

E-Book

A 20 Year Relentless Climb to  
Success Reveals  
7 Life-Changing Truth's



**APRIL YVETTE**

# This Is Success - My Story

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# Introduction

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## **Who is this e-book for?**

All Leaders, Entrepreneurs, Small Business Owners, Sales Professionals, CEO's, Executives, Managers, and Moms or Dads with a dream. Anyone who is spiritual (believes in God (A higher power) / or seeking a deeper spiritual connection).

Anyone who has ever failed got back up and tried again. Anyone who has ever wanted to own a business or been stuck between a dream and a job. Anyone who has ever wanted to make a million(s) dollars. Any business owner who is experiencing a growth phase or transition. Any business owner who has ever had to close their business.

Any leader, who senses a big purpose/mission for their life, has a high level of empathy, loves to help people, highly creative, loves music, and feels a connection with nature (The Ocean, Mountains and Forests). Anyone who is a positive thinker, a self-help enthusiast, craves personal growth and loves to learn.

## **I thought I had it all figured out. I was wrong.**

Eight years ago, I thought I had logically figured out the magic formula for success. I had done the research, read the books, followed the advice of my millionaire mentors and put in the work. I even had a few sales awards to prove I knew a thing or two about success.

## **I got it all wrong.**

This e-book is about what I've learned on my journey and the seven life changing truth's that helped me to finally understand how success and money works. It's a shortcut for you to reach the top of your success mountain faster. But it's much deeper than that. You'll learn what America's most successful people have in common. You'll go to your heart to heal your problems at the root source, discover who you are made to be, change what needs to change, know you are worthy with or without things, let go of what no longer works and fully embrace and accept your assignment in life.

## **Giddyup!**

Owning a startup business sometimes feels like riding on the back of a crazy, fast moving, wild animal. At any moment you could be bucked off and pummeled to death. Many people in the arena are on their own wild entrepreneurial ride. And some people are there just to observe the fight to tame our business beasts. I admit the prize money at the end is very tempting. Plus, you get to make a difference in the world. But there is a strong possibility that you could lose your mind before you get the prize. I'm laughing out loud as I write this because it's true. If you already own a business, I know that you know what I'm talking about.

In March of 2008, I finally got the courage to leave my job and launch my business and my product THINGloss™. That's when my entrepreneurial journey began.

## **My Million Dollar Experiment**

Starting July 1, 2009 to July 1, 2010, I did a million dollar experiment and documented it on Youtube™. I publicly set a goal to earn one million dollars in my business in one year.

On this journey, I celebrated big wins, witnessed miracles, and was seen by millions of people on TV worldwide and in print media. I also experienced setbacks, failure and reinvented myself.

On the day of my deadline, July 1, 2010, I created a Youtube™ video with an exciting announcement that I had signed a contract for a licensing deal and my product would soon appear on a national TV commercials and that I would make my million dollar goal very soon.

By now, you are probably wondering "Did you make the Million Dollar Goal?"

## **Here's the answer...**

YES! I made my goal to generate a million dollars in sales in one year! I actually exceeded that goal and generated \$9 Million Dollars in sales in one year!! But I didn't do it with my product THINGloss™. I made millions in sales in one year while selling real estate. I actually generated six figures in sales with my product THINGloss™. Which is something to celebrate.

The infomercial company contacted me a month after I made my public Youtube™ video announcement and cancelled the whole project. I was devastated but little did I know that this experience was meant to teach me 7 life-changing truths.

I had to go through all of it, the wins and the failures, so that I could finally reach this place of clear understanding. The real purpose of my business had nothing to do with making money; it was so I could learn these important truths.

Ironically, after losing most of my material possessions, nearly losing my mind and then surrendering to God's plan for my life; that's when I finally got the answers I was seeking about how success really works. I had no idea that my breakdown (aka- spiritual awakening) was going to be my biggest breakthrough.

You are about to learn how success really works and an exact outline of what it takes to make millions of dollars in sales.

## **Why I wrote this e-book**

I could have chosen to never tell anyone about my experiences, what I've learned and just kept it all to myself. Actually, that would've been the easier route. However, I kept feeling a tug at my heart to write this book.

The urge got so strong that I could no longer ignore it. I wasn't going to get any peace until I finally "Got it out of my head (and heart) and on paper". So here I am.

Right now as I write this book I feel a twinge of fear rising up because I'm telling the truth about my life and business experiences instead of keeping it a secret. I feel vulnerable and exposed. But I also know the fact that I'm willing to step out of the shadows and into the light, and own the truth; that is the path to my liberation, healing, and the fulfillment of my true calling - teaching.

My intention is that my story and these 7 life changing truth's will transform millions of people's lives around the world for the better. My intention is to inspire you, hopefully heal your fears and provide a shortcut to real success, true happy and wealth.

## **Why you are here and what to do next**

I don't know how high your success mountain is, or how long you've been climbing, but I want you to know you are not alone. There are millions of leaders worldwide, including me, who feel strongly that they have something big they are supposed to accomplish in life. And we all feel drawn to help other people.

The fact that you are reading this book tells me that you have a big calling on your life to fulfill. You are being divinely guided to the right people, places, books, opportunities, teachers and lesson's that you need to learn in order to fulfill your true purpose and calling on earth. It's no accident that you are here right now reading this book. This tells me that you are part of our team.

The mission of our team and every team member is to do our part to help end suffering in the world. To heal it. You've been equipped with unique gifts, talents, strengths and spiritual gifts so you can help end some form of suffering in the world. For example... Comedians heal with laughter. Business Owners create products & services that solve people's problems. Marriage counselors heal hearts. Pastors heal souls. Motivational speakers heal doubt and fuel people's dreams. Sales professionals make sales to keep the business open and save jobs. And Coaches heal confusion and provide a clear path forward.

You have been assigned to help a specific group of people too. If you've ever thought, "I've been there and I know the way out". That is a clue to your true calling in life and the people you are called to serve in the world.

Your next step is to read this entire e-book, be your authentic self, change what needs to change, be happy now, be grateful, heal your fears, become whole and align your soul's purpose with your work. And when you do these things and start from a place of love, the money will come.

To me, this is success.

I loved you before our paths crossed,

*April*

# Chapter 1: My Journey

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I want to share with you where I started out in life, the challenges I faced, the lessons I've learned and what I had to let go of in order to reach my goals and dreams.

I became a mother at 17, dropped out of high school, got married, took a job earning \$6.85 per hour and was on welfare. I spent the next six years of my life in an unhealthy relationship, extremely unhappy and overwhelmed.

By 1995, I was a single mother with two children. I arrived in Indianapolis, Indiana from South Georgia with no car, no furniture and no money. I was starting over. My parents let me stay with them until I saved up enough money to get an apartment. During that time, I worked in a department store at a cosmetic counter. I loved helping women look and feel beautiful. And pretty soon I was promoted to management. However, after several years of working in retail and barely seeing my kids, my son started to have behavior problems at school. He needed some help but I didn't know what to do. I did have health insurance at my job. However, with only earning \$9 per hour and after paying childcare and household expenses, I didn't have enough money to pay the doctor visit co-pays to get him the help he needed. So I made a heart breaking decision to send him to live with his grandparents in South Georgia. Although he would stay with me for the summers, it was a decision that I deeply regretted.

As time went by, I decided to try to buy a home of my own rather than rent. I didn't qualify for a house, but I qualified to buy a two bedroom single wide trailer located in a nice trailer park on the east side of town. It wasn't much, but I was grateful to have a home for my kids.

## The turning point

Have you ever been at a point in your life where you said, "I can't take this anymore? Something has got to change or else." That's where I was at in 1998. I had just gotten off work from my retail job and stopped by an ATM machine to check my account balance. I had just paid my bills for the month and I was left with only a few dollars in my checking account. I had no idea how I was going to buy groceries because I didn't get paid again for the next two weeks. I cried and prayed the whole way home.

I pulled up to my home, wiped my eyes and tried to pull myself together. As I got out of my car, I noticed a box sitting on the front porch. I thought the post man delivered my neighbors package to my home by accident. I walked over to the box and there was no address. I carefully opened the box and it was filled with food. I felt like I had just witnessed a miracle! Who left this box and how did they know I needed it? I picked up the box and walked inside.

I sat the box down and felt myself overcome with emotion. I felt thankful, then sad, and then it turned to anger. I paced around my living room, crying and yelled, "I AM DONE WITH STRUGGLING. I WILL FIND A WAY OUT OF THIS! I WILL NEVER WORRY ABOUT HAVING ENOUGH MONEY AGAIN!"

Not long after that, I purchased my first self-help book. The book was called “Live Your Dreams” by Les Brown. I’ll never forget the fire that was ignited inside me as I read his story of struggle, overcoming great odds and triumph. It gave me hope. And hope was what I needed to change my life. I made a decision that day to shake off setbacks, take 100% responsibility for my success and create a better life for my children. There was no turning back. And that’s when I began my relentless climb to success.

## **Finding a way when there seems to be no way**

As the years passed, I relentlessly studied America’s most successful and profitable people, products and businesses. I spent thousands of hours reading 80 plus books, listening to webinars, researching, attending conferences, and learning from multi-millionaire mentors. I wanted to know how they got there, so that I could be successful too.

I began to apply what I learned and it worked!

I went from earning \$9 per hour to selling \$9 Million Dollars in Real Estate and winning “Sales Person of the Year”. I built a beautiful new house and bought a Mercedes. I was so happy that I could finally pay my bills! But I still wasn’t happy. Something inside me wanted more.

## **My next brave move**

In 2008, I stopped selling real estate to start my Express Effects® business and launched my product called THINGloss®. I got the idea for the product several years earlier. I hoped this product would be the next big thing.

My first year in business seemed to show a promising future. My product won 2nd place for “Best Innovation of the Year” and sales slowly started to pick up. By the second year, I knew I had to do something radical to make this business profitable.

I remembered that many of the millionaire business guru’s I studied reported that they had earned their first few million dollars in less than two years. I was curious if an ordinary person, like me, could earn a million dollars, too, if I applied what I learned from them. I decided to go for it. I created my vision board, followed their advice and began my million dollar experiment.

## **My Million Dollar Experiment**

On July 1, 2009, I launched a million dollar experiment on Youtube™. I documented my journey to earning one million dollars in my business in one year.

I’ve always believed in the importance of writing my goals on paper. So a week before I began the experiment, I wrote down my goals. I took out a sheet of paper and wrote on the top left side: “What I want” and on the top right side: “Why”. Under “What I want” I wrote down things like: I wanted to earn \$1 Million Dollars in one year in my business, be debt free, spend more time with family and friends, travel for beach vacations, love my work, and give more.



Under the “Why” column I wrote down things like: feel a sense of security, peace of mind, freedom, love, joy, fulfillment, have fun, enjoy life, and do what I want, when I want to do it.

Next, I created and launched an online marketing campaign. Sales began to slowly pick up monthly. I won a few awards and I was selected to appear on ABC’s TV show “Shark Tank”. Next came, FOX News and NBC “Daytime”, then the Los Angeles Times and the Indianapolis Star newspapers. I felt humbled and grateful for the publicity. However, I was still struggling to earn enough revenue to make my million dollar goal by the deadline.

I continued to attend business conferences, networked like crazy, bought several training programs from multi-millionaire gurus and hired two business coaches. I was hoping to find the right marketing blueprint that would work to generate a lot of sales, faster. I made some progress, but nothing seemed to be the magic bullet.

By January 2010, I was having good days and depressed days.

I even experienced some sort of supernatural spiritual experience in February 2010. But I will share the details about that experience in a different book.

I was at a point where I desperately needed a breakthrough.

Then, a miracle showed up!

## **My ship had come in!**

In February 2010, I was contacted by an infomercial company to license THINGloss®. I signed the contract; they took over production of the product and started clinical trials with a new THINGloss™ formula from a different manufacturer. I felt like my ship had come in! So I stopped making sales calls and looked forward to my monthly royalty checks to start arriving in the mail.

On July 1, 2010, my Million Dollar Experiment deadline had arrived. I enthusiastically announced in a Youtube™ video that I had signed a contract for an infomercial and it was highly likely that I would actually make my million dollar sales goal very soon!

## **Devastating news**

In August 2010, I got a call from the infomercial company. They decided to pull the plug on the whole project. The licensing deal was cancelled. I was devastated by the news. I had not made one sales call for five months because I thought I would be getting royalty checks monthly. Huge mistake. I went through my toughest year yet. I ran out of money to pay my bills. I couldn’t make my car payment anymore and my house went into foreclosure. Thankfully, I sold my home in a short sale. I sold nearly everything I owned in a garage sale and moved in with my fiancé. I felt like I was back at square one where I began in 1995.

I started selling product again and prayed my Shark Tank episode would air on national TV. It was my last shot at making my million dollar goal.

## **My debut on ABC's TV show "Shark Tank"**

On April 15, 2011, I appeared on national television on ABC's hit TV show "Shark Tank". I threw a big party with friends to watch my "Shark Tank" episode air on national TV. After the show aired, I sold out of product and received dozens of opportunities. Although, I didn't get an offer from the investors on the show, I received two offers from other investors for my company. Unfortunately, I decided to turn down the offers because it wasn't enough money to pay for clinical trials and inventory.

Even so, a few opportunities from my "Shark Tank" appearance did pan out. My product was sold in a few more retail stores, both nationally and globally. But I still hadn't reached my personal million dollar goal yet. So, I kept going for another year, hoping for a breakthrough.

## **A new baby**

On April 5, 2012, I had a beautiful baby girl, Ayli. It was hard to believe that I was a mom again. My first two children were grown and living on their own. Ayli taught me how to re-open my heart. I started to pause and allow myself to feel love rather than just staying busy "doing" work all the time. I admit I felt a little overwhelmed with a new baby in my life again, with late night feedings and running a business. But I had a good feeling it was all meant to be.

In the summer of 2012, I was sold out of THINGloss™ and another possible licensing opportunity appeared. I was faced with a big decision. I could keep going and try to raise funds for inventory to expand the line of cosmetics or close my business.

After a lot of soul searching, I realized my passion wasn't weight loss products or building a cosmetic company. My passion and true calling was teaching, creating and inspiring. So I decided to close my Express Effects™ business and step into the next chapter of my life.

On Aug. 1, 2012, I create a Youtube™ video to announce that I was no longer selling THINGloss™ and that I might have different licensing opportunity. I was hopeful that this second skin care company would buy my product and take over distribution.

## **A month later, that deal fell apart, too.**

It was finally clear that I wouldn't make my Million Dollar Goal with THINGloss®.

I wondered why I was able to sell \$9 Million Dollars in real estate in one year but I couldn't reach my \$1 million dollar goal with THINGloss™? It was disappointing, even though I had reached six figures in sales with THINGloss™.

It became harder and harder for me to enjoy the successes that did come from my business because I was too worried about not making my financial goal. At times, I felt like a failure.

## The Sabbatical

After closing my business, I sank into a deep depression. I couldn't seem to shake it. So I pretended to be happy and have it all together at networking events. It was like I was wearing a mask and hiding the truth about what was really going on inside me. I told my husband that something was really wrong with me and I needed some help. It felt like I was having some sort of breakdown.

Instead, it ended up being a spiritual awakening.

In March 2012, I took a six month sabbatical. I stopped all work related activities. I needed time to clear my mind, get to the root cause of my unhappiness and fix it.

This time I looked within for answers. I went to counseling, read a dozen spiritual books and took a worthiness workshop. Then, I started to exercise, pray and meditate regularly. I also watched every episode of Super Soul Sunday on OWN. It was a lot of soul searching. I asked myself these important questions: "Who am I", "What is my true calling?", "What is real success?", "Why was I able to generate \$9 Million dollars in real estate but I did not make my \$1 Million dollar goal with THINGloss?" and "Does this mean I am a failure?"

After the six month sabbatical, my heart opened. I had learned a lot of things about myself. I had begun to see things from a fresh perspective. I had started to understand why everything happened exactly the way it did. It was so that I could learn something to share rather than get something own.

## Divine Inspiration

**One day I was alone, praying out loud in my living room.**

I said, "God, I surrender! I have felt unhappy, confused and overwhelmed for a long time. Being a mom, wife and running a coaching business can feel exhausting. However, I feel like I'm supposed to be teaching. But if you don't want me to teacher, I won't. Just please help me take this desire away. If you want me to be a stay at home mom and take care of Ayli. I will do that. I am willing to stop coaching, shut down my blog, stop making Youtube™ video's and never be an entrepreneur again, if that's what you want. I surrender to your WILL, your PLAN, not mine. God, what do you want me to do? Just tell me and I'll do it. I surrender."

After that, I stood there and balled my eyes out. In that moment, I let it all go. I surrendered.

I let go of trying to force things to happen in my life and in my business. I let go of ever making a million dollars again. The fear of what other people think was gone. The fear of not having enough money was gone. The fear of not being good enough was gone. The fear of failure was gone. I simply let it all go and stepped into the flow of life. I accepted my assignment. My true calling. The life God had designed for me. It felt like I was wrapped in a warm, comforting blanket of love and peace.

Suddenly, I heard a still small, loving voice say, "What if... what you are called to teach you haven't learned yet?"

I sat quietly with that for a moment. Then I realized there must be some big lesson I am supposed to learn and then teach it to others. I didn't know what it was yet, but for the next twelve months, I remained open and eager to learn.

A month had passed by. I decided to ask God another question. I thought maybe he would answer me again. Who knows if it would work, but I could still try it. I closed my eyes and said, "God, why am I so obsessed with making a million dollars? I've spent many years researching and learning from millionaires. I don't really have a desire to own a mansion or a Ferrari. So why can't I let this go and just be normal?"

Suddenly, I heard the same small, loving voice say, "So that you can learn how money works and then teach others so that they won't have to suffer as long as you did."

I said, "God, if you show me how success really works, I promise I will teach it to others."

And that's when I really cried because I recognized the truth. I had just uncovered my root motivation behind why I wanted to earn a million dollars in sales. It wasn't about me or what I could get. It was about figuring out exactly how success works so I could teach others. Suddenly, my life climb to success had expanded to something much bigger than myself.

I know what it feels like to be desperately searching for answers. I know the pain of being divorced, a single parent and feeling overwhelmed. I know the pain of living paycheck to paycheck. I know the pain that every entrepreneur goes through while striving to have a profitable business. I know the pain of losing everything and starting over. I know how it feels to get back up after every setback. I know how to reinvent myself. I know what it feels like to win. I know what it feels like to succeed. I know what it feels like to experience true joy and happiness. Because I've gone through it.

Ever since that prayer two years ago, I am able to see things from a fresh perspective. I can clearly see patterns emerge in my research of America's most successful people.

I had received clear answers and solutions for my biggest problems in life and in business. So I now understand why some things worked and why some things didn't. There are too many "Aha moments" to count. There is no more confusion, just clarity. And that's why I am writing this e-book. It is to share with you what I've learned about success.

## **My Life Today - September 2014**

Today, my husband, Ilya, and I feel extremely grateful. Over a year ago, we were able to pay cash for our house, pay cash for our cars and become virtually debt free. Ilya gets home from work every day by 4:30pm. I get to spend time with our two-year-old daughter daily and live my true calling of teaching/training, creating content, writing, speaking and inspiring others.

Every week, we plan fun activities with our family and friends such as: riding bikes, walks in nature, browsing at shops, summer concerts, festivals, the zoo, parks, museums, road trips, sitting on our patio (we call the Zen Garden), watching sunsets and even enjoying a few reality TV shows ("America's Got Talent" and "Shark Tank"). And of course, church and football on Sunday's.

One of my favorite things is our yearly beach vacations. I love, love, love going to the beach!

Our life is filled with true happiness, daily “joy moments”, laughter, plenty of time to do what we love, peace of mind, adventure, fun, freedom and giving to those in need. We are living the exact lifestyle that I wrote down on my goal sheet in 2009. But it didn’t take a million dollars (like I originally thought) to live an amazing, abundant and happy lifestyle. To me, this is success. Real success is about reaching a desired state of being. It’s a feeling that we really want, not a thing.

I want you to know that you are a powerful creator. You have the power to create whatever you desire.

After many years of searching for the truth about success, I finally got the answers I’ve been seeking. All the answers are in this e-book. You are about to learn the seven life-changing truth’s about real success, influence, happiness, miracles, wealth and spirituality.

# Chapter 2: Truth #1

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## Love is the root source of every successful person and business

### The Seven Life-Changing Truths

The way I discovered the truth about how success, influence, money and miracles work is through my own experiences as an entrepreneur and by studying America's most successful and profitable people, products and businesses.

What peaked my curiosity the most were the extraordinary people who were ranked #1 in their industry, record breakers, award-winners, innovators, thought leaders and celebrities. I looked at their level of influence, their level of wealth and their level of happiness. I wanted to know how they got there. I decided to reverse engineer each person's path to success and trace it all the way back to the root source. The starting point. I figured if we knew the root source it might be duplicable. This process is similar to what is taught in math class. Remember when we learned how to reduce a fraction down to the lowest term? That's kind of what it's like.

### My research method

I subscribed to entrepreneur magazine, Inc. magazine and Oprah magazines. I read books about millionaires and billionaires. Each year I read the Forbes 400- list of The Richest People in America and the Inc. 500 list of Fastest Growing Private Companies in America. From there, I started a list of the people I wanted to research. Next, I read articles about each person online and in magazines. I watched every TV and video interview I could find on these people. I even did my own million dollar experiment and documented my journey on Youtube™.

I studied people on The Forbes 400- list of The Richest People in America:

- Bill Gates - \$72 Billion net worth (Founder of Microsoft)
- Warren Buffet - \$58.5 Billion net worth (Berchshire Hathaway/Investor)
- Mark Zuckerberg - \$19 Billion net worth (Founder of Facebook)
- Ralph Lauren - \$7.7 Billion net worth (Luxury clothing/linens)
- George Lucas - \$4.2 Billion net worth (Film maker)
- John Paul Dejoria - \$4 Billion net worth (Hair care products)
- Steven Spielberg - \$3.3 Billion net worth (Film maker)
- Oprah Winfrey - \$2.9 Billion net worth (Television)
- Howard Schultz - \$2 Billion net worth (Starbucks)

I studied America's top trainers, authors, speakers, & personal growth gurus:

- Tony Robbins
- Jack Canfield
- Brendon Burchard

- Les Brown
- Zig Ziggler
- Brian Tracy

I studied sports stars & famous sports coaches:

- Michael Jordan (Famous NBA Basketball Player)
- Phil Jackson (Famous NBA basketball coach)

I studied a comedian:

- Kevin Hart (One of the highest paid comedians)

I studied a leader of one of the biggest movements in history:

- Martin Luther King Jr. (Civil rights activist)

I studied some of the most influential spiritual leaders:

- Jesus Christ
- Joel Osteen (Christian televangelist seen by millions of viewers worldwide each week. Lead pastor of the largest nondenominational Christian church in the United States with more than 43,500 attendees each week)
- Pastor Rick Warren (Christian televangelist, Senior Pastor of Saddleback church and Best-selling author of The Purpose Driven Life which has sold over 30 Million copies)
- Deepak Chopra (Best-selling author of The Seven Spiritual Laws of Success. Educates the world on mind/body spiritual healing)
- The Dalai Lama (Believed to be the reincarnation of the Buddha. Spreading the Buddhist beliefs in peace, love, compassion and understanding)
- Paulo Coelho (Best-selling author of The Alchemist. Sold 150 Million copies of his spiritual books in 150 countries)
- Eckhart Tolle (Best-selling author of two spiritual books: The Power of Now and A New Earth)
- Rhonda Byrne (Listed on Forbes Top 100 people who shape the world for her book The Secret and teachings on The Law of Attraction)

I started by looking at each person's life and career path. I noticed their beliefs and values. I looked for subtle clues and common patterns. What I discovered was eye-opening. They all started from the same root source! I felt like I had just excavated the most important archeological find of the century. At first, it seemed so simple, yet it was extremely profound.

## **Here's what I discovered:**

**Love is the root source and starting point for America's most successful and profitable people and businesses. Let me explain what I mean.**

I think love is a word that is thrown around a lot without having a true understanding of its creative power. Love is a way of being that creates an affect. Love is a powerful force that people can feel. Therefore, who we are being is always creating consciously or unconsciously what we experience in life and business. I'm not talking about the kind of love we feel for our significant other, spouse or children. I'm talking about the kind of

love that comes from empathy and compassion. It's the kind of love we feel when we see someone struggling to overcome a challenge that we've already been through and finally found the way out. That is the kind of love that creates success, influence, money and miracles.

The most successful and profitable people and businesses in America (around the world) got there because they created a solution that ends some form of suffering in the world. And their root motivation behind their work comes from the love they feel for their customers. That's how they were able to generate millions or even billions of dollars. The money was a by-product of the love and value that they delivered to their customers, clients, and fans.

The real purpose of owning a business is to help end some form of suffering in the world. If we start a business just "for the money" or for "what we can get" this always leads to failure because the motivation is fear. On the other hand, starting a business because "you've been there and you know the way out" this will lead to success and profits because love is the motivation.

Sometimes we think our motivations are pure and coming from love. However, I've learned that unconscious fear-based motivations can creep in and sabotage our efforts and ultimately lead to failure. I know this because it happened to me.

Before I tell you about how I discovered I was unconsciously being motivated by fear and how you can avoid this death trap, I want to share with you an amazing story about a Love Experiment that I did in my business and the miracle that happened as a result. This story is truly remarkable.

## **The Love Experiment**

In 2008, I launched my product THINGloss™ and began selling the product online and to salon's, spas and boutiques in Indiana.

In September 2010, I decided to expand my product to be sold in spas in Michigan. Since I didn't know anyone in Michigan, I knew I was going to have to cold call some spa owners. I put together a list of spa owners, so I could start contacting them.

One spa owner in particular stood out to me. I felt a good vibe from her even though I didn't know her. So I sent her a few emails hoping she would respond.

**Sept 22, I sent email #1 with this Subject line: "New Product- As seen on FOX, NBC, ABC"**

**Sept 24, I sent email #2 with this Subject line: "Did you get my email?"**

A few days passed and still no response from her. This approach clearly wasn't working.

## **The Shift**

Somehow I had a gut feeling that this lady (that I didn't even know) was going through something and she needed a hug more than she needed a new product to sell. I had no idea what made me sense this but I followed what my heart was telling me to do.



I decided to shift my energy from fear (trying to make a sale) to love (connecting emotionally with another human being). I focused on what I could “give” rather than what I could “get”. This time, I wrote her an email from my heart (love), rather than from my head (sales tactics). Here was the email...

On Sept 27, I sent email #3 with this subject line: “This is personal. I’m really putting myself out there.”

In this email, I told her I had a “feeling” that I should send her a video clip from one of my speeches. This video was deeply personal because it was me telling the story about my 15 yr. old daughter who was in a car accident. I described how that experience had changed my life forever and it was one of the reasons that I started my own business.

I simply said, “I hope my story inspires you. I know we all have a story of overcoming things in our lives. I would love to hear your story too.”

I felt genuinely guided to share that video and message with her. It wasn’t a sales tactic, it came from my heart and I had no expectation.

On Sept 28, I sent Email #4. This time the spa owner sent me a friend request on Facebook.

On Oct 1, I sent Email #5. At this point, I thought if it’s meant to be, she will respond to me and if not that’s ok too. I was in a place of total surrender. I let it go.

## **Something miraculous happened:**

On October 5, about 10 pm EST, I was sitting in my living room, when this spa owner crossed my mind again. I wondered what would happen if I visualized me sending a total stranger unconditional love. I decided to try it. I closed my eyes and imagined myself sending this spa owner feelings unconditional love. I visualized the two of us meeting in person and giving her a warm hug. Like old friends do. I sat in silence for about 10 minutes and just allowed the love to flow. Then I turned in for the night.

## **The spa owner called me the next morning!**

I was shocked when I answered my phone the next morning and it was the spa owner that I had just done my love experiment on the night before.

She introduced herself and then she shared something miraculous that blew me away. She said, “Something really strange happened to me last night. I was lying in bed reading, and suddenly I had a feeling to go read my email.” She said she ignored the thought and kept reading.

Then she said the feeling came back again. She thought, “I’m exhausted and I don’t want to get up, turn on my computer and read email this late. I’ll do it tomorrow.” So she turned out her light to go to sleep.

Then she said the feeling came back stronger to “go read her email”. She thought, “Ok... Ok.... I’ll read my email.” She got up out of bed, turned on her light, went to home office, turned on her computer and opened

her email inbox. She said her eyes led her to my email and she watched my video. She said my message really touched her heart.

Then she shared some personal things with me. She was going through a tough transition and moving her business to a new location. I listened and empathized with her. It felt like we had been friends for a long time.

Then she said, "I have just enough room left on one of my credit cards to buy a wholesale order of your THINGloss. I really should wait until I get moved, but I want to buy it today."

I was surprised! I hadn't even thought about trying to sell her my product. Here was someone I had never met and somehow she felt the "love" I was sending her from another state! That "love energy" was so powerful it made her get out of bed, startup her computer and read my email. Then call me the next day, share personal things and even buy my product. Whoa!

I took her credit card number for the order, thanked her and promptly shipped her THINGloss™ order that day. She was able to sell all the product quickly and make a profit. I've never told her this story, but I will now. We've become friends and we've stayed in touch ever since.

I want you to know that LOVE is a powerful force that creates miracles in your personal life and in your business. Love is the root motivation behind America's most successful and wealthy people. Who you are being creates what you will have in life and business. When we consciously choose to shift our way of being from fear to love, our customers and our prospects feel it and they will magnetically be drawn to us. So, I invite you to try your own love experiment with your prospects, customers and clients.

# Chapter 3: Truth #2

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**Until we are consciously willing to shift our way of being from fear to love we will suffer in life and business**

## **Who you are *being* creates what you experience**

Have you ever been around someone and felt like they had good energy? Or maybe you've been around someone whose energy felt negative and draining. That is because all human beings radiate a vibrational energy field based on how they are feeling at any given moment. Our thoughts create emotions and feelings. Our emotions send out a vibrational frequency, kind of like radio waves, that other people can tune into and feel. When we radiate the high frequency of LOVE people are magnetically drawn to us.

Remember when I told you about my love experiment in the previous chapter? A total stranger could feel the "love energy" that I was sending her even though she lived in another state. That's because LOVE generates such a high vibrational frequency that other people can feel it thousands of miles away. Your love attracts the love within other people and they feel magnetically pulled towards you.

**The most common positive emotions that create a high vibration: Love, joy, happiness, enlightenment, gratitude, faith, passion, enthusiasm, confidence, courage**

**The most common negative emotions that create a low vibration: Fear, anger, hate, jealousy, pride/comparison, envy, depression, stress, overwhelmed, confusion, skeptical, grief, guilt, and shame**

However, the root source of all negative and positive emotions come down to these two emotions:

## **Love and Fear**

Love attracts people, opportunities, money, success and miracles

Fear blocks people, opportunities, money, success and miracles

## **About Love**

Love is a powerful way of being. It magnetically draws people to you. It's something that other people can feel instinctively. And people make decisions based on their instincts.

It's important to know that "Love and connection" is one of the six human needs. Therefore, our greatest fear is the fear of not being loved. That's why we sometimes try to be what we think other people want us to be instead of being who we really are.

I'll share more about the importance of being your authentic self in another chapter. For now, let's explore the definition of love.

Here is the Bible's description of love found in 1 Corinthians 14: 4-7 "Love is patient, love is kind. It does not envy, it does not boast, it is not proud. 5 It does not dishonor others, it is not self-seeking, it is not easily angered, it keeps no record of wrongs. 6 Love does not delight in evil but rejoices with the truth. 7 It always protects, always trusts, always hopes, always perseveres."

I feel this is the most accurate description of love that I could find. This is the kind of love we should all strive to be.

## **What is fear and why do we experience it**

All animals and even human beings receive fear impulses in the brain regularly. This fear instinct evolved within us as a means of safety and survival. The two categories of fear are: lack and attack and fight or flight.

Fear impulses can be helpful. For example, if we see a bear in the distance while on a hike, most of us experience fear. The brain triggers a fight or flight response to alert us of real danger.

However, there are times when our fear impulse can repel good fortune because we tell ourselves stories of lack that simply aren't the truth.

## **Here's an example from my own experience**

Three years ago, another business owner asked to interview me for her webcast. I was on the fence, a little skeptical about her true motivations and I eventually had an excuse to say "no" because of fear (lack). I felt like she just wanted to use me to promote the interview to my email list so she could build her own email list.

My fear blocked my opportunity to get in front of a new audience and it's likely that she will never be willing to promote me, or ever recommend me again.

On the flipside, if her intentions or root motivation were coming from fear, scarcity or desperation, then that may have triggered a fear response within me and that's why I said "no". Either way, we both missed a potential opportunity to collaborate and grow our businesses because of fear.

Thankfully, I've since learned this valuable lesson of fear and love. I'm not saying you have to say yes to every single opportunity. There has to be a good alignment and synergy. But if your decisions, intentions and motivations are driven by fear, you will always struggle to be successful, reach your goals and make money.

## **Decision makers feel fear**

If you are leading a business meeting or sales presentation and you are consciously or unconsciously in a place of fear, scarcity or desperation, decision makers can feel it instinctively. Regardless of how well re-

heard your words sound, your fear will most likely cause them to say “no”. If you want more “yes” answers from decision makers, it’s critical to consciously shift your way of being from fear to love.

In the next chapter, I want to teach you what I’ve learned about how money works and how a simple shift in perception can dramatically increase your income.

# Chapter 4: Truth #3

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## Money is a by-product of the value you give

In August of 2012, I closed my Express Effects™ business and was excited to step into the next chapter of my life. I reached six figures in THINGloss™ sales. I feel grateful for all my customers and all the publicity.

However, I kept wondering why I was able to generate \$9 Million Dollars selling real estate but I wasn't able to reach my \$1 Million Dollar sales goal with my product THINGloss™? I wanted to better understand how money and abundance worked.

I've spent the last two years doing a lot of soul searching. I studied abundance principles and spiritual principles and did my own internal work. My heart opened to seeing things from a new perspective. That's when I saw the truth about my "money problem" in that business.

The real purpose of my THINGloss™ business had absolutely nothing to do with making a million dollars or creating the next big thing. I had to go through all that, the wins and the challenges, so I could learn something important.

The big lesson that has taken me the longest to learn was to get out of my head (fear) and let my heart (love) lead the way.

## Here's what I mean

When I was selling real estate, I was letting my heart (love) lead the way. My focus was on helping people and delivering value to my referral partners. The money came as a by-product of the value I gave others. And I had a high vibrational energy from doing what I loved, teaching workshops (my true calling & passion).

When I was selling THINGloss™ I was stuck in my head with fear-based thinking. My focus was on making the million dollar goal more than on helping people because I had such a deep subconscious fear of failure. This fear was sabotaging my efforts. And since weight loss products weren't my true passion, my vibrational energy was lower. Fear was the reason I wasn't able to make my goal. Fear was the root cause of my "money problem" with that business. Thankfully, I have healed the fear and the problem is now solved.

When I finally understood how fear and love affected every aspect of our lives, and when I consciously chose to shift my way of being from fear to love, that's when I saw the most abundant flow of income. I went from struggling to get clients - to having more clients than I could handle. I went from struggling to earn enough money - to generating \$9 million dollars in sales in 1 year. I went from being unknown - to being seen by millions on TV worldwide. And I became somewhat famous online with more than 975,000 Youtube™ viewers.

**You too can have anything you desire. And the way to get there... is through love.**

## About money

Receiving money has nothing to do with the physicality of money itself. Money is manifested through an energetic exchange. It's energy. Therefore, money is manifested through your way of being – your passions, thoughts, focus, actions, skill levels and the law of circulation (giving and receiving).

## A money problem requires an internal solution

“...Money doesn't come from the material world; it's a material thing with a nonmaterial source. When we have a money problem, therefore, it's a material problem with a nonmaterial solution, and the nonmaterial solution is in the mind.”

- Marianne Williamson Author of “The Law of Divine Compensation”

When I read this, it changed my whole perspective on money.

According to spiritual law, a money problem requires an internal solution. Michael Singer, author of “The Untethered Soul” says, “Fear is the root cause of all problems. Therefore, a money problem is really a fear problem.”

Until you are willing to look internally and heal your money problem at the root source (fear), it won't go away. That problem will follow you to your next job, your next business, your next project, your next relationship, and every month until you finally heal it at the root.

## Manifesting Money in Business

What I know for sure is that manifesting money (or anything) starts with love. The genuine love you feel for your customers and clients. The passion and love you feel for your work because you know it is truly changing people's lives for the better.

When your work has expanded to something bigger than yourself, and you've dropped your ego and are focused on people and giving real value that is the foundation for real success and wealth.

God gives the most money to money distributors, not money hoarders. (I have no idea who or where I may have heard this or read this, but it's the truth) That is the answer to generating millions and billions of dollars.

Bill Gates, Warren Buffet and Oprah Winfrey are a few excellent examples of this money distributor phenomenon. According to The Forbes 400 list of “The Richest People in America”, Bill Gates is ranked #1 with a net worth of \$72 Billion. Warren Buffet is ranked #2 with a net worth of \$58.8 Billion. Oprah Winfrey is ranked #184 with net worth is \$2.9 Billion.

## Now let's look at their giving

Bill Gates and Warren Buffet both pledged their fortunes to charity. That's billions of dollars. In 2010, Gates and Buffet started a campaign called The Giving Pledge. The Giving Pledge is a campaign to encourage the

wealthiest people (billionaires) in the world to commit to giving at least half of their fortunes to charity. According to The Huffington Post (April 2012), “81 billionaires have committed at least half their fortunes to charity”. (Source: Wikipedia)

Oprah Winfrey has donated millions of dollars to charity. Most of her money has gone to The Angel Network, The Oprah Winfrey Foundation, The Oprah Winfrey Operating Foundation and The Oprah Winfrey Leadership Academy for Girls in South Africa and rebuilding the gulf coast. (Source: looktothestars.org)

Can you see the pattern of giving money and receiving money? They are not special or smarter than anyone else, they just have less fear than the rest of us. That’s how they got there. I believe it’s possible for you to earn as much money as you desire when your intentions are grounded in love.

And most importantly, if your identity is tied to external things, you will never be happy. You will never feel like you have enough money. I’ll share more on this in another chapter. It’s a must read.

## **Here are three quotes that really speak to my heart.**

“The correct motivation for making money: so you simply don’t have to think about it except as a tool for the betterment of all things.”

- Marianne Williamson/ author of The Law of Divine Compensation

“God: As soon as worldly goods and worldly success are of no concern to you, the way is open for them to flow to you.”

- Neal Donald Walsch/ Author of Conversations with God

“If you wake up deciding what you want to give versus what you’re going to get, you become a more successful person. In other words, if you want to make money, you have to help someone else make money.”

- Russell Simmons/ Co-Founder of Hip Hop music label Def Jam, Business Man

Based on my nearly 20 years of research and experience as an entrepreneur, here’s a list of what I believe it takes to be successful, happy and build wealth.

### **Being**

- Get out of your head and let your heart  
Lead the way
- Feel passion for your work
- Soulful Leadership (becoming conscious  
and egoless)
- Transparency
- Know your true calling / purpose
- Positive Thoughts
- Positive Words
- Conscious and Subconscious Beliefs
- Start from Emotion / Trigger Emotion



- Crystal Clear Clarity of vision / mission
- Building Trust
- Being open to change and flexible
- Confidence / Conviction
- Detachment to outcomes/results
- Surrender / Accept your assignment
- Likeability
- Kindness
- Understanding supply and demand
- Timing
- Mastering the laws of the universe (The law of attraction)
- Understanding the law of cause and effect
- Being open to Listening for divine guidance daily
- A good storyteller

### **Doing**

- Mastery of these skills: Influence, Sales & Marketing
- Solve a problem a lot of people have
- Branding / Brand Promise / Be a one-of-a-kind / know your “sweet spot” / niche
- Innovation
- Location
- Build your own platform/audience/email list
- Packaging & Pricing an offer they can’t refuse
- Fill the gap in the marketplace
- Have a strategy that works
- Consistent Action / Execution
- Systems and structures
- Forecasting Trends

# Chapter 5: Truth #4

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## **You are worthy with or without things.**

After closing my Express Effects™ business in July of 2012, I stayed at home with our daughter, took on a few private coaching clients and did some public speaking. But I felt unhappy and deeply depressed. I didn't know why. I had a good life, a good husband and I didn't have to work unless I wanted too. I couldn't seem to shake off the unhappiness like I had in the past.

I pretended to be happy in front of other people at networking events. It was like I was wearing a mask and hiding the truth about what was going on inside me. I told my husband that something was wrong with me and that I needed help. It felt like I was having a nervous breakdown. Turned out... it was really a spiritual awakening.

In March of 2013, I took a six month sabbatical. I stopped all work related activities. I needed time to clear my mind. So that I could get to the root cause of my unhappiness and fix it.

I looked within for answers. I went to counseling, read spiritual books, took a worthiness workshop and watched Super Soul Sunday on OWN week. I even started a prayer and meditation practice. It ended up being a lot of soul searching.

I asked myself these important questions: "Who am I?", "What is my true calling?", "What is real success?", "Why wasn't I able to sell \$9 Million Dollars in real estate in one year but I couldn't sell one million dollar with my lip gloss business?", "Does this mean I am a failure?" and "Why have I been so unhappy?"

As time passed, I started to feel better but I still wasn't 100% back to my old self.

## **Excavating the root source of my unhappiness**

In November of 2013, my husband found out his company was closing their office and he was losing his job. Soon afterward, he was unemployed and looking for a new job.

As the months passed by, I noticed we were both a lot more on edge than normal. My husband never really liked me being an entrepreneur. One day, we got into one of the biggest arguments we've ever had over money. He said, "I could really use your help right now in our situation. Why don't you get a real job instead of always helping people for free?" I answered, "I do have a few clients paying me for coaching. Besides, I feel like teaching, creating and inspiring, is my true calling. It will work out. I know it will."

In a fit of anger he said, "You need to just admit you are a failure." I snapped back, "What do you mean, I'm a failure? I started my own lipgloss business by myself and I've won awards. I'm NOT a failure." He angrily blurted out, "If you aren't making money, you are a failure." That statement sent me over the edge. I yelled back, "THAT'S IT. I'M DONE!" I stormed out of the room in a fit of rage. I ran downstairs, picked up my phone

and called my mom. In a fit of hysterics, I said, “Mom, Ilya has crossed the line this time. I am leaving. Can I come stay with you? She asked, “What happened?” I answered, “He said if I’m not making money, I’m a failure. Can you believe he actually said that to me? I AM NOT A FAILURE! How dare he say that to me? That makes me want to get a divorce. Nobody is ever going to talk to me that way.” I grabbed the keys to the car and was on my way out the door. He ran downstairs after me and took the keys from my hand. I said, “Let me go. I’m leaving. I’m done.” After a few minutes of going back and forth, I stopped fighting. I went back upstairs to our room, slammed the door and cried.

I didn’t speak to him for three days. I was seriously contemplating going to stay with my mom in Alabama, but I knew our two-year-old little girl would be heartbroken without her daddy.

A few days passed and I stewed over his words that cut me like a knife. While working out at the gym on the elliptical trainer, I remembered a story I read in a book called “The Passion Test” (pg. 23). The moral of the story was, “What we judge in other people is actually within ourselves”. I wondered if there was a lesson underneath our argument.

Suddenly, a light turned on in my mind. I saw the truth behind the argument with my husband. In that moment, I became the observer of my life and that argument, instead of being caught up in the drama and emotion of it.

The reason Ilya’s words triggered such a high emotional fit of anger in me was because he had just shined a big spot light on my biggest fears - fear of failure and fear of not being enough.

My biggest fear was that other people would think I was a failure because I didn’t make my million dollar goal with THINGloss™. And being a failure, it meant I wasn’t worthy of love and belonging from others.

I had a worthiness problem. And my worthiness problem came from my fear of not being enough.

These were my subconscious beliefs that held me hostage from joy:

Failure = No Money

No Money = I am unworthy of love and belonging from others

Not being worthy of love = life is not worth living

## **Why I was unhappy and depressed**

The reason I felt like I was having a nervous breakdown, deeply depressed and unhappy, was because I had tied my identity to external things like: how much money I made, making big goals, winning awards, my diamond ring, luxury cars, knockoff designer handbags and more.

Therefore, when I didn’t make my million dollar goal and I lost all my material possessions (the house, money, my diamond engagement ring, Mercedes Benz, etc), I felt like a failure. To me, being a failure meant I was no longer worthy of love and belonging from others. And without love, life wasn’t worth living.

I had created a hell-on-earth and that place was called: “Never Enough”.

I had spent many years wanting more and more money, a bigger house, a fancier car and a higher social status. This “never enough-ness” caused me to become a workaholic. I spent many years chasing money and goals. I didn’t see my kids much and nearly lost my daughter in an accident. My health suffered, my house was unorganized, and I was never really happy.

I had pushed myself to such an extreme of “never enough” and “trying to get more” that I had reached its opposite - I lost all my material possessions and nearly lost my mind.

I realized that all of this stemmed from subconscious beliefs linked up from my childhood and my early poverty-like experiences.

Thankfully, I figured all this out. I did my inner work, let go of the fear, healed the past and I am whole and happy.

## **Having Goals is good!**

Yes, it’s important to have goals and go after dreams. And it’s perfectly ok to buy a beautiful home, a nice car and do things you enjoy in life. But do it when you can afford it. Don’t try to live beyond your means. Do it because you have a true passion, love and enjoyment for the things you desire. Don’t buy things to prove your worthiness to others. That comes from fear.

## **Here’s a test I use. Before you buy anything ask yourself...**

“Can I truly afford to buy this right now?”

“If I was on a deserted island and no one would ever see me with this thing, would I still buy it?” If the answer is yes. That’s a good sign it’s coming from passion and love. However, if your answer is no. It may be a sign you are struggling with worthiness. And I wouldn’t buy it.

I want you to know that YOU are worthy with or without things. I love you just the way you are right now.

Our lives are working behind the scenes on our behalf to help us, not hurt us. The argument with my husband was perfectly orchestrated to bring out the truth so that I could see it clearer, and heal the root source of my unhappiness – fear. Ilya helped me excavate my “inner thorn” (As Michael Singer author of “The Untethered Soul” calls it). At the time, I didn’t know this was happening, neither did my husband. I was just pissed off.

The people that are closest to us, such as our children, spouse, friends, mom, dad, brothers, sisters, co-workers, business partners, other business leaders, and everyone we meet, etc. are sent to help us learn something about ourselves so we can continue to grow and experience more joy in life.

Our growth and learning as human beings doesn’t have to come from arguments. It can come from a heart-felt conversation or from laughter.

Whenever something triggers a high amount of emotion in us, we need to pay attention. That could be a clue to the next lesson we need to learn. It’s all meant to help us grow into our best self.

## **Judgment**

On the other hand, what Ilya judged in me, was like a mirror reflecting back on his own deepest fear of failure. He takes great pride in being a good provider and taking care of his family. So when he was unemployed and not “making money” he too felt like he was “failing his family”. The pain of that was too much for him to bear. So he subconsciously projected his pain onto me through judgment. That’s why he told me in anger “You are a failure if you aren’t making money”. In reality, what he judged in me, he was silently judging in himself.

Whenever something triggers a high amount of emotion in us, pay attention. That could be a clue to the next lesson we need to learn. It’s all meant to help us grow into our best self.

## **Becoming Whole**

The way I overcame my fear, released my limiting beliefs, overcame my identity crisis, truly became happy and felt worthy of others, was to ask for help and I read books on these topics. That’s how I did it.

### **Here’s a list for becoming whole:**

1. Be willing to tell the truth. That’s the beginning of all change.
2. Some people choose to seek a counselor. I did.
3. Become conscious. Observe your life and ask “what can I learn from this experience?”
4. Be who you really are. Love yourself. OWN your strengths and OWN your weaknesses
5. Know your true calling/your purpose. This gives your life meaning
6. Release and heal any shame in your life (find a good counselor or trusted friend to tell your shame story. “Empathy heals shame”, says Brene Brown)
7. Read the book: “The Gifts of Imperfection” by Brene Brown, Ph.D.
8. Worthiness workshop: “The Gifts of Imperfection” by Brene Brown Ph.D. & Oprah Winfrey
9. Face your fears. Do what you are most afraid of

# Chapter 6: Truth #5

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## Be who you are made to be

Many years ago, I was a manager for a store in the mall called “Bath and Body Works” and “White Barn Candle Company”. This location was two stores joined together. I still love the smell of their lotions and candles.

While working there, my daily tasks consisted of payroll, scheduling, hiring, managing 43 employees, managing late night display floor moves, and stocking shelves. The company had strict guidelines for their displays, so no creativity was allowed. I became miserable because I wasn't being me. I was made to teach, create and inspire. I got to a point where I could hardly pull myself out of bed to go to work. Maybe you've felt that way before too. Those daily activities at that job would have been a perfect fit for someone else, but it wasn't a good fit for me. I eventually left that job. And chose work that I am “called to do” rather than a job I “had to do”.

I later discovered that my true calling is teaching, creating and inspiring. It didn't matter what company I worked for. When I was able to fully engage my true calling in my daily work, that's when I felt the happiest, fulfilled and I earned the most income. My work became a source of joy rather than draining.

When we know our purpose and true calling in life and then only choose a job that allows us to be who we are made to be, that's when we feel our happiest, the most energized and fulfilled. So that we experience joy. Instead of dreading work, we feel enthusiastic and eager to go to work.

If we own a company (or are an Executive, Manager or CEO), it's so important to hire people who are smarter than us and put them in the right position for their talent. When we form a company from passion, cultivate a company culture that attracts top talent, pay them top dollar and publicly give them credit for all their ideas and accomplishments. That is the path to profits.

“A level ten leader has no problem hiring another level ten leader for their team”, says John Maxwell- Best-Selling Author of “The 21 Irrefutable Laws of Leadership” and 60 other books. His books have sold more than nineteen million copies. Level ten leaders have no fear and no ego to get in the way of their vision and mission.

I am a level ten leader. I feel grateful and humbled that I get to share my gifts and talents with the people I am called to serve in the world. It's not about me or what I can get. It's about doing God's purpose and plan for my life rather than my plan.

I'll be discussing more on leadership in another book. For now, let's explore who you are made to be.

## Discovering who you really are

You are a soul having a human experience. We are called human beings because we are beings of consciousness. Our consciousness, also known as our soul, continues to exist with or without our physical bodies. We are eternal beings created by God.

## Your True Purpose

“You were made by God and for God”, says Pastor Rick Warren in his best-selling book “The purpose Driven Life”. Warren says, “... life is about letting God use you for his purposes, not your using him for your own purpose.”

Your life isn't about you or your plans or the material stuff that you can accumulate. Your true purpose is about using your life, your gifts and talents for God's purposes, his “will”, not your plans. Until you understand this, let go of your plans and surrender to God's “will” for your life, you are doomed for failure. Have your plans ever worked out exactly like you had planned? Mine haven't either.

You are loved beyond measure. There is nothing you could ever dream up that would even come close to what God wants to give you in life. Your destiny, the path to your right life lies with letting go of your plans and allowing God to do his work through you.

## Your True Calling

God has created you exactly the way you are for a reason. You have been entrusted with unique talents, spiritual gifts and abilities that no one else has but you. It is your responsibility to know what your natural talents are and develop them to reach mastery level.

According to a recent Gallup poll, “70% of American workers are disengaged from their jobs”.

(Source: <http://businessjournal.gallup.com/content/162953/tackle-employees-stagnating-engagement.aspx>)

The reason so many people are unhappy with their job is because they chose their career “just for the money”, “for security”, or “for what they can get out of it” (which comes from fear-based thinking) rather than doing work they truly love. When we slip off our path towards our right life this always leads to suffering, depression and unhappiness. You will either end up quitting your job or getting fired because your soul cannot handle not being the real you. Who you are made to be. When we choose work that we are genuinely passionate about and work we love, that is when we are happy, fulfilled and experience joy.

Good news! You don't always have to quit your job so you can do your true calling, be happy and feel fulfilled. Sometimes all it takes to get you back on the right path towards your destiny is a change in roles at your current job.

## Example

From 2004 to 2008, I worked for a builder called Centex Homes as an employee. After I won “Sales Person of the Year”, I started to get restless. I had grown as much as I could in that role. I didn’t like the weekend hours away from my family. I didn’t like being confined to a model home all day. I wanted freedom. I considered leaving but I was offered a new role.

I became the Affinity Marketing Manager for Centex Homes. My job was to generate sales leads for the entire company. This new role allowed me complete freedom to engage my true calling which is: teaching, creating and inspiring! Plus, I was off on weekends, I had complete freedom to come and go as I pleased and my boss left me alone (zero micro-managing) to do my job.

I engaged my creativity by creating a series of workshops called “Best Sellers in One Hour” for our referral partners (realtors). It was kind of like a book club. I chose marketing books and topics that I was passionate about! I was teaching and inspiring those who attended. My intention was to truly help make other people’s lives better, not what I could get out of it.

As a result, I increased sales for the entire division by 15% year over year. (Multi-millions of dollars in sales) It was because I was doing what God designed me to be.

**When you are doing God’s work and what he designed you to be, the money shows up.**

God doesn’t want you to struggle. He wants you to thrive in every area of your life. First, you must let go of fear and stop worrying about “the money” and trust God. Then, get clear on your true calling in life. Then, look for the right place to engage your true calling. Be who you are made to be. That’s when the money shows up.

## Your passions are a clue to your true calling

The Merriam Webster dictionary says, “Passion is a strong feeling of enthusiasm or excitement for something or about doing something.”

Your passions help point you in the direction of your true calling in life. I believe, the source of all passion comes from: a deeply held belief, a feeling of love, a desire for change, or a painful experience that taught you a lesson.

- Passion is what makes you push past every “no” until you get a “yes”.
- Passion is what makes you lose track of time when you are working on a project or when you are engaged in your true calling.
- Passion is what drives you to take big risks in life or business.
- Passion is what compels you to spend six months writing your book so the world hears your message. It’s that important.



- Passion is what compelled me to research America’s most successful people every single day for 12 + years until I could finally see the TRUTH and got the answers I was seeking.
- Passion is why you cheer for your team.
- Passion is why you want to work less hours and spend more time with your family.
- Passion is why you left a corporate job to follow your dream.
- Passion is why you take a beach vacation every year.

“Passions are how you live your life. Goals are the things you choose to create in your life”, says Janet Bray Attwood co-author of “The Passion Test”. I highly recommend this book. It helped me a lot to identify my passions.

Assignment: You’ll need 20 minutes of quiet time for this assignment.

First, write down a list of your passions. I recommend taking “The Passion Test” online and buy the book.

Next, answer the following questions. Some of these questions aren’t new but I think they are helpful in this process.

- What was the hardest lesson that took you the longest to learn in life and business?
- What are you naturally curious about? What fascinates you? What do you collect?
- What do you love doing?
- Who do you want to BE in the world? What do you want to be known for?
- What topic(s) do you naturally love to learn about? What books do you read? Magazines? Online reading?
- What have you spent 10,000 hours of deep practice doing? And you were really good at it. Not because you had to, but because you wanted too.
- What can you not stop doing?
- What makes you angry? or What breaks your heart? What would you like to see change in the world? In your industry?
- What would you do if you weren’t being paid to do it? (You’ve been doing it, you just didn’t notice it)
- Now look for the “moral of the story” for each of the things you wrote down.

- What awards have you won? What recognition have you received?
- What did you like to do as a kid? What did you want to be when you grew up?
- Now look for the “moral of the story” for each of these things you wrote down. That is the clue to your true calling, your authentic self, and getting on the path to your right life.

“Anne Lamott author & speaker wrote, “You have to make mistakes to figure out who you aren’t.” That is exactly how I finally figured out my true calling. I made mistakes, won some, failed some, overcame setbacks, lost everything, prayed, listened, surrendered to God’s plan for my life, a spiritual rebirth, reinvented and my authentic self-emerged.

I spent nearly 20 years searching for the answer to how success works. It wasn’t until I finally let go of my plans, and instead went with God’s plan for my life, that I finally got the answers I had been seeking for so many years. I got out of my head and let my heart lead the way. I let go of fear. I let go of forcing things to happen in my life and my business and I stepped into the flow of life. I choose to be who I am made to be. This is the answer to success.

I told God if he would show me how success really works, I would share it with the world. He did. And that’s why I wrote this e-book.

# Chapter 7: Truth #6

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## Letting Go

How many times have your plans worked out exactly like you expected? If you are like the rest of us, your answer is never. It can be frustrating when you try something and it doesn't work out like you hoped.

I spent nearly 20 years wracking my brain every single day searching for the last puzzle piece to fully understand how success worked. Specifically, I was deeply curious with how to make a million dollars? I wanted to know why some people made millions and why other people never seem to figure it out despite their hard work. I spent thousands of hours reading, researching and testing ideas but I still didn't have the answer. I swear I thought I was going to pop a blood vessel in my forehead trying to figure this out. A year after my own million dollar experiment didn't work out like I had planned is when I decided to finally surrender this climb.

I remember the day I let it all go. I was in my living room and praying to God. I said, "God, I surrender! I have felt unhappy, confused and overwhelmed for a long time. I am willing to stop researching, stop coaching, shut down my blog, stop making Youtube™ video's and never be an entrepreneur again if that's what you want. If you want me to be a stay-at-home-mom with Ayli I will do it. I surrender to your WILL, your PLAN, not mine. God, what do you want me to do? Just tell me and I'll do it. I surrender."

After that, I stood there and balled my eyes out. In that moment, I let it all go. I surrendered.

I let go of trying to force things to happen in my life and in my business. I became content with what I have now. I let go of ever making a million dollars again. I let go of ever meeting Oprah. I let go of ever having a best-selling book. I let go of my fear of what other people thought, my fear of not having enough, and my fear of failure. I simply let it all go and stepped into the flow of life. I accepted my assignment. My true calling. The life God had designed for me. It felt like I was wrapped in a warm, comforting blanket of love and peace.

Suddenly, I heard a still small, loving voice say, "What if... what you are called to teach what you have not learned yet?"

I sat quietly with that for a moment. Then I said, "God, if you show me what you want me to teach, I promise I will share it with the world."

I realized there must be some big lesson I am supposed to learn and then teach it to others. I didn't know what it was yet, but for the next twelve months, I remained open and eager to learn.

This also taught me to finally let go of my need for certainty and control. The more I tried to control people, situations, and outcomes, the more they persisted. It felt like a tug of war that I could never win. The truth is there is no certainty in the world. Change is constant. Embracing change is the path to peace.

It's been a year since I surrendered. I have been guided to a clear understanding of every question I ever had about success. I want you to know that surrender is the doorway to truth, knowledge, understanding and receiving your hearts desires.

## **Releasing attachment to results**

Deepak Chopra, author of "The Seven Spiritual Laws of Success" says, "In order to acquire anything in the physical universe you have to relinquish your attachment to it."

I call this surrendering to "God's Will". When you've done all you can do, you have to trust and then let it go. Give it to a higher power.

Letting go doesn't mean you give up your desires and goals. The way it works is you set your intentions for what you desire. Then, you take action towards manifesting the thing you desire. You have to give your very best effort. After you've done all you can do, turn it over to a higher power. You have to let go of the attachment to the result. Meaning, you have to be happy regardless of what the outcome may be. "If it works out that's great and if it doesn't work out that's great too because I know God's got something better plan for my life."

That's exactly what I did and that's when my prayers were answered. What I was supposed to learn and teach are these seven life changing truths that I've discussed in each chapter of this e-book.

In the Bible, Matthew 7:7-8 says, "Ask, and it shall be given you; seek, and ye shall find; knock, and it shall be opened unto you." God is waiting on you to surrender. What he has in store for your life is bigger than you can ever imagine. But you have to let it all go and turn it over to him. That's when doors open and miracles happen.

# Chapter 8: Truth #7

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## Change is for our highest good

Have you ever been at a decision point in your life, career or business and said "I can't go through this anymore. Something must CHANGE"? When you get to that point and you are willing to do whatever it takes, that is the starting point for your breakthrough. Sadly, most people wait until they've reached a breaking point before they ask for help and are willing to do something radically different. But I can tell you from personal experience the sooner you make a decision to change and take action, the sooner you will reach your destination.

I once heard Oprah say, "Failure is just God's way of pointing you in a different direction." She's right. I don't believe in failure because failure is a form of progress. I believe all progress is success. Failure allows us to quit something that is no longer working, so that we are free to change course and create something new that will work. We must learn to fully embrace failure instead of fearing it because failure is an important part of how we learn and make progress in life.

## Common catalysts for change

A desire for change can come from growth, stress, slow progress, being stuck and no progress, unhappiness, depression or even failure. However, all change is positive because it's your life's way of guiding you towards your right path so you can experience the most love, joy, happiness, and prosperity.

**In psychology, the most common triggers for change are crisis, loss, transformation and growth.**

- Crisis is a turning point. According to dictionary.com, "Crisis is a stage in a sequence of events at which the trend of all future events, especially for better or for worse, is determined".
- Loss can show up many ways. The painful possibility of losing a marriage, losing a business, losing a client/customer, losing revenue or slow revenue growth, losing your health, losing a loved one, losing all your material possessions, or losing your mind caused by depression and stress (having a breakdown) can trigger a desire for change.
- Transformation is a change in thinking, perception and beliefs. Transformation is a powerful moment of clarity sometimes called an "Aha moment". This can happen by reading a book, listening to a powerful speech, events and experiences. When we change our perception or change an old belief to a new belief that is a transformation. This is a common trigger for change. Maya Angelou famous poet and author says, "When you know better, you do better."
- A desire for personal growth. All human beings have a natural desire to keep growing and learning new things. Growth is one of the six human needs. Personal growth can be intellectual, psychological, emotional, or spiritual growth. "Growth is an expansion of capacity, capability, or understanding," says Tony Robbins. This is another trigger for change.
- Spiritual growth is consciously choosing to shift our way of being from fear to love. It's the process of choosing a higher way of thinking (becoming more like God and staying connected to our creator). Some

people call it enlightenment. It's choosing to live life consciously rather than unconsciously. It's choosing to stay in the present moment which is now. It's becoming the observer of your experiences in life so you can consciously create what you experience. It's letting go of our ego, recognizing truth and being our authentic selves.

## **True Story**

I have been through a lot of changes in my life and in my business over the years. Thankfully, I am a change agent. I embrace change fairly easily. But there was one problem that kept showing up over and over again. At first, I had no idea what it was, where it came from or how to fix it. I spent many years with a "money problem". There were times in my life when I made a lot of money and times when I was living paycheck to paycheck. It was like a roller coaster ride. Up one year and down the next. It was exhausting and stressful. I kept looking for external solutions to solve this problem. I spent thousands of dollars on marketing training from several of the millionaire gurus over the past 7 years. I was hoping to find the magic blueprint that would make me millions of dollars. I made some progress by following their advice but I still wasn't where I wanted to be. It turned out the marketing strategies worked; it was my fear that was the real problem.

After I closed my THINGloss™ business, that's when I totally surrendered and turned to God for help. Through extensive reading, workshops and inner work, I learned you can't fix a material problem with logic. I was guided to look internally to heal this problem. I discovered the root source of my "money problem" was caused by subconscious beliefs and fears. I had to learn to get out of my head (fear) and lead with my heart (love). This is the first step in solving all problems.

I did my internal work, healed those fears, became whole and that problem is gone forever! Halleluiah!

## **All change starts with our willingness to tell the truth**

The more I stopped trying to hide or avoid the truth in my life and business, the more liberated I felt. I took my power back and that gave me the courage to make radical changes. It helped me course correct and finally reach my destination.

It can happen for you too and it starts with being willing to tell the whole truth about your situation. There comes a time when we have to drop the blame, excuses, judgments and fear so we can create the life we really want.

**Telling the truth has the power to turn your ship around. It worked for Howard Shultz – CEO of Starbucks.**

Several years ago, Starbucks was going through a financially challenging time. In a recent interview on Super Soul Sunday, Oprah asked Howard Shultz, "Would you say Starbucks was at a spiritual crisis? Howard Shultz replied, "Yes, I would." Shultz said his willingness to tell the truth, be vulnerable, transparent and take responsibility for his part as a leader enrolled his employees to help him turn Starbucks around. And it worked.

## Today is the day!

Today is the day that you choose to do something radically different in your life or business.

Only you know if you need to make some changes. Only you can make that decision. It's time to set yourself free!

## Is it time for you to make a change in your life or business?

**Self-Check: (answer the following questions. There are no right or wrong answers. This is about having a moment of truth).**

Are you making your personal goals in life and business? Yes or No

Is your team or your employees making their goals? Yes or No

Do you have the same problem showing back up over and over? If so, this is a pattern and it needs healing.

Are you living the lifestyle you've always wanted?

Are you doing work you are passionate about daily?

Are you living a passionate life?

How clear are you on what you truly desire? (scale of 1 -10. 10 Being the highest)

Are you on the path towards your right life or does it feel like you slipped off your path?

Are you being who you want to be in the world?

Are you stuck in your head (fear) or are you leading from your heart (love)?

Have you gone through a shift from fear to love? Do you understand what this means?

Do you have an unshakable certainty that your products & services are truly changing other people's (your customers) lives for the better?

Did you start your business "just for the money" or "for what you can get?" (this motivation can be subconscious)

Did you start a job "just for the money, "for security" or "for what you can get?"

Are you ready for a change?

If you are on the right path, doing work you love and happy, congratulations! Go celebrate!

If you know it's time for a change, ask for help and then take massive action today.

What I know for sure is all change starts with telling the truth, making a decision, seeking help and taking massive action. The longer you put it off the longer you will suffer. I should know, it's taken me nearly twenty years to finally figure out how success really works. I don't want anyone to have to go through what I went through. That's why I wrote this e-book. It's a shortcut that I hope will help you reach your destination faster.

# About April Yvette

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**April Yvette is an Influence Expert, Innovator, Award-Winning Entrepreneur, Inspiring Speaker, Author and Trainer. As seen on: ABC “Shark Tank”, FOX Business Network, FOX News, NBC “Daytime”, Los Angeles Times, Indianapolis Star and more. April’s Youtube channel has nearly One Million Viewers.**

April Yvette’s extraordinary story of starting from humble beginnings, launching a dream, winning, failing, starting over, reinventing, witnessing miracles and then finally reaching the top makes you feel like anything is possible. Her message of hope, courage and faith transforms how you think about temporary setbacks and inspires creative thinking.

April has twenty years of professional experience in sales and marketing. She has been a Retail Sales Manager, a Marketing Manager for an IRL Race Team, a New Home Consultant and Affinity Marketing Manager for Centex Homes. She is also the Founder of Express Effects™, Inc. A cosmetics company formed to launch her product THINGloss™.

Today, April spends her time as an inspiring speaker, content creator, trainer and coach to thousands of business owners worldwide.



## **April Yvette**

**Influence Expert, Innovator,  
Award-Winning Entrepreneur,  
Speaker, Trainer**



# Endorsements

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“April has one of the most creative business minds I know. I firmly believe April has just begun to scratch the surface of her future success and she will be a force in American business and leadership for years to come. I am very proud to say I know April and to offer this recommendation.”

- Kyle Gillette/ Centex Homes- V.P. Marketing & Sales (formerly, Associate Broker/Realtor at Easy Street Realty (current)

“April was the Connect keynote speaker. The October event not only set a record for attendance but follow up surveys found unmatched satisfaction levels across on all participants.”

- Tim Eckerle/ Executive Director, Grant County Economic Growth Council

“Yes I would refer April as a coach. I would describe April as the voice of motivation....April can plant thoughts in your mind that will have you ready to take over the world.”

- Tekisha Collins- Creator of the Smoogy Cookie™

“April’s, vulnerability, transparency, optimism, belief, excellence and perseverance were what drew me to her when I first 'met' her on Shark Tank. Her videos that I found after that were so April helped me transform my website into a website that serves people. I’m a believer and a fan. I highly recommend her.”

- Stacey Robbins/ Author of “You’re not crazy and you’re not alone” and Speaker.

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Also, please leave your comments, thoughts, or “Aha moments” about the e-book on my blog. I would love to hear from you and get your feedback so I can continue to improve and deliver valuable content.

Go ahead and type your comment on my blog here:

<http://www.aprilyvette.com/2014/09/30/announcement-my-book-launches-today-this-is-success/>

# Contact April

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