



What You Know Will Make You Dough

Taking the plunge from corporate life to your own business doesn't have to be a dramatic change. You don't have to learn a new industry from scratch. Loral Langemeier says you can also start off with what you know.

There is nothing worse than the sinking feeling you get when you check how much money you have in the bank and it's not enough to meet your wants and needs. It doesn't matter if you don't have enough money to go on a vacation or funds are so tight you can't pay your bills. When the salary from a corporate job doesn't cut it, you may begin to consider how you can make money on the side to close the gap. Taking on another job, going back to school, cutting out your latte, or saving your money just prolongs the pain and does nothing to put you on the path to financial freedom. Consider how much happier you would be if you could make money doing what you already enjoy doing!

Meet Angela Hay. Before I met Angela, she was unemployed. Like many unemployed

women, she was meticulously weighing her options. Could she go back to a corporate IT job? She might be able to, but certainly didn't want to. Could she run her own business? Well, she had always wanted to. It was late 2008, when being out of work was becoming more common. Angela decided she didn't want to go back to the corporate world and joined in a small software company with a friend to learn how to run a business. She had the intention. She had the idea. What she didn't have was the tools, the team, and the confidence. It wasn't until she sought out a mentor that she learned how she could put that intention and those skills to work to build a successful business and real wealth. Today, Angela is a communication and change consultant who assists individuals, businesses and organisations through change by providing coaching, mentoring, and training.

Find a mentor

How did she do it? Angela knew she had very special skills, but she didn't know how to use them, even though she very much wanted to. Although she had always wanted to own a business, she wasn't sure how to take those first steps. That is why she sought out a mentor, to help her discover how to use what she already knew. The biggest obstacle was that she didn't know the goldmine she was sitting on – her natural gifts that could make her money!

Unconfident in her ability to start a business, it was important for her to believe in herself and stay focused on ONE idea. That one idea started with discovering her gifts and how she could leverage them to create income. She wasn't sure the idea would work, but she was open and willing to test it – something she now recommends

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revenues have been the same, or you have been losing money, year after year.

The same principles apply to leaving the comfort of an employer as leaving the comfort of a familiar business model. Business owners fall in love with their broken model and it takes a true shift to propel the business back into growth mode.

What if it doesn't go to plan?

Sally left her government job in learning and development to start her own business. But she had a problem. The business was only earning \$90,000 per year, which was barely sustainable. Sally made the jump from full-time employee to entrepreneur after saving enough money to have a comfortable "contingency fund." She had some breathing space for a few months and took some contract work for six months to subsidise her income. She tested her idea, a vocational training business which provides e-learning accredited qualifications, for about three months before making the jump.

So if she had all of her plans created and ideas tested before she left her job, why was she coming to me with an underperforming business? Her biggest obstacle was fear. She was afraid to let go of that safety net and believe in herself. By simply educating herself on sales, marketing, and daily cash flow, she began to know where to start and what to do.

Sure, she had the idea and the intention – but the action to create wealth was missing because the knowledge wasn't there. Today, Sally's business revenue is \$2 million and she now has an investment portfolio that includes USA property and shares.

How did Sally do it? She started educating herself and believing in her ability to utilise what she learned. After spending seven years and over \$70,000 in personal and professional development programs, she discovered something. It's not about finding a mentor. It's about finding the one that is right for you. Sally needed a mentor who would provide a clear pathway to cash and long-term wealth. I was happy to work with her. After I met Sally, she read all five of my books and attended my "3 Days to Cash Workshop", an experiential workshop which employs hands-on learning techniques to teach

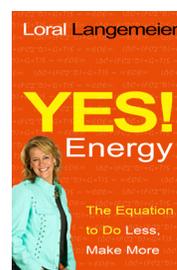
entrepreneurs how to develop their ideas, ask for the cash, and get it.

After the workshop, and attending Big Table at my conference centre in Lake Tahoe, she increased her revenue to over \$400,000 within the first financial year. That was just the first step on her road to \$2 million, which she reached by understanding that working for herself was the best way to create wealth and obtain her Financial Freedom Day. This is the term I use for the day when money and time are no longer the issue. Sally came to me because she wanted to learn from a woman who had done it before. The experience I had, leaving my corporate position at Chevron, working for myself, and building my own company was real to her. It became a point of inspiration.

Want to leave the corporate world?

Sally's advice is to work and test your business on the side for a while, working after business hours and during your lunch to avoid conflicts of interest. Make sure you locate a successful business that is already doing something similar to what you want to achieve and model that business. It's a good idea to quit as soon as you get three clients. This way, you can serve them well and grow your business without the fear of being encumbered by a full-time position.

In both cases, these inspiring women changed their attitude toward themselves as well as how to ask for and earn money. They took activities they enjoyed and tasks they were already doing and restructured them into clearly focused ideas. By doing this, they weren't reinventing the wheel when it came to creating their business. Then, instead of "what will I do," the conversation became "how will I do it?" I'd say they are both doing very well with the "how." How are you doing with your business?



Loral Langemeier is author of *Yes! Energy: The Equation to Do Less, Make More.*

for anyone thinking of leaving the corporate world behind. Angela's background of 15 years in senior leadership in the corporate world, taught her that people will usually find the most difficult and stressful ways to create results. All she needed was focus. "What does this tell you?" I asked.

After digging a bit, we discovered Angela had the skills to develop tools and techniques to create and overcome change with ease. A business was born. I continue to work with Angela and she is happily working for herself with an income which continues to increase, month over month.

Her advice to women like her who are looking to leave the corporate world? Quit your day job when you are committed, and have the right people/mentors around you. You also need to know how to confidently ask for money and have a tested idea to sell. If you have that, success is sure to follow. I couldn't agree more.

Of course, you don't have to be employed full-time to use what you know to create dough. Owners of existing businesses often get "stuck." You may be one of them if your