

# **TOUGH BUSINESS ADVICE**

an honest and realistic  
report about moms who  
fail in business.

# Tough Love



**I'm sure you've heard about Tough Love.**

The term speaks of having to be tougher than you really want to be:

- A firm word in a difficult situation when you would really like to soften things up.
- Withholding assistance when the heart cries out to give it.
- Giving correction when you'd rather give mercy.
- Delivering discipline when you'd like to just forget about it.
- Shutting someone out when you want more than ever to bring them close.

They call it Tough Love because it's so tough to give it. When you love someone, you just want to soothe and comfort and make things right – but there comes a time in every person's life when the last thing they need is to be coddled like a child.

What they need is to be stood up to face the reality of their situation. When you face the truth, accept responsibility for your part and learn to walk out the consequences – you grow from it. And hopefully, you never repeat the same mistakes again.

Just as there are times in your personal life when you need Tough Love – there are times in your business life when you *desperately need* to hear some Tough Business Advice.

# You Need It

If you've been spinning your wheels, moving from one business idea to another without ever experiencing any success, I would really like to 'blow some flowers up your hind end' as my father used to say. I'd like to pat your hand and tell you everything is going to be ok. That would make you feel better and I'd have fun doing it.

## **But that isn't going to help the situation is it?**

To be boldly honest, you don't need another pep talk – you need to face the truth about why your business efforts keep failing.

If you're ready – some very Tough Business Advice starts on the very next page.

*Kelly  
McCauley*

# Experiencing Failure? You're Not Alone.

Literally thousands of Moms have started a business in 2006 that has already failed miserably.

Ok, I know saying 'failed miserably' is a harsh statement.

But we're laying things out plainly as promised.

If you don't ask me to sugar coat things, we'll get to the meat of the matter faster.

Let's be honest.

Why did you launch a business?

You did it to make some money.

We are all Moms here. I know most of us aren't in the game to buy a mansion on an island in the South Pacific. I'm not talking about getting rich.

I'm talking about that goal you set back then when you first started thinking about finding a way to work from home.

- Did you want to replace your day job paycheck?
- Did you want to be able to cover the weekly grocery budget?
- Were you working to take the family to Disneyworld this year?
- Is it about redecorating the family room?
- Did you have more outgo than inflow and finally mean to do something about it?

Whatever your goal was – you're probably reading this report because it wasn't realized.

You're still driving to your day job, squeaking out groceries from hubby's paycheck, vacationing in the back yard, avoiding the family room and those damn bill collectors.

For one reason or another – you're not experiencing the success and profits that you were hoping for.

And that is why I wrote this report. Let's dig in here and look at the hard truth.

Why did your business fail?



# You took advice from people who have no business giving it.

One of the greatest aspects of the Work at Home Mom Community is also one of its greatest stumbling blocks.

I am talking about all of the Moms who make up our Community.

The WAHM Community is made up of many thousands of Moms who gather together to provide support, encouragement, resources and advice.

Support and encouragement are welcome from anyone.

Resources and advice on the other hand... you really need to stop and consider the source.

Some Moms out there who aren't making any significant amount of money or experiencing any recognizable level of success are handing out advice by the armload.

They tell you:

- 'You don't have to pay for information; everything you need to know is available for free. This is the world wide web you know!'
- 'Never pay for ads when you can stay busy all day just posting ads for free!'
- 'Well, this business is different, I can tell – you should join me now before it's too late!'
- 'Its guaranteed money; you've got nothing to lose.'

This great advice from an 'experienced' mom will get you about as far as it got them.

Nowhere.

It's hard to know who to trust when you are brand new to making money online. But there are a few clues that should raise red flags in your mind.

- When the person offering advice has eight businesses listed in her signature line... she might be a bad source.
- When the person offering advice is 'making great money' but she's using free hosting... she might be a bad source.
- When the person offering advice spends six hours a day on forums, email lists and network message boards... she might be a bad source.

Don't get me wrong.

I'm not burning the underdog here.

I'm just pointing out the futility of taking advice from someone who has obviously not figured out how to make money yet.

When you find a community that you feel really at home in – enjoy it! Look to each other for friendship and those warm 'atta girls' that we love so much.

But when you need business advice – find someone with real business credibility.

# How do you spot the real thing?

It's tricky – but if you stop looking at what people say about themselves and start reading what other people say about them, you'll spot the Moms who have reliable advice to share.

Remember, you don't need Donald Trump for your Business Coach. But you do need someone two or three rungs higher on the ladder you want to climb.

You can learn the basics by hanging out on forums where internet marketing is discussed. You'll spot the people who know what they're talking about and you can ask questions, sign up for their newsletters, pick up their free reports, etc.

When you've soaked up everything you can for free – it's time to consider where you might start investing a bit of cash into deeper learning and/or mentoring.

If you're determined to take greater care about whom you accept advice from in the future, let's move on to more Tough Business Advice.

Here's another reason why your business failed:

# **You paid attention to hype.**

The internet is full of hype and you don't need me to tell you that.

Sadly, hype works. It takes unsuspecting newcomers by surprise and it makes them feel like they can leap giant buildings and outrun trains.

Where businesses are concerned, hype tempts you to believe that you can succeed at something just because 'you really want to'.

Hype appeals to your needs and feelings. It bypasses reason and common sense.

If you bought into a business because of hype – you were doomed to failure from the beginning.

Choosing a business is one of the most important decisions anyone will ever face. You will invest time, money, reputation and sweat into whatever you pick.

So when you are confronted with hype in the future – just say no.

Another reason that your business failed is that:

# **You tried to moonlight as a juggler.**

It has to be said, no matter how much it may hurt:

Juggling should involve balls, flaming batons or bowling pins - not businesses.

I know the temptation to juggle multiple businesses is strong, especially where Direct Sales is concerned – but I can say this one thing without ANY hesitation:

I have NEVER seen anyone experience success with multiple Direct Sales businesses.

There are some businesses that thrive on multiple streams of income. There are some lines of work that lend themselves very well to serving more than one market – but Direct Sales is not one of them.

If you still hold onto the hope that you can successfully manage two or more product lines – I've got just one more dose of Tough Business Advice for you on this topic:

# **You aren't being taken seriously.**

When you choose one business, educate yourself about the products and the company, follow your training and market it faithfully – you will succeed AND you will find that you can build a down line that trusts you and relies on your stability.

When you try to do this with two or more businesses... you leave people wondering why one isn't enough.

How can you recruit anyone into any of them?

By your own admission – you can't make a living from it. If you could, you wouldn't be doing all of those other businesses!

If you do juggle multiple businesses and you do succeed as recruiting other people into your business juggling insanity – I'm sorry to say that you're one of those 'bad sources' mentioned above!

Not being able to make a choice isn't just a problem for direct sellers. If you can't make up your mind who you are and what you're going to offer, you're just going to confuse everybody who comes into contact with your business.

Would you hire a lawyer that had 'Also providing dog sitting services' on his business card? I doubt it.

There is a reason that you don't see newspaper advertisements for the local 'Tax preparer, carpet cleaner, seamstress, life coach'. Presenting yourself as the 'one stop shop' for your target market doesn't work out there and it doesn't work on the web.

Take a risk and make a choice! Be known for one thing and watch your business sky rocket.

*But Kelly, I didn't fall for hype or try to juggle multiple businesses... I had just one and it flopped.*

So, what else could you have done to fail at business?

# **You didn't research your market.**

It isn't enough to have a really cool business idea. You have to know who you're going to sell to and why they would want to buy from you.

I am not someone who thinks you have to have a whole long business plan all drawn up to get started with a business. But you do have to do some basic homework before you start investing a lot of time and money into an idea.

I can invite 100 small business Moms to lunch with me and ask each one to identify their target market and the majority would say something like 'Moms' or 'Women'.

To succeed with any online business you have to know who you are selling to. Having a tight target market helps you to design the perfect products or services that your market is looking for. It helps you to make smart decisions about advertising and promotions too.

In addition to knowing your Target Market, you need to know your own Unique Selling Point. What is going to make your Target Market spend their money with you?

A Target Market that is too wide and a USP that is too vague – each on its own can be crippling for a small business – together, they are the kiss of death.

There are two more common reasons that you fail in business... next up:

# You tried to do everything for free.

There are two basic tools you need in your business tool box to give any business a fighting chance. They are:

- An attractive and easy to navigate website with a memorable domain name on a good quality hosting account.
- A mailing list management system.

There are lots of offers of free hosting on the web – but they are never appropriate for a business website. Either they are going to display advertising on your web pages, force you to use an unattractive sub-domain name or they are going to severely limit your options in managing the website.

A high quality web host is affordable and will provide you with good statistics so that you can learn from your web visitors what they are most interested in.

The mailing list is every bit as important as the website. From the first time someone visits your site, you're going to be inviting them to sign up for your mailing list so that you can stay in touch.

Free options like Bravenet or Yahoo Groups are just not okay for a business. Your messages will compete with their advertisements for your list member's attention. With a professional mailing list system you'll be able to send clear messages and know how many of your subscribers open them.

Most mailing systems like aweber.com or emailaces.com offer unlimited lists and autoresponders so you can automate delivery of whatever you want to send your list.

Never, ever 'start out' with a free service. These are the brass tacks, bottom line necessities for launching a business online. You can get both set up and only be taking on a monthly cost of about \$30. Any business is worth that kind of investment.

If you don't have thirty bucks to get started – have a garage sale.

Finally... the last reason that many businesses fail – and maybe this applies to you:

# You gave up too soon.

You can take an idea to the web, be up and running, ready to make a sale in about 24 hours. We've already seen that that isn't a great idea – so let's hope that you took a bit longer in the planning, research and implementation of your idea.

The best business idea with the most excellent execution will still take about six months to begin seeing a significant traffic from the search engine and can take upwards of two years to bear steady profits.

Many Moms lose patience and ditch a business after just a few months saying 'well, that didn't work!'

Over at Mom Masterminds we have a special 'Mom Mastermind's Oath'. We ask each member to print it out and sign it, then post it on the wall over their desk. It says that they will not give up on their business until they have properly studied and applied each of the nine learning areas to their business. This helps the Mom stay focused on the work at hand instead of getting distracted by other business ideas.

I know many Moms who have ditched perfectly good business ideas because of impatience. It's really sad to admit but after four years in our Community, I can say that I have seen a few individual Moms start and drop SEVERAL good ideas for lack of focus and determination.

One Mom I know even jokes about having a bad case of 'Business A.D.D.'

If you struggle with sticking to something, let me be the one to say the hard thing: Business A.D.D. isn't cute. It can destroy your chances for a stable and financially fruitful business.

It's time to stop playing around.

You've seen some of the major reasons that businesses fail and maybe you've recognized yourself in them.

The question is:

# What are you going to do about it?

You CAN make money at home through your own internet based business.

Yes, YOU!

I know you might think that you're the kind of person who just can't get it all together. People like you just aren't suited to being their own boss.

Bull Crap.

I'm comfortable saying that because I've seen all kinds of personalities succeed.

You are not the one person in the world who is just going to fail at everything.

**You can succeed if you will:**

- Find the business that suits you perfectly.
- Choose a tight target market.
- Develop your unique selling point.
- Get serious about learning the principles of internet marketing.
- Apply what you learn – again and again and again.

If you're ready to leave your past business mistakes in the past where they belong – I've got a special offer for you.



# Lay it on me Kelly.

I have recently completely re-written my first audio course:

## ‘The Power of a Focused Business’

This course is all about:

- Identifying your Target Market
- Determining and Communicating your Unique Selling Point
- Crafting a Business that is Laser Focused

I have expanded the course to provide even more in depth teaching on the subjects covered.

It includes course audios and transcripts, three case studies with audio interviews and transcripts as well as a special worksheet that I’ve created just for brainstorming target market and USP ideas.

You can pick up the course now for just \$39.00 – but that isn’t the special offer.

What I really want to offer you today is the chance to pick up ‘The Power of a Focused Business’ and **work one on one with me** over the course of 30 days to really nail down a tightly focused plan for your business.

### This special package includes:

- A full digital copy of ‘The Power of a Focused Business’ (\$39)
- **One hour** of 1 on 1 private coaching with me after you study the course. (\$60)
- Unlimited **email Q & A** for 30 days after our phone call. (*I don’t offer this anywhere else.*)
- **Half hour** of 1 on 1 private coaching at the end of 30 days. (\$35)

Value \$134.00

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