't do it. You kind of fib to yourself and hold yourself back. There was a time when Nicole held herself back, but that time is gone past. There's no holding her back now. That can be true for you too, mom.

The sky is the limit.

**Nicole Dean:** I'll fess up one more time, guys. Just in case you're not fully believing me yet. I went to my first conference in, I think it was 2006, with Susanne Myers, who is the [HillbillyHousewife.com](http://HillbillyHousewife.com).

My good friend Susanne Myers runs that site. We showed up in Atlanta for a conference, it was a Stompernet conference. I had never met her before, but we were rooming together. So, we met at the hotel, we went up to the room, and then we just stayed in the room, and stayed in the room some more.

We were like, *"Okay. We have to go downstairs."*

Hours went by. We were like, *"This is ridiculous. We didn't come all the way here to hide in the room the entire weekend."* It absolutely terrified us to go downstairs and walk into that room with all these people, that knew stuff.

I want to just tell you guys that I have had to push through that level of fear on a number of occasions. If you've got the fear, and you have to push through it. Look at Diana Walker there. You think she hasn't been afraid once or twice to walk into a room and talk to people that she didn't know about something?

She's really successful in her business right now, and I know that Diana, you've had to get through fear. Look at her there, she's like, *"Yes."* She's had fear. It is pushing through that while other people hesitate and they stay back. You've got to push through it.

You guys know it, and I know it. If you go to a conference and you're afraid, just go to one that I'll be at and we can walk downstairs together. We've got lots of people saying that. Yup, think of me being afraid, because I was terrified.

You think I wasn't scared to meet Lynn Terry? Criminey.

She was at the conference, and we had talked and we were going to room together. I'm like, *"Oh my god. There she is. I have to walk up. Be calm. Is there toilet paper stuck to my shoe? No. Okay."*

**Don't Keep this Great Info to Yourself. Share me with a Friend!**

*Be calm. I hope I don't have food in my teeth.*" You just have to get through it. I wasn't going to run. She knew I was in the hotel somewhere, how was I gonna hide?

So, yes, come to NAMS. [NAMS](#) is in January. Come to NAMS.

I will be there, Kelly will be there, and Lynn will be there. We will all be there. Who else is going to be there? Danielle Johnson will be there. Andrea, you just said you're going to be there, right?

Who else is going to be at NAMS?

Raise your hand. Diana is going to be there. Elizabeth Ashe is going to be there. Diana Walker will be there. Who else is going to be there? Come on guys. Anybody else going to be there? Sheila, I didn't even see you in here Sheila Finklestein. Hello, Miss Sheila Finklestein. I met her at the last NAMS. Did I miss anybody else.

Andrea says she was scared to meet Nicole. She was so scared to meet Nicole, that, *"I didn't talk to her at Stompernet, but then talked to her at NAMS and felt so stupid that I didn't talk to her at Stompernet the week before."*

Andrea, is that THE Andrea? Andrea is awesome. Andrea says she's bringing a case of wine just for me. That's so sweet. NAMS is in January in Atlanta. All right. It looks like we've got lots of people going. I am so excited.

Elizabeth Ashe says, "I want a roommate this time."

Somebody is going to be rooming with Elizabeth. Okay, guys. I will stop hoarding the mic and let Kelly wrap this thing up and stop this recording.

Look at all those people going to [NAMS](#). I'm psyched. See you all there. Bye.

**Kelly McCausey:** Nicole, this has been great. This has truly been the perfect icing on the cupcake from today's event. I know that you've given moms some courage to move forward.

One of the gals said that the whole idea that the sky is the limit is scary for her, because it makes her freeze. Well, Nicole told you to write short term goals. Sit down and write a 1 year goal, a 5 year goal. Sit down and write a goal for this week, this month, 90 days.

## Don't Keep this Great Info to Yourself. Share me with a Friend!

Create a goal that doesn't freak you out and make you panic. If that goal is only this afternoon, or between now and Saturday, bite off the piece that you can chew, and go for it. Nicole has given you the encouragement that anything is truly possible.

Nicole Dean, my friend, I can't wait to meet you. I am counting down the days, the weeks, the months, to January when I finally get to meet you and give you a big old hug, because you're my buddy. I can't wait. Thank you so much for taking time out of your family's schedule to join us tonight. This has been so awesome.

**Nicole Dean:** Thank you, Kelly. One last thing, to the person who said that it's overwhelming that the sky is the limit. There's a saying that I heard one time, and I would love to attribute it to whoever came up with it, FOCUS, F-O-C-U-S. It stands for "Follow One Course Until Successful."

Don't be distracted by everything out there. Just follow one course until successful. Take your one website and take it to profit. After you've had success with that, then you can try something else. But, focus on that one thing.

If you want to become a fantastic blogger, then by God, you focus on blogging. Just let all the noise fade away that's around you. Unsubscribe from every newsletter, except for mine, Kelly's, and Lynn's, of course. Just let the noise drop away and follow that one course until successful.

Once you're making the money, and you're feeling some confidence, because you've achieved something, then you can branch off into something else. But, just focus on that one thing. Don't worry about what everybody tells you that you have to do to make money online. Half of that stuff is optional.

It's just doing one thing. If the only marketing tool you ever used was [article marketing](#), but you wrote an article every day, then you're going to be doing pretty well. That's a traffic method that will build over years and years. You couldn't stop it if you tried.

Just follow one course until successful. Do it consistently. Do it every day. Do some form of direct income, something that will directly impact your income, like traffic generation, like article marketing, every single day. You will be making more money this time next year. I guarantee it. Guarantee it.

**Don't Keep this Great Info to Yourself. Share me with a Friend!**

## Resources Mentioned in this Report:

**Easy Article Marketing** - An audio course put together by Nicole Dean & Kelly McCausey that teaches the essential skills of article marketing. Find out how you can get more traffic, more sales, and become an expert, just by writing and submitting articles.

**NAMS** – A live event in Atlanta where you learn internet marketing from the best in a workshop setting. Meet Nicole, Kelly, Lynn and many other successful online business owners there.

**Mom Mastermind** – A networking group where Kelly McCausey and other successful work at home moms help members to make money at home.

**Elite Group** – A networking group run by Lynn Terry. She offers weekly brainstorming and webinars to keep members learning and growing.

**Fat Loss Quickie** – This program is designed for busy work at home entrepreneurs. If you can spare 10 minutes per day, you can get rid of spare fat.

**And, yes, you may certainly share this document with a friend!**