

From Solopreneur to Entrepreneur to Business Owner

— 8 Key Steps To Easily And
Effortlessly Transform Your Biz



Michele PW
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*Your SKa-Ching!S
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About Michele PW



Considered one of the hottest direct response copywriters and marketing consultants in the industry today, Michele PW (Michele Pariza Wacek) Your \$Ka-Ching!\$ Marketing Strategist and creator of the “Love-Based Copywriting” philosophy, has a reputation for crafting copy and creating online and offline marketing campaigns that people love and that get results.

Michele started writing professionally in 1992, working at agencies and on staff as a marketing/communication/writing specialist. In 1998 she started her business as a freelance copywriter.

But she quickly realized her vision was bigger than serving her clients as a one-woman-shop. In 2004, she began the transformation to building a copywriting company.

Two years later, her vision has turned into reality. Michele PW/Creative Concepts and Copywriting LLC is the premiere direct response copywriting and marketing company today, catering to entrepreneurs and small business owners internationally, including the “Who’s Who” of Internet Marketing. Some of their clients include:

- Ali Brown
- Bernadette Doyle
- Lisa Sasevich
- Alex Mandossian
- Brian Tracy
- Kendall SummerHawk
- John Assaraf
- Alexis Martin Neely

In addition, Michele is also a national speaker and the bestselling author of “Love-Based Copywriting — How to Write Copy that Attracts, Inspires and Invites Your Ideal Prospects to Become Ideal Clients” along with completing two novels.

She holds a double major in English and Communications from the University of Wisconsin-Madison. Currently she lives in the mountains of Prescott, Arizona with her husband Paul and her border collie Nick and southern squirrel hunter Cassie.

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I definitely took the longer, more scenic route, as I went from freelance writer to entrepreneur to owner of a copywriting company. If this is a path you feel like you need to be on, and you think you'd like a shortcut, I'd like to share 8 key steps with you.

1. **Took Einstein's quote to heart.** As a reminder, it's the quote that says "The definition of insanity is doing the same thing over and over and expecting different results."

In December 2004, I made a horrible discovery. For some reason, I'm not sure why, I went through my Quickbook statements and started comparing how much I made each year. To my disgust, I discovered that I basically made the same amount of money each year (\$40,000 to \$50,000).

You see, over the years when I was in the "feast" cycle of my business, I would proudly tell people I was "growing" my business. Never mind the "famine" cycle would wipe out any gains I had made during the "feast" cycle.

All of a sudden the realization hit me. I wasn't growing a business. I had reached a plateau and I was stuck there.

At about the same time I saw the "Seinfeld" episode where George decides he doesn't like his life right now (broke, jobless, living at home, no girlfriend) so he decides do it the opposite of what he always did. And it worked, by the end of the show he had a girlfriend and a job with the New York Yankees.

So I decided to also do the opposite. 2005 became the year I did the opposite of what I always did. Which leads me number 2.

2. **Hire a coach or a mentor.** Once I discovered that I was stuck, I realized that I probably needed some help getting unstuck.

You see, there are 2 issues going on. The first one is realizing you're the reason why you're in this situation in the first place. The second is actually doing something to change it.

And it's not as easy as it sounds to change things. Your perspective on yourself, your thoughts, your actions, etc. are cloudy at best. Now there's no question you can change things, but it's a lot more difficult without someone to point things out to you.

There are also some other benefits to hiring a coach or a mentor for yourself. When you do, you're telling yourself (and the Universe) that you're ready to take yourself seriously and do what it takes to be successful. You're also saying you're worth the investment. (Because that IS what you're doing — you're investing in yourself by getting coaching, mentoring and education from someone who has been there so you can get to where you want to go a lot faster and with fewer detours.)

Now you do need to make sure you hire the right coach or mentor — not all are created equal so take a little time to make your choice. Don't just pick the first one, do some research and ask around to make sure you pick one that's right for you.

- 3. Make sure your business is the right entity for tax and legal purposes.** I can tell you as soon as I incorporated, I felt like I actually had a business. There was something about going through that process that made me feel like I finally had a “grown up” business.

I'm not an expert on this, so what I would suggest is making an appointment with the experts (i.e. a CPA and an attorney) and discuss it with them.

- 4. Started attending events.** Now, I'm not talking about becoming an event junkie. But I do believe going to events is key to taking your business to the next level.

There are so many benefits from attending events beyond what you're going to learn from the speakers — networking, connecting with your “tribe,” getting out of your own little world so you can get some fresh ideas for your business, meeting the “movers and shakers” in your industry and more.

In addition to all of that, you also may discover your business starts to take off because you're finally taking yourself and your business seriously.

- 5. Started regularly marketing.** This one is tough if you don't have a support system, but it's critical if you want to break the feast-famine cycle.

If you want to have a steady stream of clients and customers and a full pipeline of leads, the way to do that is by regularly marketing. It's that simple...and that difficult.

But there are 2 things you can do to make this MUCH easier — change your mindset so you put as much emphasis on marketing as you do everything else in your business and

implement a system to make it easier for both you to follow through and your team to support you.

- 6. Got in alignment with what I teach.** In my case, it meant making marketing my own business as important as marketing my clients' businesses. In your case it may look different. But the reality is, you personally need to be in alignment with what you teach or how can you possibly stand tall and value your gifts and your brilliance?

Now, I have an important note about this — do NOT use this as an excuse to not move forward in your business. If you feel like you're not in alignment, then get yourself in alignment. The only way you're going to transform your business is if you do what you need to do to be an alignment and practice what you preach. (And if you can't get yourself in alignment, maybe you need to take a hard look at what you're providing. You might need to tweak your offering — this could be a message from the Universe you're not doing what you're truly meant to do.)

- 7. Surrounded myself with the right people.** You can't do it all yourself. If you want to grow your business, you need to get a team in place to support you. Now this is something else that can feel scary — after all, hiring people is a big commitment. So what I would suggest is start small. Hire a VA (virtual assistant) for a few hours a month or a bookkeeper. Then make sure you use that time for revenue-producing activities.

Eventually, you're going to reach a point where you have a big team working for you. The only problem with that is then you suddenly find yourself spending a bunch of time managing them. That's when you want to look into getting a COO or a business manager for your business. I was lucky. My husband has joined the business as the COO and that has made a HUGE difference in being able to grow the business.

- 8. Did what I needed to do to work through my blocks.** You may have heard the quote (and I'm paraphrasing) that the best self-development tool is having a business. ALL your obstacles and blocks will show up as you start and grow a business. And don't be surprised if some of the biggest blocks show up when everything looks good on the surface.

I have 2 suggestions: First, know this is normal and be prepared for it. Second, don't stop investing in yourself. Whatever you need to do to keep moving forward and busting through those blocks. Maybe you need a coach, a product, or something else. Or maybe you need to finally outsource something you've been reluctant to let go of (your copywriting for instance?)

Chances are you know what you need to do to keep moving forward, so what I want to encourage you to do is honor that feeling start taking action.

Which leads me to the last (bonus) tip:

9. Take action. Nothing happens if you don't take action. The best advice I can give you (other than marketing yourself regularly) is take action. Get those to-do's crossed off your to-do list and watch your business grow!

But the biggest thing I can share with you is this — the road CAN be bumpy. Just because you make a decision and start down a specific road DOESN'T mean all your problems float away. Remember, when my business died for 6 months it was after I had made a decision to play a bigger game. There's no question looking back on this I WAS on the right path. But I needed to commit to it. I hadn't done that yet. I still left myself an "out" — I could go back to my local clients and play my smaller game if the bigger game didn't work out. But playing a bigger game doesn't work out like that. I needed to be "all in" — and only when I did that did things finally turn around.

So just because things get bad after you decide to follow your heart doesn't mean you're not on the right path. You just might need to do something a little different or make a deeper commitment.

But there's one thing I can promise you. If you give up, you're never going to see your dream come true. So whatever you do, don't give up.



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