

# *The Feminine Edge:*

BRILLIANT WOMEN • BREAKTHROUGH STRATEGIES • REDEFINING SUCCESS



## **Transcript**

**With Ali Brown and Loral Langemeier**

## Ali Brown and Loral Langemeier

Ali: Welcome, everyone. This is Ali Brown of [alibrown.com](http://alibrown.com), your Entrepreneur Mentor. Thank you for being here today with us for Day 1 of our Feminine Edge teleseries. Brilliant women, breakthrough strategies, redefining success.

We are having such a good time and learning so much. I am so inspired not only at our guests and their powerful stories and strategies, but at the response we're having to this event, and we have thousands of people from all over the world joining us. Women from the U.S., Australia, the Netherlands, South Africa, Canada, pretty much you name it, we have women registered for this teleseries, and it's so exciting.

Over these three days, we are immersing ourselves in the brilliance of over a dozen women entrepreneurs who are truly--I call them luminaries in their fields because they are shining their light for so many women around the world to step into their power.

Each of them has created at least a seven-figure or eight-figure venture and some even much larger. You'll be hearing from some of those along the series as well, but here's what I love. They've all done it in their own way.

So, along with our teachings, you're going to hear their stories, how they decided to make the leap into entrepreneurship, how they kept going when times got tough, and most importantly, how they honored their personal values while aiming for financial growth and why their message and mission are so important to them.

If you'd like to join the Facebook conversation, make sure you pop over to [Facebook.com/alibrowxfan](https://www.facebook.com/alibrowxfan), would love to interact with you on there. Remember, why not add the recordings and transcripts of this entire series so you can have them for your Success Library for just \$97. When you upgrade to VIP, not only do you not have to worry about missing a call, but you can listen to these again and again and again, whenever you need a bit of inspiration or a fresh aha.

Please note, my team wants me to remind you the \$97 offer, though, is only good right now. This is only good through the series as it runs, and then it's going to go up another hundred

Ali Brown and Loral Langemeier

dollars later, so why would you want to do that? Lock these in now and then you're all set.

To get those, go to [thefeminineedge.com/vip](http://thefeminineedge.com/vip). Remember, your VIP purchase helps another woman around the world get on her feet too because we are partnered with joinFITE. FITE, F-I-T-E stands for Financial Independence Through Entrepreneurship led by my friend, Jane Wurwand of Dermalogica, powered by Kiva. This helps fund loans so that women around the world can start or grow a business. When you upgrade to VIP, we give 20% of those profits straight to that foundation. Win-win, why would you not do this?

All right, get ready for our next guest because she is a powerhouse. She certainly has an edge, but she is a woman and feminine. Loral, we're glad to have you here. Let me tell them a little bit about you.

Loral is today's most innovative visible money expert, and Loral's not focused on making you squirrel away your pennies. I cannot stand when I hear advice like that. It is complete B.S. for most of us who really want to live an extraordinary life. She truly is the most empowering financial expert I have ever heard from.

She is one of the only women leading the real conversation about money here. She's spurred thousands of success stories around the world. She teaches simple tools to generate cash and build wealth, and she even guarantees you'll make money in her 3 Days to Cash workshop.

She's the author of five bestsellers. Geez, I can't even get one book done, including *The Millionaire Maker*. It's a three-book series and *Put More Cash in Your Pocket*. I love the new book, Loral. *Yes! Energy*, that's awesome.

It's just great to have you here and thanks for coming. We're all coming together especially to speak to where women are right now. There's such an exciting time of opportunity for us, and I know you've worked with thousands of women. You work with men as well, but as a woman, I really appreciate how you're helping so many women step into their *Yes! Energy*.

## Ali Brown and Loral Langemeier

Loral: I know. Thanks.

Ali: I've heard a little bit about your story, but why don't you start off telling people a little bit about your background. What I love about you is you're not coming down from the mountain like you know everything. You really have learned all this, and you started at a young age, right?

Loral: Yeah, I climbed the mountain.

Ali: You climbed the mountain.

Loral: I climbed up the mountain. I climbed it. I think that's where a lot of women need to realize is there are a lot of ways to the top. There are a lot of paths to the top, and at some point, you've just really got to commit. For me, I knew at a very young age. I grew up on a farm in Nebraska in the middle of nowhere, and I knew at a really young age, I mean 7, that I was here to do something very different. Didn't know what it was, but I think a lot of you that are listening, you know that there's something in you that has got to come to the world, and you have amazing gifts and talents.

Ali: Age 7?

Loral: At 7.

Ali: How did you know at 7? What did you feel?

Loral: Very disconnected from the, "Let's just do—kind of the play Barbies" kind of thing. I was pretty accelerated. I played five instruments. My favorite person to hang out with most was my Aunt Bev, who travelled all over the world and helped me build a doll collection of all the countries. So maps and countries and was just fascinating to me.

It was just different. If you ask any of my relatives, they'll say, "Loral just knew. She had her own little conversation."

Ali: You're still having this conversation around money.

**Ali Brown and Loral Langemeier**

Loral: Part of that conversation was, "What am I doing with all of you people? I'm not like you." I mean, "Why am I doing this in the middle of a farm in nowhere?"

Ali: I think a lot of us can relate.

Loral: Yeah, but I had a lot of entrepreneurial ventures because my mom was a caterer. My dad was a farmer. All the tradition was very entrepreneurial. I had lawn mowing businesses to knowing I had to go off to college and create that myself.

At 17, I had a personal training and aerobics instruction business and had a finance degree and kept going for a Master's degree, like everybody thinking those little degrees behind your name are going to get you anything, because as an entrepreneur, it's your experience that gets you the furthest.

At 24, I got a call from Chevron, which I didn't know what Chevrons were because we don't have them in Nebraska and had such a thick Southern dialect I could barely understand. The guy said, "So Loral, do you want to come work on offshore oil rigs?" I said, "Oil rigs? What's an oil rig?" I didn't even know what it was, but I was really specialized in the space of building blue collar fitness centers, and I had this aerobics instruction business, personal training business, and so I went to New Orleans and was offered a multi-million dollar contract to build 272 fitness centers on offshore oil rigs.

I moved to New Orleans at that point, and then that took me to San Francisco. The theme, Ali, has always been say yes and figure out how.

Ali: Let me guess. You did not know quite how to do this when they offered this to you, did you?

Loral: I didn't know at all how to do it. Are you kidding? I never saw an offshore oil rig before. I didn't even know how to speak a Cajun dialect. All I knew is I had the guts to lead any project because say yes and figure out how is really say yes and figure out who knows how. It's about assembling people around you that are actually better at some skillsets than you are.

## Ali Brown and Loral Langemeier

You used to be in this too, Ali. I think women tend to take it on as being self-sufficient and I'm going to be the woman of all of it and get it all done. They don't ask for help a lot. Then they get resentful.

Ali: I love what you just said. I need to jump in on that because this is so, so important. Women are great at connecting. We're great at relationships, but we are not good at actually using our connections to build our businesses and lives. I love what you just said. Can you repeat it's not about the how, but the who knows how?

Loral: Yeah, because my famous line that inspired the *Yes! Energy* book is say yes and figure out how. The truth of it, though, is figure out who knows how.

Ali: Because someone knows how.

Loral: Right, somebody knows how to help you get anything you want done, but you have to ask for help. You have to be clear on how you're going to lead. You have to be clear on how everyone is going to participate, and that clarity of leadership is really what's gotten me very, very far in almost all my ventures.

Ali: Yeah, oh, I love that. Now how did you come into teaching then what you do now and wanting to teach others? All this stuff you figured out over the years, becoming an entrepreneur and having all types of investments and I'm sure you've won some and you've lost some. How has the journey been? How did that turn into teaching?

Loral: Well, I was teaching the health and wellness stuff during those early years, and then in 1996, I met Kiyosaki, and they were just launching the *Rich Dad Poor Dad* book.

Ali: Robert Kiyosaki. Right, from *Rich Dad Poor Dad*.

Loral: Robert Kiyosaki. Mm hmm and I saw that as an opportunity because they had just built the cash flow game. Again, as one of those say yes figure out how moments, and I thought, "If I can just help figure out how to design 272 fitness centers

## Ali Brown and Loral Langemeier

on offshore oil rigs, I can figure out how to launch a game in the nation."

I became the master distributor for the game. It was my opportunity to exit Chevron and the health world and get back to my original roots, which was finance and wealth building. I became a master distributor, so I started teaching games, and I thought, "Well, I'm going to certify game people," which became cash flow clubs.

Then what I really started using it for is finding real estate partners. I mean I've done 1,000 real estate transactions, and that's from 1996 to 2002 was like just enormous growth. 2001 is actually when Robert and the Rich Dad Poor Dad organization and my organization parted ways, and I just knew I was ready for my own time and voice.

I think the message for women listening, Ali, is that if you don't have something to sell, sell someone else's stuff. I knew that I wanted this space, but I didn't have my own voice and my own conversation. So, I was very aligned to the Rich Dad Poor Dad voice and conversation, and so I used that as a very big launching pad for what became my financial coaching, my entrepreneur coaching, and then in the early days of Live Out Loud, 2001, 2002, 2003, 2004, where we were almost exclusive real estate. We did a lot of real estate.

I'm sharing that not to just state my story, but also know that you're going to weave a path to the thing that you want. Hence, there are a lot of ways to the top of the mountain. I knew that all these different avenues collectively were causing me to have great experiences, interact in different spaces, and lead. I think a lot of it is about leading and asking for help and being really clear what it is you want.

I've just always had a gift for teaching and really not just teaching like sharing a story, but teaching like I know how to help you fish for the rest of your life, not just show you how to fish, but really teach you how to do it in a way that you can take hold and build your own six-, seven-figure business easily.

Ali: Do you find that's challenging when a lot of people just want the fish dinner?

**Ali Brown and Loral Langemeier**

Loral: Yeah, I do.

Ali: Yeah.

Loral: I think where I've gotten to is just in the way that I teach people realize really early in the game with me that I'm not going to fish for them. One of the things I tell a lot of people is if I wanted to have your business, I could have it. I mean because I own a lot of different varieties of companies from recycled glass to an appraisal company to a property management company to a land development company to a supplements online company to a networking marketing company I just bought, to a large database call center I just bought.

You can look at that and say, "Well, they're all uncorrelated." I wanted them to be uncorrelated because the economy. But my point is I know how to run businesses. I think when you realize that the gift you give yourself of learning to run a company, not learning to have a job, but learning to run a business allows you the ultimate freedom of your lifetime because then you can actually learn to create your own cash.

That's really where I've gotten through the recession and not only in my own business, but coaching thousands of my students on how do you produce your own cash because it's your ultimate financial security? Right and as a single mom of a 5-year-old and a 12-year-old, I mean I am there. I mean I am their answer. I mean right now I'm the sole provider for those children and how they live their life and how they get an education from music to art to schooling to sports to whatever they're doing. It's me.

So when you say, "Well, how do I get to have it all?" You decide what you really want. I want to have it all as a single mom. I want to have it all living where I want. I live in Lake Tahoe. I have a beautiful conference center now. I get to invest in these other great assets because I know how to run companies.

**Ali Brown and Loral Langemeier**

I think when you know how to transfer your knowledge to those people who just want to have a fish dinner, you know what's interesting about that comment, Ali, is I think a lot of people just move away from—they just realize it's not how I'm going to allow it to be done because I think it's a rip off. Might as well keep a job if you just want the fish dinner.

Ali: Well, it's interesting because I got started much later than you. My entrepreneurial career started in '98, and then I really just got in this whole online space probably seriously 2002, 2003, and I was surrounded by a lot of these guys at these conferences. I was often the only woman speaking, and I noticed a lot of them were selling that magic pill. They were selling the fish dinner.

I was trying to teach marketing and growing a business and all that, and it's interesting because those of us who are still around, you see we are teaching self-responsibility. We're giving people the tools to really thrive.

Right now, a common theme for this Feminine Edge as well is it's 2012. I mean you can look at this at many levels, like surface wise what's happening in the country, economically, politically, even to the planets. I mean literally. This month in June, Venus transited. The switch is on. The divine feminine is here where this whole balance is coming into play.

A theme throughout all of this is that anything that's not in truth, if you are not taking complete responsibility for yourself and your life, your stuff is going to come up, and that's why there are a lot of eruptions happening around the world right now and also for a lot of people personally.

If you haven't taken that responsibility, anything not in alignment with that is probably showing itself right now to those of you listening. What I love about Loral is she really preaches this self-responsibility, and she lives it, and she honors also—I mean you don't talk about your family a lot. You have a good sense of privacy, but would you mind sharing a little bit about your kids? I love how you take them when you travel and you really make this fun. You honor your family while growing these great businesses.

## Ali Brown and Loral Langemeier

Loral: Well, thank you and I do. I think in 1999, January, actually. I know the date. That little blue strip came about. I said, "Oh, my gosh! We're going to be a mom." I was in a relationship where he wasn't going to be a dad. He just wasn't in the space where he wanted to do that. I said, "Well, then I'm going to do it by myself."

So I did. You get a real sense of what's got to shift for me to have the life I want. I remember having just an enormous tribe around me, and I think that's where women need to really listen for that. It takes a village to raise a child and a tribe to raise a child; however you want to see that. I grew up in this enormous Langemeier German farm family and lots of aunts and uncles.

It wasn't hard for me to say, "I have to be the only one." It really became who are the people and the kinds of people that I want around my children to really co-parent and raise because I'm going to be the breadwinner. I'm going to be the one out making the money.

It really became clear because I nursed my kids for two years, so I always bring that up because it's sort of a funny thing to bring up, but when you really—and not like pumping and sending milk home. They're with me. Then how do you create the money to travel, me, my son, and a nanny around? He learned to walk when we were in Australia. I was teaching the cash flow games in Australia in 1999. He learned to walk then. I'm sorry, 2000 is when we did that.

I did. I just started travelling. I just realized how much easier it was to have them with me. Then as I really started—they were getting older, really realized how financial literacy is so void. I'm going to teach them how to play the biggest game—have them watch their mom play the biggest game of my life.

What breaks my heart about a lot of moms is they have it backwards. "Well, I'll do it when my kids are gone." I say, "Why play a small game when they know you are and why wait?" Have them be part of the experience.

**Ali Brown and Loral Langemeier**

I mean my kids are totally a part of the experience of being here at Live Out Loud. I have a large office here. My daughter has her little desk there. My son has a little desk. He's got a little desk.

Ali: Oh, I love that!

Loral: They've all got their little jobs they do, and they all know how to make money. They are employees of the company. They have their own little Roth IRA's. They have their own little bank accounts, even though Tristan is only 5, so she can't really read the bank statement.

Ali: There are some tax benefits to that. You can—if you get your kids involved in your business, right? You teach all that stuff.

Loral: Honey, they are amazing. This applies to you too, Ali. If you don't have kids, you should get some.

Ali: You had to say that.

Loral: Because they are tax deductible, but I can tell you. Then going to school and how do you get them in schools and travel? I looked at my daughter's report card and how many days absent she was. Most parents would just be horrified, and even the school, when we first started, she just got through kindergarten, said, "Well, don't you think she's gone too much?" I said, "With the life—I mean she just went to two continents. No, I don't think so at all."

I mean the life that these kids are getting. I just booked flights to Belgium for my son and I, who will go to a whole other speaking engagement and he's going to go along.

It's really interesting decision making. I could go on and on and on about why bringing your kids along on this journey—I think men and women tend to just tuck their kids at home and when mom is off working or dad is off working, you get to design this however you want.

When we were onstage just recently, Ali, I shared my favorite time, the way that I've designed it is to get up with my kids in the morning, have breakfast, have that kind of awake

**Ali Brown and Loral Langemeier**

amazing time with them about crafting their day in a very gentle, great, connected morning. Then we take one to school and then we take the other one to school. It's just a whole morning thing. Then once that's done, I go to the gym. I work out and then I'm off to live out loud, so I'm not even in the office till 11, sometimes noon.

Ali: I think we forget that we can design our business that way.

Loral: I designed it.

Ali: I admit. I have moments I forget. It was this last summer I was having a discussion with my business partner, Liz, and we wanted to do something for the team, and we decided to do Fridays off all summer. At the end of the summer, I realized I liked it so much because no one was bothering me on Friday.

I remember calling Liz and I'm like, "Can we do this all year?" She's like, "Well, you're leading the company. You decide." I kind of got out of that touch for a while with why I started the business in the first place and got really back down to that lifestyle. We need to honor that, especially important as women because we don't segment things like men do.

Let me know if your observation is different, but we live these holistic lives. It involves our passions and a purpose in life and our families and our friends, and it can all come together.

Loral: I think that women do forget that because women are so used to also—they're in a big pattern, what I see, of doing stuff for other people and then leaving themselves last versus taking care of yourself and saying, "How am I going to design this?"

I design my summer completely different around kids' camps, around their personal development, around the week my son is going—he's got a huge, huge nomination to go to the Whistler Ski Camp where they get trained for junior Olympic status. Just we're designing it from swimming to biking to hiking to skiing to where we're going to travel together.

Ali: And they get to design this with you.

**Ali Brown and Loral Langemeier**

Loral: They get to design it with us, and I do these great charts, and we design, "How do we want our summer to be so we stay connected, and we get what we want so at the end of the summer we've had an amazing time together?" which is very different than the school year. They're just included in the conversation.

They're also included in a lot of choices. I mean kids that are raised by entrepreneurial parents, like Logan, I said, "If you decide to go to Belgium, if you're in football, it could be around playoffs. You could lose your starting position by being gone for that long." It's a choice. I'm not going to make the choice, but here are your choices. You're going to do this. You're going to do this. You could do both, and then there's compromise, and there are consequences.

I can tell you having kids be involved in decision making and let them choose and let them have those impacts of whichever choice they make is the most—I think the most extraordinary development and very few kids—and our traditional school system doesn't provide it. I think you've got to supplement.

As moms, I just encourage you. Take them along on this journey. In fact, I just got from one of my students, *How to Raise a Millionaire Child*. I have another book on graphic design from another one on the *Purple Raindrop*. I have so many books from so many students my office gets inundated with them because parents are taking hold, at least the women I'm coaching. I say, "Bring your kids."

So we let 13 to 19-year-olds teenagers come to all our work for free, so for every paying parent in my program, they get to bring a teenager for free to go along this journey towards wealth building with them because I think it's so important. I love that we're giving charity back to women around the world. Through what we do, we give it right back to the teenagers who need to help us re-create a new world. It's a mess out there.

Ali: I want you all listening to take this in because having a lifestyle like Loral's would not likely have been possible I mean say 30 years ago. Technology has been what has leveled the

## Ali Brown and Loral Langemeier

playing field for women, and the reason you see so many women thriving right now, I mean we became more than half the workforce in 2010. We are starting more businesses at a faster rate than ever before and also much faster than men are right now.

Women are all over entrepreneurship because finally there is a model that fits who we are. The traditional workforce environment which was designed in the Eisenhower Era, a lot of companies are still running that way. We forgot that suddenly, "Oh, my gosh! The door of the cage is open. The shackles are off." Some of us, including you listening right now, are just sitting there and you forgot that you can completely design this around who you are. That's why I love the name of your company too, Live Out Loud. It's what you're doing.

Loral: You've got to live out loud, which is be in the conversation about money. The other thing you want to add into the lifestyle is from the way you fly to the way you dress. Leave your little black suits at home. I mean just because the guys decided one day that they all needed to do it, the women followed along. It's like, "How can they look like that?" It's like, "Why?"

I mean it's just like you said, the feminine edge. Dress the way you want. Own your own brand. Own your own personality. You saw me just recently, Ali. I mean last year I threw out all the suits—literally, they're gone.

Ali: You've changed. Not that you weren't cool before, but I could tell you're really Loral, just in your essence.

Loral: I'm just me!

Ali: You're in your essence.

Loral: I'm just in my jeans. I wear it the way I want. I was with a bunch of blue suits the other day. That's what I call my loving friends, colleague men. They were stunned. They said, "I can't believe a woman is wearing jeans." I said, "Why? You do."

Ali: They're all jealous.

**Ali Brown and Loral Langemeier**

Loral: I'm not saying you have to wear jeans, but I'm saying own your brand. Own what you want, how you want to be in it. Living in Tahoe is no simple way to do business. I mean there's not a huge talent pool up here, but it's beautiful and I love raising my kids in a smaller town in the mountains and with all the athletic things that we get to do.

Again, then you have to say—and this is really homework I'd love to give everyone listening is design it the way you want it, then put a price tag to it. Don't say, "I can't afford it." You'll hear myself, Ali, other women that are going to be on this whole telesummit with you, we're going to talk about a lot of things, and I think the most—really harmful, damaging thing you could do is say, "Well, I can't afford it. That can't be me." You just don't see the path, but there are a lot of us that are going to take you on that path.

I would rather have you say, "Well, what's it going to cost?" This is really how I design it. "What's it going to cost to have that life?" If I want a home here and home there, and I want to fly private, and I want to do that, and I want to have a nanny here, and I want to have help here, and I want to do this. If I want all this stuff, how much would it cost? Then design your business plan and design your life plan in a way that you get to have it.

It may not happen tomorrow. I can guarantee, actually, it's not going to happen tomorrow. It might not happen in a year. I teach a three to five-year millionaire plan. It could happen in three to five years, but boy, what's going to happen in that model versus hope that you're going to move forward to it. I don't think you move from A to Z. You actually say, "What does Z got to look like? How much is it going to have—how much money do I need to have per month to have that life for me and my children?"

If you have a significant other, include them all in this, but what does it cost? Then back into it. Design that life. From that place, you get the freedom, and I love that you said that earlier, Ali. The freedom of women at this time, in this year, where the tables have turned. Women as entrepreneurs are starting more businesses statistically across the world than men are.

## Ali Brown and Loral Langemeier

Men want to go back and live in corporate life, and they're also living the political life. We're just moving on to create economy, and it's hot. We're going to teach our kids how to do it.

Ali: Yeah, it's amazing.

Loral: Huge mission, you can tell.

Ali: Tell us a little bit about the *Yes! Energy* and this whole concept that the book was new for you, but you had this energy throughout your whole life, really, it sounds like. Let's talk about the *Yes! Energy* and what can people listening right now do today that will start getting them in that place of yes, and then we'll make sure we also tell them about your—you have a little free, five-day program I think for them too.

Loral: It's a great little five-day program. It's awesome, so it's actually a big five-day program.

Ali: A big one, sorry. I didn't mean to say little. That's what Loral does, by the way, if you can't tell. Nothing Loral does is little.

Loral: No, it's all big and...

Ali: She does it big.

Loral: So say yes, figure out how is really this whole theme that I've lived my life by. I did the *Millionaire Maker* series, three books with McGraw-Hill, and then I did *Put More Cash* with Harper Collins. We did those four books, four bestsellers, four years. Then I took a little time off. Did a bunch of online stuff.

When I met Reid Tracy and the gang at Hay House, Louise Hay. My gosh, I wanted to be a Hay House author. They said, "You have to write about something other than finance." I said, "Well, what would I write about?" They said, "Write about how you do it." I said, "You say yes all the time."

Here are two homeworks I would give everybody about how to start getting into the *Yes! Energy*. The subtitle is *The Equation to do Less, Make More*.

The do less is the first homework. You need to start making a list of the things you need to do less of because you're doing things all day long, especially those of you who have businesses that feel like jobs. You're doing things that really aren't in your skillset. Start making a list of the things you need to do less of and the things that if you did more of them, you'd have more ease, freedom, and grace.

Don't even think about, "How am I going to pay for this team?" that you're going to put around you. Don't even think about that. In an ideal world, who would the team be? Would you need a webmaster because you're not very good at your website? Do you need bookkeeper? Do you need a housecleaner? Who do you need? What do you need to do less of? What do you need? The few things—there are only three to five things that should be on your Make More, Do More list.

If you just did three to five things and you outsourced everything else to an amazing team, your equation to do less, make more would happen. One is make a T-chart to start really craft those actions of what you need to do less of so that helps you start guiding towards what do you need to do more of.

Ali: Make a what chart?

Loral: It's like a T-chart where you draw a line across the top and a line down the middle so it's like...

Ali: Oh, got it. Got it. Shape of a T.

Loral: On the left side is Do Less and the right side is Make More, and there should only be three to five things that you should really be doing. Then I want you to notice—the second homework on the Yes! Energy is notice how many times during the day you may not say the words "no," but you say, "I've got to think about it. I can't afford it. I'll let you know." Those are all forms of no. They're all forms of hesitation.

Ali: Or, "I'm not ready for that yet."

**Ali Brown and Loral Langemeier**

Loral: That's a new favorite one, Ali.

Ali: I think that's another one because women, typically we spend more time trying to feel qualified at what we do than getting out and doing what we do.

Loral: Absolutely. I would say you don't even know how to get ready. What I can promise, promise tell you that the more you try to get ready, the more expensive it is for us who know the path to take you on, it is to get fixed.

I don't know how many women heard, "Oh, my gosh! Tax strategies. I should go get incorporated. I should go..." Then you do it wrong because there are ways to do that wrong, and you get all tangled up. What it costs you to get untangled is expensive. What it would cost you to get untangled on online technology is more expensive. What it costs you to get untangled in bad investments, really expensive.

If you don't know, don't go out by yourself and figure it out. Part of the Yes! Energy big chapter theme is R&D, replicate and duplicate. Somebody has already done—a lot of us women, we've done what you want to do, so follow us. Let us coach you. Let us mentor you.

I was on a radio show earlier this morning, and they said, "What's the power of a coach and a mentor in my life?" I said, "Oh, my gosh! Shortcuts. They give you all sorts of forms and templates, and they introduce you to the right people, and you move so much quicker by having people in front of you that have played the game that you want to play and just follow. Don't ask so many questions."

So many people say, "But I don't know if that's going to work for me." If it worked for me, I'm sure it's going to work for you. There's got to be a level of faith that you have in yourself and your coaches and the people that you're going to follow.

*Yes! Energy* has been hot. It is actually according to my fan base, which I've been doing this for 16 years, hands down would say it's the best book. Statistic numbers show it's the best book. It's still number one in Australia. This is our eighth

Ali Brown and Loral Langemeier

week running. I'm actually headed to Australia this week. It's hot. It's really hot.

I really go into, which a lot of people don't hear me talk about is not only my family. I talk very candidly about my divorce, about lawsuits, about losing my database, about how many times I've been hit, because when you live a yes life, I say I don't sit down and whine about it to everybody. I just keep moving on and saying yes forward in different directions.

But I think what you'll see when you read the *Yes! Energy* book is I've been hit really hard. I mean hit meaning huge financial losses, huge relationship losses. I mean huge deep hurt, and there's a way back out. There's a way back out for every one of you. You just have to say, "I'm worth it, and I deserve it, and I have something huge to give to the world." You've got to get back in. You've got to get back in the game and play. If you haven't joined the game, it's time to get in the game.

Ali: *Yes! Energy*, really, it's life. Women, when you think about it, we are the ones who create life.

Loral: Yeah, we do.

Ali: We are born with *Yes! Energy*. We have yes eggs.

Loral: We do.

Ali: We have the yes power, when you think about this. I mean really let's go deeper. *Yes! Energy* is what women are all about.

Loral: Yes, we are the creators.

Ali: We are the creators and now we have the tools and resources to have no excuses. Whenever I listen to Loral, I get jacked up. Like I'm ready to go sign up for whatever you have here. Remember we're all learning, and that's why I'm so excited about this teleseries is that we are all coming together, all these amazing women, because I think we haven't played enough together as well.

Over the last several years, I've seen a lot of people in the industry. I think we've all been having to discover our own power, and of course, enjoy and build our own businesses and I feel like this year is just such a turning point for a lot of us to come together and look at, "Hey, how can you help me? How can I help you? Let's bring it all together. Let's bring that Yes! Energy together."

So Loral has a gift for all of you. As you know, I invited each of my guests in this teleseries to make a free gift available for you, so if you love what Loral has talked about today, you're going to love this five-part series?

Loral: It's "Five Days to Finding Your Yes Energy." Every day I send you a video and a theme, which one of them talks about your success behaviors. How do you get up every morning? I mean there are people who get up and you sleep in. You're late, which creates a rushed morning. You're screaming at your kids to get downstairs. You're racing around like crazy. That's a choice.

I don't wake up to loud alarms. Those are illegal in my house. We have soft, kind of heart music, if you even needed an alarm because really when you get clear about what you're up to, you just wake up. I mean that's a whole different health thing, but I talk about your health. I talk about hydration. I talk about fitness. I talk about getting shape as an entrepreneur. I talk about discipline. I talk about, this one is my favorite, leveraging your libido, because no one has really written properly about your libido. It's actually your physicality of owning your yes, and it's not just to do with sex. It's really being physical and in your body, in your heart and soul.

I just have these five days where every day I'm going to send you a video and a message and some things to do. Then the next day you get one. It's Five Days to Finding Your Yes! Energy and truly put it into practice.

It's very fun. It has been an absolute homerun. Everyone who's got the *Yes! Energy* book, that's the first thing. "Give me those videos. Give me those videos. I want to be in that..."

Ali Brown and Loral Langemeier

Ali: I love it. You can all get this at [thefeminineedgeloral.com](http://thefeminineedgeloral.com). We got .coms for everybody, so this one is [thefeminineedgeloral.com](http://thefeminineedgeloral.com). We'll also make sure this gets out in an email to all of you, but why not go there right now? [Thefeminineedgeloral.com](http://Thefeminineedgeloral.com).

Loral: You've got to go get it. Got to go get it and give me feedback. We love it. We're on Facebook. We're everywhere. We want to help you not only find your *Yes! Energy*, because with your *Yes! Energy*, that's when the money-making will begin. It really does. It's so hand in hand to making money. It's really say yes to making money, having that life.

Ali: And honoring ourselves, which I love that is what you teach. Loral teaches the stuff that I'm telling you I've gotten to know her stuff pretty well. She teaches stuff that no one else teaches. I mean strategies and insights that—I was listening to her and I'm taking notes. You all should go. Make sure you take advantage of this free five-day series, and Loral, any last words of advice for everybody? Because we have people on the line from all over the world, all types of businesses. Some of them may have not started a business yet. They get a little scared. They get a little caught up in everything. What would be your last words of advice?

Loral: I would say surround yourself with some *Yes! Energy* women. Really be on a real, kind of rigorous intention about only having yes women in your life, yes people in your life. I think there's a toleration. I see it. After years and years of coaching people, people will make significant shifts, and that last piece, which should not be the last piece. It should be one of the first pieces, which is be with positive people.

Be with yes people and be with people who totally support your mission, your skills, and believe in you more than you believe in you. I always hear women say, "Yeah, yeah. I'm going to get all this stuff done, and then I'm going to change the people in my life." No, they've really got to come first. You will get so much further faster and have so much more love and grace and ease in your life when you have that tribe around you who totally play together, work together, and support you. So, find those people.

## Ali Brown and Loral Langemeier

Ali: It's interesting. I underestimated how important that was for us until—I've had many different coaching and mentoring programs also, but Elevate right now, we added a forum where people interact. For years, it just wasn't clicking and finally now, I don't know what it is, but right now women are craving community more than ever. They are saying, "Ali, your training is great, but we love the forum!" I'm like, "Great. Well, thanks."

But they all want to be on there and they're commenting on things in their lives and going on and asking for support or, "A client just gave me a problem." People are jumping in and they're helping them. It's really great to see, and it's so important, and I realize it because a member made a comment just saying, "I have no other place in my life to get positive feedback like this and encouragement."

It reminded me when I got started and probably when you got started too, it can be really lonely. So, it's critical that you surround yourself with these *Yes! Energy* type of women.

Everybody, again, go to [thefeminineedgeloral.com](http://thefeminineedgeloral.com) to get her free gift. It's "Your Five Days to Find Your Yes Energy." I'm especially interested in the libido one. I know you said it's not sexy, but it should be interesting. That's your creative energy.

Loral: It's a lot of creative energy.

Ali: That's your second chakra is where it is. That's your creative place in your body. I mean, literally, that's where your creativity comes from.

Loral: Mm hmm.

Ali: I love this stuff. Loral, thank you so much.

Loral: Thank you, so much fun. I can't wait to meet everybody that's out there and help them.

Ali: Yeah and I know we'll be doing some more stuff together. I just appreciate you and everything you do. Thanks.

Loral: Thank you, Ali. Thanks for having me on.

Ali Brown and Loral Langemeier

Ali: All right. Okay, everybody. That was Loral Langemeier. I love her. Love her stuff. Remember, why not add The Feminine Edge recordings and transcripts to your Success Library for only \$97? You can do that at [thefeminineedge.com/vip](http://thefeminineedge.com/vip). Remember 20% of your purchase goes toward joinFITE. We're going to help women around the world start businesses at the same time.

I will talk to you on our next call at the very top of the hour. Okay, thanks. Bye!