



Hazel Palache: Hi and welcome. This is Hazel Palache, the president of Say Yes to Business Success and your host for **The Women Entrepreneurs Business Empowerment Symposium.**

Today I'm pleased to introduce to you our guest Kathleen Gage. Kathleen is known as The Street Smart Marketer and she's recognized as a creative and effective internet marketing advisor who works with spiritually minded coaches, speakers, authors and consultants who are ready to turn their knowledge into money making products and services. And she does this by teaching them e-product development, internet marketing, multimedia program development, self-publishing skills, teleseminar development and developing mentoring courses that they can offer their clients.

Kathleen is an award winning speaker and business owner who has hundreds of books, e-products, teleseminars and interviews to her credit. And her four hard copy books are *101 Ways to get Your Foot in the Door*, *Message of Hope - Inspirational Thoughts for Uncertain Times* and *Work Place Miracles – Inspiring Stories, Thoughts and Possibility* and her best-selling book *The Law of Achievement*. She's also the author of her signature series Street Smarts Marketing and Promotions.

And today Kathleen is going to share with us insights into **How to Build a Six Figure Business with Information Products**. Be sure to have a pen in hand because I guarantee she is going to cover a lot of great information. Kathleen welcome. It's a pleasure to have you here.

Kathleen Gage: Hazel it's great to be here and I'm looking forward to sharing a lot of information.

Hazel Palache: Good. Ok so let's jump right in. Now I shared a little bit about you when I introduced you but please tell us a little bit more about your business and also give out your website which we'll also do again at the end.

Kathleen Gage: Absolutely. Well I'll start with my website which is www.kathleengage.com and that's K-A-T-H-L-E-E-N gage.com I started my business in 1994. I actually left a corporate environment where I was in the marketing department and the natural transition was for me to move into corporate training. So I thought.

It was an interesting time in the world of speaking and training because there were a lot of people who were just starting to get involved in that particularly industry. I was fortunate enough to get a contract with a seminar company where for four years I had a steady revenue stream because I worked for this seminar company, got a lot of platform skills, was able to go out and really enjoyed what I was doing.

But after about four years of being a complete road warrior I knew it was time for a change and so I actually started focusing on my local market in Salt Lake Valley. That's where I was living at the time. And I worked primarily with corporations transitioned into municipalities and a lot of state agencies and then I started finding that I had a real affinity towards working with small businesses.

Now small business by definition in the state of Utah was 99 employees or under. To me that's pretty large but they considered that small. And what I continued to find out was that I really enjoyed working with micro businesses and what that means is any company that has anywhere from 1 to 5 or 10 employees. And I just found that I was really enjoying the process of working with these small businesses to build their revenue stream and their market reach. Well then 9-11

hit and at that point things were going pretty well. When 9-11 hit it literally wiped out the industry of speaking and training for a period of time. Conferences were cancelled, they wouldn't let executives travel, and people didn't want to go to conferences and conventions. And so that was a period where a lot of us either reinvented ourselves or we actually fell by the way side. I saw a lot of my colleagues fall by the wayside because they dug their heels in and they said well I want to go back to the way it was and there was no going back.

What's interesting, it was during that time that I actually started developing products and my first product line was launched shortly after 9-11. I was doing what I call my dog and pony show. It was a free presentation where anybody in the business community could come in and then on the backend I would introduce them into either a full day training, consulting, mentoring and things of this nature.

So that was really the launching pad for what I now do primarily with the internet. I had transitioned to where at one point when I left the Salt Lake Valley four years ago and moved up to the Eugene Oregon area I was doing about 40% of my business from the internet and now I do right around 95-98% of my business comes from the internet.

Hazel Palache: That's fantastic.

Kathleen Gage: It is.

Hazel Palache: Absolutely fantastic. So if you generate such a great deal of your revenue from obviously I presume from information products, what was your first information product?

Kathleen Gage: The very first information product I developed was my Street Smarts Marketing program. This was after 9-11 and I called it How to Market a Small Business on a Limited Budget because a lot of companies were actually

starting to go into the red and they just didn't have the finances to be putting out big marketing budgets.

So I helped small; and again it really was the micro-businesses, I helped them to learn how to get their message out in a very cost effective way. And my very first information product was a multimedia program that had a binder with about 200 pages of information. I had three CDs that went with that and then I added a full day training. And it was pretty exciting because I wasn't even sure if that would take off or not but I just intuitively felt that this was the direction I needed to go. I had been in business for awhile by that point and it really seemed like the next natural step for me to take.

So the very first product was a multimedia program that I launched right after 9-11.

Hazel Palache: That's great. Sounds fantastic.

Kathleen Gage: It was.

Hazel Palache: I'm sure it was. Sounds like you're very very busy or you were very very busy. Ok so it seems to me like there are lots of products an expert can actually take to the market. So what would you say some of your favorites are?

Kathleen Gage: Wow, that is such a great question Hazel. You know I like just about everything. I really like to take teleseminars to market and then repurpose them, is what we call it where you take and put it in a different format whether it be reports, whether it be a mentoring course, a membership program. I love writing theme books. That's one of my favorite things to do.

I just had a personality analysis, it's very in depth and the thing that really came out was that I love writing. And that's a good thing to know because I do a lot of that. But I enjoy audio products. I would say if I had to choose one over another the easiest to take to market in my opinion, in my experience would be an audio

product. The one that I get a lot of joy from and I get joy from all of them but really I like to write books and I love writing inspirational books which is really interesting because I'm most well known for my internet marketing information and yet in that I add inspiration.

Hazel Palache: Which is great because I think today people really need inspiration and they need more of the spiritual side of things as well as the regular marketing and business side of things. Don't you find that now?

Kathleen Gage: absolutely and I think that if people only base their business decisions on monetary gain I don't think they're going to get too far. They may make the money but there's going to be an emptiness in it. I just actually came from speaking at a conference a few days ago and that was the common theme that more and more people are moving into – you have to have a really big and important why as to why you're running your business and it goes beyond just making money. It has to do with what are you giving back to your community, how are you contributing to the lives of others? And I happen to enjoy animal rescue organizations that I donate to. I have a whole slew of animals and most of them are rescue animals. And if I didn't have a successful business I couldn't have the animals I do. I have three horses, I have two dogs, two cats, a goat.

Hazel Palache: Oh wow.

Kathleen Gage: And so it's not inexpensive raising those animals.

Hazel Palache: A regular little farm you have there.

Kathleen Gage: I do. I have five acres. It's a little piece of heaven and the internet has given me that opportunity but really one of the most important things that's the foundation of what I do and what I work with my clients on is you really do have to have a soul purpose for your business. Because again if you're just doing it for the money that gets pretty old and when the tough times come, which

they will, when you are soul based you tend to be able to get through those times and you have a deeper understanding of what your business really means.

Hazel Palache: Yes I totally agree with you because that's where I come from. You do need to know what you're why is and it does have to go beyond money because if it's all about money then generally, in my estimation, I think people are coming from a point of desperation rather than anything else.

Kathleen Gage: Absolutely and it's interesting to hear you say that because I was thinking about that recently in talking to some people who did have that tone of desperation and it's like mmm that's not going to get you very far in your business. Nothing wrong with making good money I mean I do like the bling bling in life and the nice cars and all that but that's not what drives me first and foremost. Really what drives me is making a difference in people's lives.

Hazel Palache: Right and actually that's exactly what drives me because yes we all love to make money and there's nothing wrong with that either but I do think like you said you need to have a little bit more than that as your why.

So when you're talking about all this and you're talking about all these products how does someone know what product is best to develop?

Kathleen Gage: Well I think a lot of it has to do with who their market is and what their market wants. But even before that what do they have the greatest draw to as far as do they like to write? Do they like to talk? Do they like to do both? Do they like to interview people?

A lot of it would be based on somebody's personality and if somebody is a real introvert and they enjoy writing then I would say eBooks would be a great way to go or eReports could be a great way to go. A fixed term continuity program which is a membership program that has a beginning and it has an end and you could write PDF lessons where every week someone gets a lesson. I have two of those programs right now, they're very very successful. And that serves my introvert

side well then for the extroverts who happen to be out there in the world of internet marketing and building their coaching business and consulting business this is where teleseminars would be a great idea. This is where audio products could work well. And it's where webinars could work well and even leading into live presentations. Because one of the trends that is taking place right now, a lot of people became very isolated in what we're doing in the world of internet marketing and using the internet to market out businesses. Well now what people are finding is that's been great but now we want that human touch again. We want to be face to face with the people that we are dealing with on some level.

And so conferences are starting to become very very popular but the thing about conferences is you want to make sure that if you're going to use that as part of your product line you want to make sure again that you know who your market is. You want to know that you do need a budget to do things like this because some people think oh all I have to do is create a product and people are going to buy it or I just have to hold a live event and people will come rushing through the door or write a book. And that's the furthest thing from the truth. You really need to know how you're going to market what you're doing.

So as far as somebody knowing what's best it really depends on their personality and what they really feel drawn too.

Hazel Palache: Well I think that's great information and our listeners if they're taking the notes that I asked them to take at the beginning should have lots of good stuff to write down.

So is there a simple formula for developing a first product so somebody doesn't have to tear their hair out?

Kathleen Gage: Absolutely. One of the easiest ways is have somebody else do it, but beyond that; and some people do. Some people get ghostwriters, some people buy what's called PLR which is private label rights. I have done some PLR but I really prefer to create my own information. And I use PLR as a guide to

what I can do with my own products and simply what that means is somebody else has developed a product and you can use it as is or you customize for your market.

But the easiest one, the simplest formula would be to do an audio program. I have a business partner, we actually stopped doing business together after her husband had a really serious accident and she actually had to go and get a 9 to 5 job for the insurance benefits.

But prior to that time we were doing a lot of product development and here's a real simple formula and I hope people write this down! Hold a phone conversation. Find a topic that would be of interest to your market, find a service that you can use to record the conversation – you can use www.freeconferencecall.com, www.freeconferencecalling.com, there's also Instant Teleseminars which is a paid service which is what I use and I really like it because it's very robust in what you can do.

But what you do is you decide ok, what's the topic that we want to talk about. Then you write down 6-8 maybe 10 questions that you could possibly ask on that topic and you hold a conversation. One person can interview the other or you can just have a simple conversation.

When Lori and I were doing a lot of live events we would develop products on the fly. If we knew we had an engagement coming up in a week or two we would have a phone conversation, we would record it, we would have it turned into a CD and then we would sell it as a ticket into the event. And we got to a point that we knew could generate 2, 3, 4, 5 thousand dollars by doing that from free events.

And this is something that a lot of people don't take advantage of is satisfying the try before you buy mentality. A lot of people want to try your products and services before they actually delve into buying them. And so you want to give them a taste before you really go in for the sale. And this is what Lori and I did

very very successfully. And it worked really well regardless of what the economy was indicating to other people.

Hazel Palache: So was this one sort of audio stint or was it one CD or was it actually a program?

Kathleen Gage: It was one. When we did these presentations where we were just doing maybe an hour presentation we would do one CD, charge maybe \$20 or \$30 for that – get a hundred to two hundred to three hundred people who would show up. And it actually was very very easy revenue.

Now the thing that you want to do is you want to make sure you are building your market reach because it's one thing to create a product. It's a whole different ballgame to have the market that wants that product.

So even before developing products Hazel what I recommend to people is that you focus on defining your market very clearly. And a great example of what not to do is when I ask people who's your market and somebody will say oh everybody is my market. Not true.

And I know you deal with that too with your clients I'm sure where oh women between the ages of 25-85. It's like whoa that's a pretty widespread. What kind of women? Are they professional women? Are they welfare to work women? What kind of women?

And so you want to get pretty defined on that. Once you define your market then you have to know where you find them. And with social media marketing now-a-days I would say get very visible in those environments. For example: Facebook, LinkedIn, YouTube, Twitter, if that's where your market hangs out.

And a great example when it doesn't work – my sister happens to be a fine artist and her market happens to be the hospitality industry. For her to try to market on Facebook, as a general rule like a lot of us do, would not work for her. She could

go and find forums that are specific to the hospitality industry. And what a forum is for those people who may have never heard that term it's a community of people that have similar interests. And what you do is you define your market, you figure out where are the forums that my market would hang out in and then you become visible there. Then what you do is you concentrate on building an opt-in subscriber list and also a presence within those locations. From there that's when the introduction of products becomes a lot easier.

Hazel Palache: So forums like that can be found online with the search engines?

Kathleen Gage: Absolutely. Yes. All you need to do is go to Google and put in the word forum which is f-o-r-u-m plus whatever your topic is. I happen to have a boxer dog who is a rescue and I belong to a boxer forum. It's strictly for entertainment purposes and personal reasons but it's out there. A year ago my father passed away from lung cancer and I actually found a forum.

Hazel Palache: Sorry.

Kathleen Gage: Thank you. I found a forum that was specific to the type of lung cancer that he had and it was very helpful. I found a forum during that time for caregivers.

So anything that you have a need or interest in, there are people who are congregating, they have communities of people that are looking for information to solve a problem. And that's really what you want to look at with information products. Is your product solving a problem? And the question you want to ask your market is what keeps you awake at night? If you can figure out what keeps your market away at night and you can find a solution that would be an interest to them you're going to be able to sell your products.

Hazel Palache: Yes I agree. So how do you know what people will pay for?

Kathleen Gage: You ask them. And sometimes they'll tell you something that may not be true. It's kind of interesting when people say oh yeah I'd buy that product and then when you put up a sales page and nobody's buying it, ok I missed the mark here somewhere.

Hazel Palache: Right.

Kathleen Gage: One way to find out is to, actually I'll give you a few different ways. The forums that you belong to, notice what people are having conversations on. What are the big problems that people are talking about?

Here's another example. Recently I had; I have a beautiful garden well I've had gophers that are taking over my garden and I Facebooked about it. I put something up on Facebook. I had dozens of responses. Now somebody who had a solution for getting rid of your gophers would have seen this posting, they could have posted something about hey I've got this product that can help you with your gopher problem and I would have purchased it.

So what you want to do is pay attention to what people are talking about in the forums, in social networks. You want to notice what's going on with current events and ask your customers. You can ask them through a survey, you can post a question on Facebook, you can post a question on Twitter. And this will help you to start defining what your market wants.

One of my most successful products is actually a program on how to become an online bestseller. And before I ever developed that product; I've made a lot of money from that product and man the spin off business, but before I ever developed anything Hazel, what I did is I surveyed my market and I said how interested are you in this particular topic? People said they were interested then so what I did and this is something I hope people are writing down because here's a formula for success. The next thing I did is I announced I was going to do a free teleseminar on how to become an online best seller. Within a very short

period of time I had about 300 people who signed up. By the time I did the event I had over a thousand people who signed up.

Now it's one thing for people to sign up for something free. It's a whole different ballgame when you're going to ask close to a thousand dollars for a paid program.

So what I did is I held the free call and I already had the sales page ready to go on the paid course that I was going to offer but I did not develop the paid course. Because again a thousand people signing up for free is very different than getting 20, 30 or 40 people to sign up for a thousand dollar program. It turned out that I did hit a homerun on that but I followed the process of find out what they want, offer them something free – give them a taste – then from there introduce them to a paid program. But before developing the paid program you really need to know there's a good market for what you're selling. Because I've seen far too many people they develop develop and they try to sell it after they develop it, they miss the mark and they say well this stuff doesn't work.

Hazel Palache: Yes, I've done that myself. Not for a long time but I did do that once years ago.

Kathleen Gage: I think I may have done it once or twice too.

Hazel Palache: I'm sure we all have. This is how we learn obviously. So, I talk to people all the time that try their hand at product development or they have done it but they've never made any money. Why do you think this is?

Kathleen Gage: Well I think one of the things is Hazel is it has to do with not really knowing what their market wants and they are creating products in a vacuum. They're not testing the market.

For example one of my books that I took to market – *101 Ways to Get Your Foot in the Door* – before we actually started writing and publishing this, it was my

publishing company that published it, we pre-sold the book. And we were actually so proactive in the way we were marketing the book that we held a live event to introduce the book and the ticket in was the purchase of a book. We actually sold nearly \$10,000 worth. So that told us ok we're going to pay for the cost of the book.

We found out that there was a market need first. And I think this is one of the reasons people don't make money. They do what I call busy work. Developing product can be busy work if that's all you do. If you're not testing the market in degrees that's where you need to start because again it's one thing to give things away, it's a whole different ballgame for people to pay for it.

Hazel Palache: So on that call that you did, did you up sell them into another pogrom?

Kathleen Gage: Oh absolutely. Absolutely.

Hazel Palache: I wanted people to hear that because they may not understand. I knew that's what you probably did but I wanted to be sure that our listeners could hear that too.

Kathleen Gage: Yes. And really that's an area that a lot of people, they don't think ahead. They only look at what's right in front of them and what you want to do; I actually will get big wall calendars and I was talking with a client today about this. To get a big calendar that's about six feet wide and three or four feet high and what you do is you map out what you're going to do over the next year.

So I recommend that people get a calendar for the coming year and write out ok here's where I want to see X happen (whatever X may be – maybe it's a product to market, maybe it's a teleseminar that you're going to offer, a live event that you're going to offer) and what you do is you work backward from there. But the thing that you want to look at is when you have a market that has already paid you for something there a better market to pay you for something else if in fact

they like what they bought and you created more value for them than what they paid for.

And that's one of my rules of thumb is always always give more value than what people pay for. And if you have any hesitation on your price point and you think is it really worth it, you need to go back to the drawing board. You need to rework it or add some other value. And it's not necessarily putting more products in there; it's giving more value of yourself to your market whatever that may look like.

One of the things I do depending on the price point of the product I will add in a coaching session. Now I have a \$27 a month membership program, I don't give coaching on that. I don't even answer emails on that because it's a very low priced product, its worth much more than \$27. But I've had some people who had the expectation of a one on one coaching and it's like oh no no. It doesn't work with that but in my \$1,000.00 program absolutely. So you give added value.

Hazel Palache: Absolutely. And of course that's the best way to do anything really is to give added value. So where does someone, if they don't come up with the content themselves where can someone get great content for their products? Especially if its their first time doing this.

Kathleen Gage: Ok one of the best places is to go to other experts. Let's say somebody wants to do a teleseminar series but they know that they don't have all the information themselves. What I would recommend is that they write a list out, it's called your wish list, your wish list of experts that you would like to interview.

You write out the wish list and let's say you want to interview five experts. Well then write down the names of 20 to 30 people that in a perfect world you would be able to interview them.

Then what you do is your prioritize – who would be the number one person that you would like to interview?

Then what you do is you organize your thoughts on paper of what you are offering to this person. Why should they let you interview them? Who's your market? How are you going to market the series that you're going to take to market? How are you going to package it? Are you going to charge for it? Etcetera etcetera.

Well then what you do is you approach them and you say hey I've got this series I'm going to put together and as you get the experts who agree to do it you say here are some of the other experts that I am going to be interviewing because that lends itself to more credibility.

So if somebody doesn't have a lot of their own information what they can do is just go to experts and you can tap into your Facebook group of friends, you can tap into your Twitter network, you can look at; go on YouTube and look at videos that are inline with the topics that you want to take to market.

And one of the things I recommend people do before they approach somebody is do some research on them. See how many times they show up on Google. See if they really do have a good presence in social networks and see if they really are the expert they claim to be because some people claim to be experts when they really don't have that much of a track record.

Hazel Palache: Ok that's a good point, a very good point. And actually that's very much like what we're doing. I'm not doing it for the same reason but I'm interviewing 16 experts and people are getting what they need and if I wanted to I could turn this into a hard copy product.

Kathleen Gage: Absolutely. There's so much that you could do with the interviews that you're doing. You could repurpose for years to come. It's amazing what you could do with this.

Hazel Palache: That's if nothing changes but of course technology changes so fast. Who knows...

Kathleen Gage: You bring up a great point because sometimes what you need to do is you need to upgrade the information, or update it I should say, every couple months on how time sensitive it is. If you have a topic that is evergreen like customer service, that's a pretty evergreen topic which means any time of the year, any year it's going to be a timely topic. But if you're talking technology and social media marketing boy you have to update that information every probably every 2-3-4 months because it changes so rapidly.

Hazel Palache: Right. Yes I know, I've been seeing; and I'm very technology challenged. So is there a way to systemize the process of product development?

Kathleen Gage: Yes there definitely is and one of the things that I would recommend you do is buy information from people who; they have training courses on how to develop products but again do your research, don't take somebody's word on the fact that they're an expert if you've never even heard of them.

One of the things that I've done before I've bought products and especially the higher priced products, if I see a testimonial on their sales page I will actually contact the person who did the testimonial. And years ago I bought something of Ali Brown's and there was a testimonial on her sales page, I contacted that person and said was it worth the investment? They said absolutely so that to me told that I would make a wise investment.

So the systemization comes from also documenting what you do. Every step of the way I recommend that people take notes and keep track of what you're doing because then you can tweak it, you can perfect it. But there's no need to reinvent the wheel each time.

So from the beginning I recommend that you document what you're doing. How long did something take you? What came before what other thing? And so that way the next time you develop something it gets easier and easier.

The first time you do something it's going to be the hardest. It used to be when I put together a landing page, for example, to announce a teleseminar. It could take me days and days and days now I can literally take something to market within a half-hour to 45 minutes because I've got templates, I've got a lot of experience and I don't try to reinvent the wheel each and every time.

Hazel Palache: No and I think that's a very good idea. And I hope our listeners are getting that. I hope everybody's writing this down because this information is gold. So what is something we all need to know before we develop products other than what you've already told us?

Kathleen Gage: Oh gosh. Something you just said made me think of the fact that so many people will hear something to do and it's been proven, it works and then they try to do it a whole different way.

Hazel Palache: Uh huh.

Kathleen Gage: And I just don't get that. Last year actually during the time I was going through a very difficult period with my father's illness and then my mom got really sick I actually got some information from a mentor and I studied it and I did it step-by-step-by-step exactly as he recommended. And amazingly within the first two weeks of taking it to market I had booked \$60,000.00 for the coming year with this particular program. And people said wow you're so lucky and it's like no I'm just smart enough to know that if this guy has a formula that has worked for him and he's made hundreds of thousands of dollars on it I probably can do the same if I follow the formula.

So the thing that I would really recommend before you start developing products is to again know who your market is, know what you really have a passion for. There's no need to put a lot of time and effort into something you can't stand doing because it's going to be a drudgery going into your office.

So what's your passion? Is there a market for what you're going to be selling? What differentiates you between all the people that are doing the exact same thing? And I'll use customer service again – there are thousands upon thousands upon thousands of people who teach customer service. What's going to be the distinction of what you bring to the market? And it could be your track record. It could be the industry that you've worked in. It could be different successes that you've had but you have to be able to identify that so that you have a unique selling proposition.

And the other thing that you really need to do and you need to have before you develop product is you need to have the willingness to put a business plan together, a marketing plan together and you need to invest in your business. And this is another area that I see solopreneurs really fall down. They seem to think that they can go into business without investing any money. And on my personal development for example and my professional development going to training classes, buying information products, I spend thousands every year on that. I mean no doubt. And those of us who are succeeding probably do.

So this is a distinction that people really want to look at is what are the people who are succeeding doing that you might need to do in your business? And it's also being very strategic about how you invest your money because some people just keep spending spending spending but they don't use the information they've gotten.

And so again before you do anything make sure that you're on track with what your passion is, what your market wants, what your expert status is and get mentors who can help you to take your business to the next level.

Hazel Palache: Yes I totally agree with everything and yes I do the same as you. And I think it's necessary to do that. However long you've been in business, however old you are, you still need to keep learning because there's so much new stuff to learn.

So, Kathleen it's wonderful information! Can you tell our listeners again how they can find out more about you by giving out your website URL again? I know it's kathleengage.com but I want you to give it out very clearly so that people can find you.

Kathleen Gage: Absolutely. They can go to www.kathleengage.com and that's K-A-T-H-L-E-E-N G-A-G-E dot com. And I've got free resources there so you can sign up for, I've got five day online marketing courses and things of that nature.

Hazel Palache: Fantastic and I'm sure everybody needs to do that. So for all our listeners please take advantage of all these things because they're free and Kathleen has some wonderful information. Kathleen thank you so much for being here and for the fantastic information.

Kathleen Gage: It has been my pleasure.

Hazel Palache: I'm hoping everybody will put into use if they don't know how to do this quite the way they need to easily and simply.

Kathleen Gage: If I could add one last thing.

Hazel Palache: Uh huh.

Kathleen Gage: If I may. When I first started my business I would look to people who were doing now what I'm doing and having a very successful business and sometimes I would just scratch my head going how do I do that? Then when I finally started getting mentors and going to the training courses and sitting down and rolling up my sleeves and just doing it then things started changing.

I just want to encourage people if you have a dream to build a business go after your dream. Life is far too short not to. And you really want to make this life as robust as possible so that you can give back to those places that you are meant to give back too.

Hazel Palache: Here here. Total agreement. Don't make it too difficult for yourself because there are such simple ways to do things. A lot of them that Kathleen has already just told you about. So go out there and go for it.

So thanks Kathleen I really appreciate it. And everybody tune in for our next guest expert Gina Mollicone-Long author of the best-selling book *Think or Sink* at 6pm Eastern later today.

And please remember there are no playbacks of these interviews so if there's something you want to hear again you can upgrade to the VIP page and we'll send out that link in an email. And as always here's to your success and your brilliance.