

PRAISE FOR *THE INCOME REPLACEMENT FORMULA*

Christine has beautifully crafted a framework that supports, inspires, and pushes other women to stop staying stuck and start creating the life with passion they are meant for. As someone who left my 9-5 and runs a business that I love full time, I know there is no greater gift you can give yourself. I love that Christine has created a manual that not only helps other women believe they can do it but also gives them the specific, actionable steps with which to make the leap. If you're ready to leave that 9-5 and replace your income for good... look no further.

—Lacey Sites, Business Mentor & Success Coach, Founder of *A Lit Up Life*

Perhaps the number one question I get asked as a mindset and marketing expert, is “How do I quit my day job?” How convenient is it that I'll now be able to refer people to *The Income Replacement Formula*? Christine has pulled together the complete blueprint for leaving your job and working full-time as an entrepreneur — a blueprint that includes BOTH mindset and action. Christine is not only passionate, she's also knowledgeable, and in this book, she gives you the roadmap to a freedom that can only come from being in business for yourself. If you're ready to leave the workforce and join the ranks of profitable business owners, then start here. Christine is the mentor that you need on your side.”

—Dana Wilde, Bestselling Author of *Train Your Brain* and Host of *The Mind Aware Show*

Christine breaks down the exact steps necessary to leave your 9-5 and start living life on your terms in the simplest and easiest-to-digest ways. She is a true master at her craft of helping women create the business of their dreams. As someone who knows all too well what the journey of breaking free from the chains of a 9-5 looks like, I so wish I'd had this book years ago when I was struggling and stuck. I know it would have simplified the process and I'm so glad to have this guide to recommend to my friends and colleagues going through this journey now.

—Sara Wiles, Online Business Manager, Co-Founder of *The Happy Thoughts Show*

The *Income Replacement Formula* reveals the key requirements to successfully start AND monetize your online business. Christine lays out all of the strategic pieces with her unique feminine voice that is refreshing and inspiring. She combines the stories of her real-life experiences and her clients' experiences to reveal the truth that it's not always polished and pretty, yet, with focus, determination, strategy, proper leadership, AND mindset you can step away from your 9-5 confidently while earning a living from your passion!

—Celia Faye Meisel, Online Business Coach for Creatives, Leaders, and Spiritual Entrepreneurs

THE
INCOME
REPLACEMENT
FORMULA

7 Simple Steps To Doing What You Love
&
Making Six Figures From Anywhere

CHRISTINE MCALISTER

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INTRODUCTION

When you were little, you believed everything - anything - was possible. With wide, innocent eyes and a gap-toothed smile, you loudly demanded that you be given all the same opportunities as the big people in the house, whose knees and shoes you knew well from your seat on the floor. Full of determination and desire, you believed you could do whatever you wanted, starting with actually walking across the room by yourself!

It may seem like a small thing now, but to a 13- or 14-month old toddler, it was the entire focus of your day. Until you mastered it, you were obsessed... you never quit, even though you failed, over and over again. You got right back up on your feet, unwilling to give up.

As you got older, you had dreams and goals... big ones. You were going to be famous! Maybe you were going to be a veterinarian, or an actor, or perhaps even president. My choice was to be an astronaut... or work at McDonald's (because I was fascinated with the ordering buttons)... or both.

I'm sure my parents were thrilled with the latter.

Time passed. You got older, and either played by the rules or rebelled against them; more than likely, a bit of both, though you were probably a “good kid.” Your world was filled with “practical” voices, telling you what was expected of you. “This is the way the world works”, you were told. The young adult version of you, though still idealistic, slowly, sadly, began to believe what the voices said.

Which meant that, along the way, you lost your drive, your purpose. The vision you had for yourself as a child had long since disappeared as you conformed... And you hated it. You got a “normal” job, and settled into your “normal”, expected role in life.

Maybe you married the person you were expected to marry, had kids...and tried to convince yourself that was enough, because you were “supposed” to be happy. After all, most of the other people around you were happy, right? Why couldn't you be happy too? Why couldn't you be content with settling for retirement “someday”, with having nice things, traveling, and being free from a soul-sucking job...in 40 years?

You didn't see how it would be possible to do something different. Sure, you knew of some people who were following a different path, but when you thought about it for yourself... your fears and doubts held you back. You believed you had to be practical.

But oh! You had such mixed feelings! Jealousy...anxiety

about the future...being overwhelmed... fear...

You feared taking a risk, just as much as you feared failing. And you were especially afraid of what people would think of you either way.

So you hid.

You hid your light under a bushel. You played it safe... while slowly dying inside.

That childhood version of “you” wouldn’t even know the adult “you” now ...

Maybe you feel like June Austin, who told me,

I was working in a full time job for a company that just wasn’t thriving anymore. I was comfortable, but I wasn’t happy to go to work every day like I used to be. I struggled with self-doubt, fear of failure, and stepping out of my comfort zone. I didn’t feel like I could take the knowledge of working as an executive assistant/office manager for 18 years and apply that experience towards my own business.

Or maybe you feel like Alayna Weimer, a management consultant:

I was in a holding pattern with my business. It was something I had wanted to do for 10 years, but I felt like an airplane making circles trying to

figure out how to land, unable to see the clear path. I had had a highly successful job with a highly successful company for 18 years and so I felt stuck. Yes, I had 60-80 hour work weeks, but it felt comfortable even if it no longer fulfilled me. My biggest frustration was when I asked myself “what if?”. “What if no one liked what I was offering? What if I didn’t set up my website right? What if I didn’t have the right strategy?”

That all changes for you today, with the book you’re holding in your hot little hands.

There has never been a better time in all of history to create a totally new version of yourself. “Now” is the best time to be a woman with the dream of owning your own business, on your own terms. That’s exactly why you’re here at this time and place, and that’s exactly what you’re going to learn in these pages.

If you’re a high achiever who *knows* you’re meant for more than the life you’re living right now... but you’re afraid there’s something wrong with you because you’re not reaching your full potential...you’re in the right place.

No, you’re not doing something wrong. You don’t need to be “fixed”. You just need to give those big dreams of yours a place to grow.

Welcome, my friend.

You’re not alone feeling like a lost soul. The women I

coach all share some version of that story. In fact, it's where I started on this journey too.

I was an honor student, scholarship-winning class president, and most-likely-to-achieve type for my whole young life. I had big dreams and goals, and I knew I wanted to run my own business "one day," but I couldn't see how to get there.

Despite glimpses of greatness - a Telly-award winning documentary that aired on PBS, getting my first horse (a life-long dream) at age 23, and literally being named a Walt Disney Dreamer & Doer (1999) - I felt like I wasn't fully living up to my potential, owning my greatness, shining as the true me.

I knew that, even as a young person, my flame was slowly flickering toward extinguishment in between these momentary rushes of oxygen. So for over a decade of my adult life, I "settled". I felt stuck.

But eventually, I learned that I didn't have to accept the "same old, same old", and neither do you. I learned to light the fire of that small candle of hope, give it oxygen and a place to burn, and turn my life into a blazing fire that not only fuels myself, but that gives light and energy to thousands of women just like you.

I've written this book for you because I know what it's like to be stuck. To be overwhelmed with the uncertainty of what to do next. To be a freaked-out, jealous, cynical, perfectionistic, procrastinating ball of unhappiness sitting on the

couch, eating chips and cheese for dinner, trying to pretend your dreams of traveling the world and being famous for something that MATTERS aren't important to you. Oh, and doing this while you still appear to be high-functioning, normal, and pretty happy overall.

My clients get it too.

Mallory Mitchel, the founder of Virtually Mallory, describes,

I felt as if I didn't know what I wanted out of my life and I was miserable at my 9-5 feeling stuck, with nowhere to turn. I knew I was capable of more but I didn't know what that entailed. I was hesitant to search for another job because I was fearful of the unknown. I knew my full-time job, all the people there, who I needed to go to for different requests, and I was good at what I did. I was allowing myself to just get by because I was able to receive paycheck after paycheck, paying all my bills that I needed to pay, and having funds left over to do some things that I enjoyed. I guess I could say that I liked being needed but I felt like I was drowning in my work on a daily basis. I got to the point that I dreaded going into the office because I knew that piles and piles of paperwork and a never-ending email inbox were waiting for

me. I felt like I could NEVER get caught up with the workload.

In addition to the overwhelm that consumed my day to day life, I also was a HUGE people-pleaser and perfectionist; therefore, I felt like I couldn't leave my job until I had EVERYTHING in order for the next person who would take my position... and there was a part of me that didn't want to inconvenience my boss by leaving. I put on a happy face when I was out with friends, but on the inside I was lost, overwhelmed and desiring a better work life. I didn't know who I was really because I wanted to appeal to everyone and I lost myself along the way."

Meryl Lynn Lombardi, founder of Little Shop of Saddles, says,

I was relocated to Atlanta by the company I work for and had to leave a lucrative part time server job behind in Roanoke. I desperately needed to supplement my income to help care for my horse, pay for her training and advance my breeding business.

I hadn't been able to find a similar part time job in Atlanta and really wanted to do something different.

I also really wanted to have the possibility of leaving my 9-5 while still generating an income.

I had no idea what else I could do and lacked confidence in my ability to do anything other than stay at my 9-5 and be a server. I was stuck. I felt hopeless and sad.

In 2015, I, too, felt stuck, hopeless and sad. I'd just experienced "the sourest lemon that life has to offer," in the words of *This Is Us's* wise Dr. Katowsky, and yet, that same year, I managed to turn it into something resembling lemonade.

What was that lemon, you ask? The loss of my first daughter, Maeve Evalyn, to a full-term, unexpected still-birth.

Devastated by her loss, I used the ensuing hurricane of grief to reevaluate absolutely everything in my world... and that reevaluation became the catalyst for me to turn around my unhappy, stressed-out life.

Ironically, by coming out on the other side of that very dark, miserable time in my life, I have rediscovered true joy,

passion, and happiness. And I am now privileged to be helping thousands of women around the world do the same.

How will this book help you become one of those rare women who rescues her own dream? Fair warning: *maybe not in the way you think.*

You see, there are probably millions of books available on time management, productivity, and systems and structures. But this book is about the one thing that trumps all of that in the formula for success: *belief in yourself.*

If you're anything like me - and if you're still reading to this point, you probably are - you think you've got to do *everything*, take *all* the actions, keep working *hard*, and trust that *somehow* you can strategize your way out of this pit you've dug for yourself. You believe the lies that you can strategize and "to-do" yourself into success and happiness and freedom.

Sorry (not sorry) to tell you the real truth...and save you the years I wasted...it ain't gonna happen. Let me prove it to you.

I'd like you to take out a piece of paper and a pen (or a new document on your computer) and write out the list of your still-unfulfilled dreams. Things like:

- Having financial freedom
- Having time freedom
- Traveling to all the places you've only seen on Pinterest

- Making a difference
- Feeling in control of your life
- Working when and where you want to, even wearing what you want to wear
- Creating a life you love, that also pays the bills

Now write down what you want to put an end to. Things such as:

- Worrying about money
- Punching someone else's time clock
- Arguing with your significant other about money and/or how you spend your time

Take a look and you're sure to see a huge contrast between the two lists! Which one excites you? Which one energizes you? Which list would you give your life to achieve?

Of course, the list of dreams, not disasters! Those dreams are worth fighting for. They're worth investing your precious time, energy, and even money, in achieving.

The dreams and passions you wrote down in that first list are what make life meaningful. They give you a purpose.

Now here's the good news: I've helped women all over the world achieve their dreams - and more - and end their daily nightmares. I am excited to share with you the simple strategies and proven 7-step formula I have uncovered for believing in yourself, and creating a life that strengthens and

invigorates you.

We'll break these down starting in Chapter 3, but here's a little sneak peek for you:

Step 1 - Decision

Step 2 - Mindset

Step 3 - Niche

Step 4 - Offer

Step 5 - Marketing

Step 6 - Visibility

Step 7 - Sales

You're going to learn how to use these 7 simple steps to build your own business and feel amazing about yourself while doing it.

My life's mission is to empower you to believe in yourself with such confidence that no matter what you've been through in the past, no matter what's happening in your life now, and no matter what obstacles may get in your way in the future, not only can you survive, but you can THRIVE.

I'm going to show you how to laser-focus... Because focus combined with simple strategies builds belief in yourself.

And I'm going to share with you my simple, tried-and-true system that allowed me to live true to myself, and quickly start and grow my own successful 6-figure business. Hundreds of other women are using it today to rise above the negativity, challenges of life, and self-doubt to do the same.

If you're ready to chuck all the expectations that have been weighing you down for years, and rediscover the real - possibly hidden - "you" that has been buried under the weight of "shoulds," expectations, and "practicality," it's time to throw off all that deadweight, step out of your own darkness, and into the light, where you can see a clear path ahead of you, one simple step at a time.

I promise that no matter where you are in this moment, and what circumstances surround you, you can work with whatever gifts and abilities you have *right now* in order to create an exciting, joyful, fulfilling, generous life.

I'll also warn you, however, that the first stumbling block most of my clients encounter is self-sabotage. I know you may say, "I'm not doing that!"... because that's what I said too! (Boy, was I wrong...) At that time I didn't even fully understand what the phrase meant. And it's precisely that misunderstanding that makes self-sabotage the most insidious dream-slayer.

To overcome self-sabotage and help you gain the determination you need to achieve your dreams, I'm going to teach you the exact strategies I use with my high-level private clients. By the time we're done, they believe in themselves, own how incredible they really are, celebrate and uncover their true selves, and - often for the first time - gain confidence in their unique superpowers (yes, you have them too!).

Don't take my word for it, though - you can hear it from them! According to Mallory,

After working with Christine, I was able to quit my full-time job and pursue my own business, where I quickly grew my client base to where I had to have a waiting list for my virtual assistant business. Additionally, during my coaching with Christine, I hired an assistant to help me in my business, started looking at turning my business into becoming an Online Business Manager [a strategic high-level operations manager for online entrepreneurs] and increased my rates.

My business has continued to grow as well; I now have two virtual assistants working for me and I've increased my client base to thirteen clients. I would have never expected to have my own business but I could not be happier with how Christine helped to guide me on the path that I am on right now. I didn't even know what I really enjoyed doing until she started to ask me questions. Now I'm on this path that I believe couldn't fit me more!"

Joanne Muturi, Lifestyle Makeover Coach, says,

From the time that I started working with Christine, my confidence has grown, I have exponentially grown in terms of my reach and the people that I am working with, and I was able to raise my

prices. A highlight of working with her was my workshops conducted in Nairobi in my home country of Kenya. I had two beautiful workshops which Christine and I worked together to make a success, and I cannot thank her enough.

What can I say, my life has changed very much because I now believe more than ever that I am doing exactly what it is that I was called to do.

To help you begin integrating these same words and lessons into your life, I've created some special bonuses for you; go grab them at lifewithpassion.com/bookbonus.

Now look, I realize we don't really know each other yet, so you may very well be wondering how you can trust me to be your guide on this journey.

All I can say is that I went from being frustrated, depressed, burned-out, and facing the worst loss a person can experience, to feeling vibrant, joyful, and inspired... an unstoppable powerhouse. If I can do it, so can you!

But before you read any further, this is your moment of decision.

I know you've sadly tucked away your dreams in the distant corners of your mind, perhaps allowing yourself to get more cynical, resigned, and critical of others...

I know you're jealous of the people who seem so successful, and you're feeling more and more despair...

You wonder what went wrong... why you're not doing what you love... why you didn't find your life partner, and don't live where your soul feels at home...

You may have been pursuing money as the fix-all, thinking that when you have enough, *then* you'll be happy...

It feels like "someday" you'll be happy, but "someday" always feels just out of reach...

Well if you're ready to change *all* that, and become the most amazing person you were intended to be, I invite you to go on this journey with me. I know you already have what it takes to be an extraordinary person, living an extraordinary life, free from the constraints of a 9 to 5 that drags you down.

But you also have to know that together we'll encounter doubt, grief, fear, and some unexpected bumps. I'll even ask you to go "there"... that place you keep hidden from everyone, even from yourself.

If you're willing to go there, I'll go with you.

You just need to be willing to show up and deal with the fear... because it's so *totally worth it*.

I invite you to do this with me. Do it for your children, or for the next generation of young people in your life. And let's do this for anyone who told you you couldn't, or that it would take forever, or that you are too bossy, crazy, impractical, too...too...too... (fill in the blanks).

Let's do this for anyone who told you you have your head in the clouds and insisted you come back to reality... who told you it's too risky...

If you're a dreamer who believes in yourself, despite everything you're dealing with... if you believe even in just the *possibility* of achieving your dreams...

Then let's do this together. I've heard all these fears and obstacles dozens of times. I've even had those thoughts and internal conversations myself... but I survived and thrived anyway, and so can you. Trust me, when you start to put the pieces together and you actually DO and EXPERIENCE all those things on your dreams list, it feels top-of-the-world, deep-down-in-your-gut amazing!

Finally, even though it sounds cheesy, I want you to do this for *yourself*. Do it for the you who *knows* about all the potential energy stuck inside, waiting to burst out and bloom.

Do it for the you who desperately wants to believe that you were made to do big things, to change the world. You know you're capable of so much more! More visibility, more money, more impact.

I know how ready you are to discover your purpose, your mission, your calling.

It's there for you, my friend.

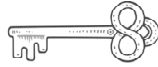
You're already on the right path.

It's much closer than you think... in fact, it's right in front of you.

So turn the page, and let's get started.

Much love and belief,

Christine



CHAPTER 1

RECONNECT TO YOUR PASSIONS

“Life is an occasion. Rise to it.”

– SUZANNE WEYR

For a long time, I felt like I was living a life of drudgery... I'd keep hitting snooze as often as possible, roll out of bed at the last second, rush out the door to work in the dark, already stressed and dreading the day. I'd do my makeup on the 45-minutes-in-heavy-traffic commute, arrive slightly late, and wait for the moment when I could duck out of work slightly early... Then I'd crawl home in rush hour traffic - again in the dark - to let my dog out, work out, eat some leftovers, and collapse on the couch with some Netflix.

Sound familiar?

As I speak with women all over the world, from Kenya to Kalamazoo, they tell me their biggest problem is they feel like they are living without any passion. Their work feels like it is without a purpose that matters to them... there isn't an inspiring reason to go to work... and it exhausts and drains them.

Women like my client Caitlyn Saranchak, who says,

If you're still in a "9 to 5" and wishing you were out... or you're already out but worried you're going to have to go back... I'm sure you can relate to at least some of my experience.

Before I met Christine I was uninspired and lifeless inside. I was only existing Monday through Friday to open up and live on the weekends. I was miserable and hated that I was headed toward the same future, written and re-written by the same pen. I wanted to be different. I wanted to change.

I have this creative side that I shoved to the back corner of my mind so the job that paid the bills could take center stage. It wasn't me! I despised my job and used Pinterest to soak up my "9 to 5" woes. I couldn't let it go when I came home, and slumped, bummed-out on the couch. When I did get off the couch, it was to swipe the credit card

for a quick hit of happy through online purchases. No one needs that much stuff from Sephora! I felt truly lost.

Or Ashley Mondor, founder of Brave Creative:

Before working with my incredible mentor, Christine, I was stuck in an extremely toxic work environment that left me feeling mentally and emotionally exhausted. I would leave my job feeling bitter and resentful, and like my work didn't matter. I would then bring all of my complaints, frustrations, and negative energy home, which only created more toxicity. I knew I wanted so much more for my life. I craved flexibility, freedom and being able to serve the world with my own gifts, but I didn't know where to start or what my calling was. I just freaking KNEW I needed to break free."

Women like Caitlyn and Ashley are the reason I named my business, "Life With Passion".

When you have passion... a purpose for getting up... excitement for how you spend the vast majority of your time (working)... *that's a life worth living*. It's a life where you aren't just waiting for the days to pass or working for the weekend, but feeling fully alive and fulfilled each day.

Are you in? Great.

If you want to live a life with passion, first you have to be able to identify **what your passions really are**.

Most women actually **know** deep-down what their passions are, but aren't giving themselves permission to believe in them. Often they've left them behind, as if in another life.

Now before you say, "Yeah, I've heard this before, blah blah blah, but it's not possible to make money out of your passions," stick with me, ok?

I don't care if you're an artist who believes you can only be starving... or a woman who loves to help people but struggling in a non-profit job seems like the only solution... or someone whose biggest passion is shopping... this applies to you. We're on a marvelous journey together, starting *now*.

Actually, my own journey started for me - as it does for everyone - when I was a child.

Like most typical 7-year-olds, my passions were crystal clear. These preferences were not taught, but sought. Nature, baby, not nurture. The nurture part is what we're looking at here.

I loved being a leader, teaching or performing for anyone who would listen to me. As the oldest of four, I often made my siblings a captive audience.

I also loved animals, and my greatest animal love was horses. I was determined to find a way to be with horses as much as possible. Unfortunately, although I was horse-crazy from a very young age, my parents just didn't have the money

to support a “horse habit.”

Around age 12, I earned money for horseback riding lessons by taking over most of the household chores. I got my mom to fire the cleaning lady so I could do all the cleaning myself. I also did pet setting, babysitting, and odd chores like copying my dad’s faxes onto regular paper so they wouldn’t fade.

Even after years of earning money doing odd jobs, I just couldn’t see how it would ever be possible for me to get my own horse; I kept hearing my mom’s words in my head, “That’s a king’s sport.”... so in high school and college, *I stuffed down the dream.*

In grad school, circumstances caused that dream to reawaken, and the result, less than a year after paying attention to my heart again, was my very own horse, gifted to me in a way I could never have imagined or planned for myself, but which was the direct result of reconnecting to that lifelong dream. This is what happened...

I was required to create a Master’s thesis project, so I decided to make a documentary for the PBS station where I was a work-study student.

After years of stuffing down my “horsey dreams”, I took advantage of the opportunity to choose my own topic, and selected a local horse farm. This farm was causing a lot of fuss in the region, and I wanted to see why... while also reconnecting to horses again.

Six months later, I'd created an international award-winning documentary called... (drumroll, please)... "Life With Passion." Yes, that's right. This short documentary that started my adult life, later came back to inspire the name of my dream business.

It was received by the farm with such gratitude that they gave me "Graley," the son of a Supreme Champion stallion and grandson of a Unanimous Scottsdale Champion and US National Reserve Champion.

Graley, who's turned out to be the PERFECT horse for me, came to me because I finally started paying attention to my dreams again, even though they seemed totally unlikely at the time. When I started the documentary, I was a grad school student, living on loans, with no idea of what was next in life... except that I wouldn't be making much right out of school (that turned out to be totally true!).

And yet...when Graley arrived, I had moved to Kentucky, the perfect place to own a horse. Quickly, I found a lovely, completely affordable place to board him and raise him on bluegrass, and the dream became reality.

Thirteen years later, we're still living the dream together, and owning him also started me on my entrepreneurial journey, inspiring me to start my first two businesses: an online marketing company, and an Arabian horse breeding business.

This dream-come-true can be summarized in this way: It happened because I followed my passion.

That's what I want for you too.

Right now, don't worry about all the "how-tos". We'll get there, I promise.

The best way to unearth all your long-hidden dreams and desires is to answer this question: **What were you like when you were a child?**

Go ahead... I'm waiting. Take a few moments right now and write down what you just *loved* to do when you were a kid. The activities, the pretend games, the things you saved up to buy, the themed summer camps you went to, the school reports that really excited you, the books or magazines you couldn't wait to read...

Got your list? (Seriously, stop reading and write this down. The rest of the book won't make any sense to you unless you are completely clear on this.)

OK, now that you have a list - and you can keep adding to it as you remember things; sometimes those memories take a while to resurface - think about what it would look like today if you were to realize some of those passions.

Again, don't think about "how" yet; just think about "what".

NOW, THINK ABOUT "WHY"

In order to discover the *lasting motivation* to move forward, you have to know WHY these passions are so important to you.

Anyone who has ever been ultra-successful has been

driven by an internal motivation to keep moving forward with persistence and consistency. When you, too, are consciously aware of what drives you - what serves you, your family, and your calling - you will discover new reserves of possibility and commitment, even when times are tough.

When you're building a passion-based business, you have to find a way to stay on track to a particular goal. You need clarity about why you're building this in the first place.

- More time with your family?
- More time with your animals?
- To surround yourself with beautiful things that inspire you?
- To eat healthy food?
- To have amazing experiences?
- To give back to causes that matter to you?

The business is not the end-all; it's the vehicle or conduit to get you there. It provides you with the means and the tools to have the influence and life you want for yourself, your family, and those whom you serve, both as clients and in the many ways you'll give back when you can, because that's part of your character.

A life with passion.

OK, now take a deep breath and DREAM. Think in the present tense, as if it's already a reality.

What does your dream life look like? What does your

business allow you to do?

Most of the women I work with dream of flexibility and freedom, just like I do. We want to travel a lot. We want to work when we feel most inspired.

There's an important distinction here because lots of times, owning your own business just becomes *you owning your own job!*

We're not getting you free from your "9 to 5" so you can slave away at a computer for MORE hours.

"Entrepreneurs: The only people who work 80 hour weeks to avoid working 40 hour weeks."

-LORI GREINER

Yeah, that's not what we're about here. There are other ways to be an entrepreneur!

For instance, my client Caitlyn wanted to get free of her "9 to 5" so she could spend more time with her husband and show her horses. She wanted to look out the window of her home office onto the pastures where the horses graze, instead of having to travel for hours to train and ride them, and only on the weekends.

After working with me, she did just that, and is now participating in high level riding competitions across the country, free from the constraints of spending her days in a windowless office, eating lunch at her desk, and going home exhausted without any energy for herself or her husband.

She says,

In my heart and soul I truly believed I was made for something other than the calculator-pushing position I held as an engineer. Sure, it looked good on paper and to my parents, but it didn't hold weight with the dreamer in me. I needed to hear that I wasn't crazy, that I could give up the title for happiness.

Christine became that encouragement, and took my own voice off mute. She honestly became my number one fan! She gave me back what demotivation had stripped away – self-confidence. I had no idea it was missing until I finally woke up with our weekly sessions. Christine gave tough love when it was warranted, or an open ear when I needed a boost back up. She was the prompt to open up my inner dialogue to find I had always had the power in me to start my own business!

And then...I did it. I made it happen! With Christine's help I actually started a business with a full website, email address, social media account – the works! I got paying clients on the books. I stopped impulse spending, stopped avoiding budget conversations with my husband, and as a result, he

and I got together and quickly paid off our debt as well! And...I quit my "9 to 5"!!!!

Seeing results is one thing.... Well, it's a major thing when you're starting a business, but *feeling* the results is quite another. I get off my client calls feeling completely elated and inspired. I am helping to change their own story. I hear it in my own voice when I tell people what I do. They tell me I light up and that I am actually inspiring them right in that moment. Whoa! I feel empowered and full of potential!

You'll find that when you do work you're gifted to do, and you're passionate about it, you love doing it! Frederick Buechner said,

"The place God calls you to is the place where your deep gladness and the world's deep hunger meet."

Did you catch that? It gets to be about BOTH. Your deep gladness (passion, joy) AND the world's deep hunger. Talk about a win-win!!!!

To help you begin to identify your own "whys", here are some of mine for my business:

- To help as many women as possible believe they can start their own business and do work they love on their own terms, feeling free and creating the life THEY want, like I have

- To travel, so I can see with my own eyes the things I've dreamed about and read about
- To know that I am FREE to follow my intuition and make my own decisions
- To bless my parents for their sacrifices
- To become financially free, not EVER having to worry again about money
- To make my own schedule
- To not be controlled by someone else's agenda or clock
- To pay medical bills for friends and family who get sick
- To live my big dreams and know there was a reason for them all along
- To make a big, tangible difference in other people's lives
- To give away huge, life-changing and life-saving amounts of money to causes that matter to me

These "whys" give my life meaning, which helps me THRIVE.

When you connect to your meaning, you change your outlook on life. You focus on the positive. The possibilities seem endless. Your life changes... dramatically. Because knowing WHY you are committed to your dreams and passions gives you the internal motivation and external energy

to get stuff done.

In fact, connecting at a visceral level with your WHY not only transforms your today, it also transforms your future. It helps you understand why you have to put in some extra time at the beginning of launching your business, and it strengthens you when you have to deal with challenges along the way.

Reminding yourself of your WHY every day also subtly shifts your mindset. Instead of seeing perceived obstacles in your way - and trust me, there will be many - you view them as opportunities. Learn to embrace those opportunities as stepping stones, not as stumbling blocks.

Dream of the difference you can make... Dream of the powerful, capable, high-achieving influencer you can be.

To create this transformation, you must first take responsibility for where you are now. Then take responsibility for achieving the dreams you want to share.

So examine your past - your passions and dreams - and apply the lessons to your future. Remind yourself of your WHY every single day, and use that as motivation to make big, exciting things happen in your life, and in the lives of all you meet.

OK, now you probably want to know what to do with all these dreams, goals, and WHYS, right?

Let's talk about that in the next chapter.

And, head over to lifewithpassion.com/bookbonus for a free companion workbook and videos to help you work through the discoveries in this book!