

# MOM MEANS BUSINESS UNIVERSITY

5-Session Transformation Course



## Session I

### THE MOMPREENEUR MINDSET

**Audio/ Video Transcript**

# THE MOMPREENEUR MINDSET

## *Securing Your Desired Level of Success In Business*

There's a lot of excitement that comes with starting and growing a business of your own. Starting a Lifestyle Design Passion business can be a unique and special time for you because you are now, able to become engaged with something you can truly enjoy, while being able to share the passions and interests you possess with others.

You are arming yourself with the ability to provide individual solutions that help solve problems—you will soon be able to assist others in overcoming obstacles and lead them on a direct path to reaching their compelling desires by sharing *your* knowledge in your expert topic; which will be your business concept.

I would like to congratulate you on making a phenomenal decision to become an Extraordinary Mom. You are officially on your way to really becoming a business owner who holds the key to your own destiny. A Mompreneur who can start, build and grow her own business the way that she wishes; designing a lifestyle in the exact way she has always imagined for her family. You will soon be a business owner who has an everlasting opportunity to drive your business in any direction, and produce the income you desire.

While the experience of becoming a “Mompreneur”, one who is able to celebrate the joys of being a loving mother to her children (be it a mother to young children or even a mother to grown adults) is both exciting and rewarding—if the information and principles discussed here are absorbed and implemented with full effort, one can find the results of her experience on the business end to be highly lucrative.

Mom Means Business University is designed to allow a busy Mom to simply learn a new process that will enable her to position herself in a way to support her family through her own internet business.

What you will discover is the journey can seem rocky from time to time; building a business really takes work. Between caring for our children, taking care of our homes, and being loving and supportive to our spouses, for us, running a business of our own really does take a lot more effort than someone who is not a mother or spouse.

I always take time to disclose to my students right up front that one thing that should be remembered through it all, is that you will find that what *appears* to be **failure** is only *temporary defeat*.

The fact is that you *must* experience failure in order to succeed. When you seem to have hit a roadblock on your business building journey and you feel as though you want to give up... Please don't. This is what temporary defeat feels like. It is a sort of "sign" or a "red flag" letting you know that you may need to re-evaluate your plans and possibly create a new one.

Roadblocks do not necessarily have to be in the form of "business roadblocks". Know that such roadblocks during your business building can appear by way of how you feel about the support from friends and family around you, it can appear as not having enough time to build your business, etc.

What will help you succeed in the home business industry is remembering to always be aware of what I have just mentioned and do your very best not to be discouraged. Mom Means Business University has a fantastic team to support you and your concerns. We have an amazing member forum and inspirational book club where members are able to share and

connect. Always keep in your mind that if you keep walking on the path being shown for building your business, *it will work for you*. Just don't quit.

With that said, it works similarly to how we are as mothers. Just look at what it means to be a mother. There are challenges and moments in time where things can become tough. We all can relate to the saying that “A mother's work is never done” and quite frankly it really never is; but we pace ourselves... and at the end of the day, we have succeeded. We are still a mother to our babies, no matter what challenge comes to surface in our day.

So when we make the decision to take on a new venture—when we make the decision start walking down a new path of starting and growing our own business—you've got to expect for challenges to show face. But, you've got to prepare ahead of time, and have some balance. A woman who commits to embarking on this amazing journey of entrepreneurship needs to have important pieces put in place from the very start in order to remain on top, and **confident**.

So, you may be asking, “*Confident? What do you mean by 'confident'? I need to make money to support my family. What does confidence have to do with any of this?*”

**Answer:** Anyone can start a business from home, but only a select few can actually succeed at a business based on Lifestyle Design principles. In order to create massive success for yourself in any business, the proper business mindset must be developed. The people who succeed in the home based business industry are those who study and apply proper mindset principles to re-condition themselves. People who prepare and set their minds up to succeed.

The point is it really doesn't matter what business you are in. Whether you are choosing to build a business from scratch from

your passion, or if you are completely wanting to promote and sell other people's products, or if you are someone who wishes to be an MLM distributor and grow a huge down line organization... whatever home business area you want to get into, or whatever existing business you may want to improve your results in, *whatever the business*—go for it, you will be able to create your desired level of success using the principles and strategies taught right here.

I'm going to teach you how to put your focus into branding yourself to really become one of the unique owners of a thriving business you can call your own. You'll learn the importance of becoming an expert in your topic (your business concept) while providing your customers and prospects with solutions-- the recommendation of products created by others as well as provide solutions by way of your own products and services that you will learn to develop and create if you choose.

This establishment of multiple streams of income is what will produce a full time income, and provide you with plenty of free time to spend with your family.

Now, if you are in network marketing in particular, or you are interested in getting started in that industry, you certainly will benefit from creating various streams of income.

In network marketing, there are a number of reasons why 97% of all MLM distributors fail, and will continue to fail, in their business.

Here are a few commonly known reasons:

1. **Lack of Action**
2. **No money to remain active in their businesses**, ie: monthly auto ship expenses unable to be paid
3. **Ineffective strategies for prospecting, recruiting and sponsoring**
4. **Lack of true leadership and guidance**

These attributes for failure in network marketing are also attributes of failure in *any* type of business. Each of the four issues listed has the ability to be reversed and corrected. Success can be acquired once this happens.

To succeed at this thing called home business, YOU MUST BE CONFIDENT. Confidence is something that will typically develop as you build and grow your business—however, if you are trying to build and grow your business while falling into one or more of the four set backs, CONFIDENCE is NOT going to be waiting for you around the corner!

What does it take to become confident? What does it take to create massive levels of success in business and in life?

**All it takes is a simple shift in mindset.** That's *really* all it is.

Again, anyone can become a distributor, sell products, build their organization and make a commission-- while giving a huge chunk of it back to the big top people in the company...

There is actually nothing wrong with this. In fact, I think that once you become more familiar with the principles of business I am sharing with you, and you get your Lifestyle Design foundation set up, if you are not already, you SHOULD get into the MLM/

Network Marketing game. There's a ton of money that you can make in network marketing, when you build it correctly.

I am in network marketing as well. I utilize the same principles as my Lifestyle Design business. My MLM businesses are marketed on and offline--maximizing both my income, and the growth of my organization.

If you follow what I am teaching you in this course, you will be able to join whatever MLM business you want, have your MLM business paid for each month by the monetization activities you put in place—be it income from products and/ or services provided to your customers and prospects through your Lifestyle Design Passion business, commission from the promotion of products created by others... It doesn't matter.

If you focus on understanding the principles described, and learn how to implement them, you'll have people jumping over chairs to join you in your business—whatever business it is.

Now, if you are just starting out, and you do not have a business of any kind, at this time, I highly recommend for now, save your money. Hold off on joining an MLM until you start generating money from your Lifestyle Design Passion business, or other income streams you choose to create-- UNLESS you are in a position where you will be sponsored by a leader who has proven they can help you produce the results you are after.

But, take the time to build your foundation first. If you already are in an MLM/ Network Marketing business, that's perfectly fine... Just pay close attention to what you are learning and start implementing so that you can begin funding it without paying out of pocket.

Remember this: Your MLM is NOT your business altogether, it should be considered only as a single income stream. It is only a piece of your *entire* business—*your business of YOU*—and it serves as one of many revenue generators.

It is this simple shift in mindset that should be developed at this time. The sessions that follow will introduce you to new ideas that will help you comprehend the sort of shift in thinking that you must have. This mindset is what has proven to be the primary contributor to the incredible levels of massive success that today's cutting edge, industry leaders have created for themselves.

See, for quite some time, most people have believed that it is the industry of home business-- most commonly network marketing-- that is the main issue or the big problem when it comes to the high percentage of people having the inability to create massive success in their businesses.

The truth is it NEVER was about home business or the network marketing industry itself. It has ALWAYS been about HOW home business and network marketing is DONE. Again, it's a shift in mindset that allows you to create your desired success.

Anyone can succeed in business... One only must know HOW to think about their business in order to make success happen. Once this is realized, confidence, self determination-- the whole nine yards will quickly appear in your corner.

But most certainly, it takes an open minded individual to develop the ability to stake claim on a business they have built on their own; one in which they can grow to whatever level they want. Its an incredible feeling to have the *option* to hire employees to assist you in operating your business because there's nothing at all like being able to comfortably afford to do so.

So, until you begin to develop this new way of thinking about your business, it may take a little time before you can honestly feel the confidence and self assurance necessary to press on; but no worries... I'm going to get you there. I am going to get you feeling GREAT about what you are doing, and clearer on where you want to go in your life and in business. You'll know exactly how to approach your business.

## ***Common Roadblocks for Mompreneurs*** **Failure vs Temporary Defeat**

So what are some of the roadblocks a woman can face while on the path to home business success? Here are some common challenges: (The first one, I have already spelled out for you.)

- a. Lack of confidence
- b. Lack of motivation to take action
- c. Lack of support from spouse/ family members
- d. Difficulty creating work/ home life balance
- e. Lack of belief in oneself
- f. Lack of tools, resources & knowledge necessary to design an organized plan

Again, these common challenges that one can face applies not only to women who are currently mothers of small children. This also applies to empty nesters, women with grown adult children, as well as to women who are just becoming, or are *planning* to become mothers for the first time.

I decided to address this topic, The Mompreneur Mindset, for one simple reason alone:

*Things happen--only the proper business mindset can prepare you for it all.*

If you do not make yourself aware ahead of time of the possible roadblocks that can momentarily stop up your flow, or you fail to prepare yourself for any and all commonly known challenges that you may encounter as an entrepreneur, your chances of falling suit to failure will be increased. PERIOD. But again, it's alright. You will get through, I promise.

Now are the common roadblocks I just listed *all* of them? Nope. Absolutely none of them may cross your path at all, while others *not* listed may sneak up on you out of nowhere. It depends on what is going on in your life during the time you are building your business.

I've learned over the past years in business what all of this means; the Mompreneur Mindset, having a properly developed business mind, the importance of having support around you. I prepared ahead of time for unexpected situations that I accepted as being fully capable of occurring during my entrepreneurial journey... Even at this very moment you are reading (hearing) this sentence, these broad and generic situations in which I have prepared and conditioned my mind for (over 4 years ago) can still occur at any moment!

No one is immune to them. You just want to be sure that you build your support network and obtain the right knowledge of personal development to get through when they strike—and you want to do this in the very beginning. Taking the steps to acquire the Mompreneur/ proper business mindset is the first step in the *Foundation phase* of building your Lifestyle Design business. This is exactly what I did first.

When challenges crossed my path initially, I knew how to respond. The way to respond was by **NOT** reacting. I knew that I had to take a breath, get myself together and re-arrange, and at times, re-

design my plans of action. Temporary defeat, that's what it was—I knew it. I was ready for it.

Even though it appeared as though I was being tested or tricked... or that these challenges, in which had arisen were trying to break me down and throw me off... I learned to re-condition my thinking and view each occurrence of temporary defeat as just another *helpful* step toward success. Each and every single one of them (temporary defeat) – *was just another major leap towards my success.*

Temporary defeat will show its face all throughout your business journey, you just have to take care of yourself and ride it through. Even today, challenges continue to arise. I get a grip, evaluate the situation—(Remember, I don't react... It isn't necessary)—then I make the proper adjustments to get back on track with a new and improved plan.

If the new plan then faces a challenge and I find that I am beginning to recognize subtle signs of temporary defeat—I again, re-evaluate and switch up the plan. Rinse and repeat, rinse and repeat... that's it. The entire time, I am continuing forward.

So try not to fear unexpected challenges. If you DO allow yourself to fear what *feels like failure*, I can assure you that it will result in you quitting on your goals and your dreams—it will stop you from continuing on your path to your desired lifestyle. Once that happens, you may as well call it a wrap! It will take 10 times or more, the energy and confidence to get it all back! So save yourself... and really keep what I am saying close to you during your entire entrepreneurial experience.

Develop your way of thinking and how you approach your business and how you choose to grow it because this unfortunately is a common situation for most people who try to build a business.

When people are unaware of the importance of having a mindset such as this, and they are unaware of the importance of having the ability to prepare for the occurrence of temporary defeat-- they simply have no chance... They just fail and never for a second think to pick things back up.

**“Failure is an *experience* because it can be overcome *and* avoided... Failure is NOT a conviction. It isn’t an end result.”**

**– Patrice D. Walker**

Having experienced *temporary defeat*, (a number of times quite frankly) along my business journey, I felt it was important to ensure that the women who are a part of the Mom Means Business community have the necessary guidance and support from me, and my team. We too are entrepreneurs. The fact that will always remain is this: If you want to make any business work, you’ve got to have a support team. No, REALLY. That’s the key, right along with proper mindset, to getting through temporary defeat.

Other entrepreneurs will too face temporary defeat. Acquiring the Mompreneur Mindset means recognizing that other business builders will be faced with challenges, just like you. The community is built for Extraordinary Moms on their journey to share, learn, and connect with one another. Acquiring the Mompreneur Mindset means surrounding oneself with like-minded people. Why? Because in some sort of way, you will discover that you are embarking on such a unique journey that even people who you love and are close to will not comprehend what you are building. It usually isn’t until they see that you are generating income from what you have built when they finally see that your business is an asset.

Trust me on this, I know. There was a time when members of my family thought that what I was building was a long shot. It wasn't until I showed them my bank account when they said, "*Hey... Patrice IS really making some money from her business!*" Luckily for me, the duration of time I experienced *lack of support* from some of my family members was short lived because *I already knew* exactly what to do to start making money in my business, so the doubt from family didn't last very long, thankfully. But I tell ya, the feeling was horrible. I wanted to just shut everyone up and build my business. In a large sense, that's exactly what I did. I shut 'em up, and built it up! To date, I've taught 12 people in my family how to build Lifestyle Design Passion businesses for themselves.

So, always remember, you are doing the right thing. Just keep going because even if you are not supported right now by family and friends, they'll come around... Especially when they need a loan! That's the way it goes around my block! Prepare yourself. ☺

### ***Feeling Alone On The Journey Can Be Hard...***

So many women in the home business industry have expressed to me how they have experienced a time where they felt completely alone in what they were trying to build. More often than not, they were faced with the challenge of trying to stay active to build their MLM business with little money and little time.

What seems to happen over and over again is by the time they finally realize they have dumped more money into a business that isn't producing a return, they ultimately begin to doubt themselves and their ability to succeed. They had been told by their upline how simple building their business would be, back when they first became a distributor. This turns out to not be the case. They then,

become frustrated and reach the point of giving up. It's the story of so many people's lives, I'm telling you.

I never ran into any funding problem because I realized what it means to create a *real* business from home. A business that is derived from one's own talents, knowledge and passions... One that is entirely about branding YOU, first and foremost.

Its because I did the complete opposite of what everyone else out there was doing that allowed me to stumble upon the simple principles that led me to creating success in my business. Everything that I implemented at the start, and continue to implement to generate thousands of dollars each month, I am going to share with you right in this course.

The fact is that anyone can build an online business and actually make money from it. What makes the difference between those who succeed at it and those who do not depends solely on who has the proper mindset that enables them to take the necessary action to succeed.

In order to acquire the mindset to succeed, you need to surround yourself with likeminded people-- your support team, study to develop and shift the way you think about your business, establish an organized plan and take action.

Congratulations!

## CONTACTS FOR PATRICE D. WALKER:



**Email:** [Patrice@Mom-Means-Business.com](mailto:Patrice@Mom-Means-Business.com)

**MMB University:**

### COACHING INQUIRIES:

To inquire about *The 7 Figure Business Coaching and Mentoring One on One Success Coaching Sessions* or for information on *The 7 Figure Business Coaching and Mentoring Group Coaching Online with Patrice Walker*, contact: [coaching@mom-means-business.com](mailto:coaching@mom-means-business.com) to request a complementary information packet for Patrice Walker's **7 Figure Business Coaching and Mentoring Programs.**



For partnership opportunities with Patrice Walker, contact:

[partners@mom-means-business.com](mailto:partners@mom-means-business.com)

Visit Patrice Walker's Official Website & Blog:

<http://www.PatriceWalkerOnline.com> - Website

<http://www.PatriceWalkerOnline.com/blog> - Blog