

L I F T F O U N D A T I O N S Y S T E M



MANIFESTO ALEXIS MARTIN NEELY

From Playing Business “Dress-Up” to Leading a Worthwhile Company

Hi, this is Christiane Holbrook. You probably never heard of me. My team and I love working in the background. We quietly strategize, productize and market for several huge-thinking, mission-driven, remarkable entrepreneurs just like Alexis.

But this isn't about my business, this is about my experience with the material you are about to discover.



Christiane Holbrook

For the last 25 years I have watched my former husband as he built a multi-million dollar company from scratch. While I was passionately involved in the creative aspects of that growth, when it came to the “dry, hard” aspects of running a business (you know, things like numbers, contracts, legal protection, taxes etc.), I shied away. I left it to him. I ignored it. I dismissed it.

Result: Five years ago we got divorced and thanks to a detrimental prenuptial agreement, I did not partake in any of the wealth. Still, I continued ignoring any significant legal or financial aspects of life...

Luckily I had just enough capital to get started on my own. With more than 25 years of business-building experience, I was looking forward to showing the world what I was capable of. I created a beautiful website, I sounded confident, I hired staff, I did what I saw every successful coach and marketer do...and it wasn't enough. Deep inside I knew that how others saw me, was not how I saw myself. Even though I was great at strategizing, productizing and marketing my own business, I just never took the time to do what still felt too hard to me. I never took time to create a concrete business structure under my company.

Even though my business grew, I made money and my clients loved me, I often still felt like an imposter, incongruent with who I so aspired to be.

Here I was, telling my clients that a magnetic brand was THE essential foundation for any business success, while I consistently ignored the “other” oh, so essential foundation, the one Alexis will patiently guide you through in this manifesto.

Well, I don't want to take away the suspense...

...but I can assure you that working closely with Alexis and her remarkable gifts while implementing all she will teach you right here, has resulted in a never-before-felt genuine confidence about my business' long-term success and myself as a trustworthy business leader.



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Now I know that in the past, I WAS in effect playing “dress-up” with my business.

I will always be grateful to Alexis for making the hard things so easy that I was finally able to face and master them and with that, stopped forever “playing dress-up”.

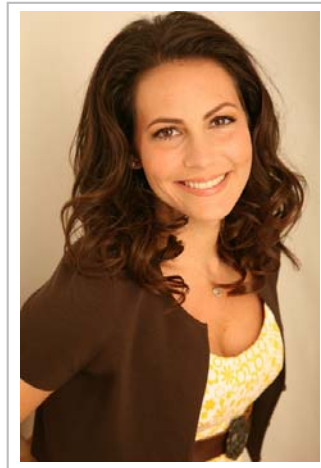
Thank you from the bottom of my heart, Alexis for helping me bring my business out of the shadow into the light.

Christiane Holbrook,
CEO of Inspired Business Resources, Inc.

www.InspiredBusinessResources.com

The Little Known and Not Talked About Game Changer

What you hold in your hands now is the result of nearly a million dollars worth of education and on the job trial and failure, beginning with three years at Georgetown University Law Center and continuing with more than 6 years of entrepreneurial experience and some extremely expensive, painful missteps along the way.



Alexis Martin Neely

Dispelling the Last of the Truly Taboo Subjects

Here it is. The last of the truly taboo subjects. So taboo your friends and colleagues aren't talking about it, So taboo there are no teleclasses or interviews about it. So taboo you probably won't even find articles or blog posts or much of anything about it on the Internet.

And because it's so taboo it's become the elephant in the room. Why? Because it's the ONE thing that separates real, serious business owners who are making a lot of money with ease and grace using their gifts, talents and service from those who have what I've heard referred to as “imaginary” businesses.

What's an "imaginary" business you ask? Well, it's the business that's NOT really a business. It's only pretending to be a business. Like kids playing dress up with clothes that are too big and shoes that are falling off. It's fun at the time but keep it up for long and it starts to get frustrating and stressful.

So taboo you probably won't even find articles or blog posts or much of any thing about it on the Internet.

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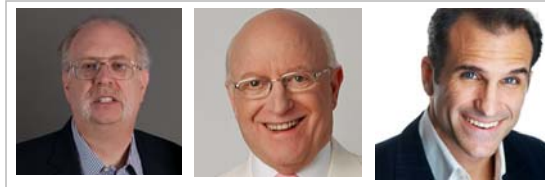
The worst part? You KNOW these businesses. These are the ones who have a great online or social media presence and appear to be helping a lot of people, but in reality they are foundering along, not really making any money and at risk of crumbling at the first sign of trouble.

You might even have one of these businesses yourself.

And the biggest dirty secret of them all? There are FAR more imaginary businesses out there than real ones. And maybe it wouldn't be so bad if many of them weren't the ones we're all paying the most attention to.

I've been in the online entrepreneurial world for the past 5 years, growing my business alongside of and with the help of some of the biggest stars and most rapidly growing businesses across many industries.

My education began with Dan Kennedy, Michael Gerber and Michael Port. My first three real deal business coaches.



Within a short period, I began privately coaching with one of Dan's long-time and most successful (in terms of growing the kind of life and business I wanted) students, Dave Dee. He helped me launch my 2nd business and grow it into a 7-figure business within one year of meeting him.

I then joined Ali Brown's first diamond mastermind group and got to see the skyrocketing growth of such entrepreneurs as Lisa Sasevich, Kendall Summerhawk, Sheri McConnell, Michele de KinderSmith, the PR Take off girls, JJ Virgin and Karen Knowler. I also got a birds-eye view of Ali's growth as her company became one of the Inc. 500 fastest growing companies.

I got to see behind the scenes as these women built their businesses and what I saw gave me an insight into where I'd been holding myself back for years, but in a way I wouldn't have imagined possible.



And on the flip side, I've watched several business owners go from solid 7-figure businesses into massive debt and loss. My own law firm was one of them. (I tell you the whole story later on).

Over this time, I've discovered that I learn to teach. So all this time as I've been learning from these amazing coaches and observing these real deal serious entrepreneurs behind the scenes, I've also been distilling the greatest lessons I've become aware of so I could share them with you.



Dan Kennedy
Michael Gerber
Michael Port



Ali Brown

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And when it comes right down to it, that's what this manifesto is about.

The candid conversations we're going to have in this manifesto are about things that aren't talked about in public.

These are the "dirty little" secrets of business.

The people you've heard about, watched (maybe even envied) and seen out there in the world, playing a big game, have them just as much and oftentimes even more than you do.

Oftentimes, people who seem to be playing a big game are really not; it just looks like they are on the surface, but in reality they are playing a very small game. People who always look good value their image very highly and take great pains to maintain that image. You have no idea what all that image is hiding and sometimes neither do they. When the image is very strong, it often is hiding a big, hidden underbelly, which we will come to discuss as the shadow. (think Tiger Woods)

This manifesto is about the things we don't talk about. In all cases where I share a confidential story about someone I've counseled or who has shared with me in confidence their experience, I have thoroughly disguised their identity. So even if you think you know who they are, you don't.

As a lawyer and an entrepreneur, I am in a unique position to hear about the things that others don't – business breakups, partnership divorces, disputes, financial crises, conflicts. People talk to me about all of it because they know I don't judge their experiences. I've heard it all. And they know I keep it all confidential unless they're ready to talk about their experience publicly. When they do, I make it safe.

These are the last of the taboo subjects. And we are bringing them out into the light, once and for all.

I suggest you print this manifesto out right now, and read it immediately. You may want to get out a highlighter and highlight the teachings that stand out for you. I'm not exaggerating when I say this manifesto could change your business and your life. If you take these learnings and apply them to your business, you could not only make a fortune but finally find your deep down "feels really good" freedom.

TESTIMONIAL #1:

"I owe a HUGE debt of gratitude to Alexis for helping me create and launch a 6-figure program this year. I had been struggling with how to design it and the right way to get the message about it out to people. In no time at all, she showed me exactly what to do. She is truly brilliant at helping entrepreneurs design high income businesses, without giving up their heart or values -- I love that!"



Kendall SummerHawk
Million Dollar Marketing Coach
www.KendallSummerHawk.com



These are the "dirty little" secrets of business.

I'm not exaggerating when I say this manifesto could change your business and your life.

Kendall SummerHawk

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TESTIMONIAL #2:

"What a blessing, to find a trained lawyer, killer business strategist and a successful online and offline marketer all rolled into one beautiful and authentic person! Alexis, thank you for bringing your unique and powerful skills and clear insights into my life. I thank my luck I got access to you before the TV Networks sweep you away!"



Lisa Sasevich
"Queen of Sales Conversion"
www.theinvisibleclose.com

↖
Lisa Sasevich

But first...

Who am I and why on earth should you invest your time with me?

Chances are you've run into me from somewhere, maybe from Twitter or Facebook or the work I've done with Lisa Sasevich, Kendall SummerHawk, Ali Brown, Dave Dee, Christine Kloser, Melanie Benson Strick, Amy Ahlers, JJ Virgin, Allana Pratt, Charu, Sharon Wilson, and many more of the names you know. Or maybe you've seen me on the Today Show, Good Morning America, O'Reilly Factor, Nancy Grace or one of the other many television programs I've appeared on (which I've decided I will no longer do until I can do television that contributes to the well-being of the world and doesn't contribute to the drama and judgmental thinking that is harmful for everyone).

What you may NOT know is that over the past six years I have built three entrepreneurial ventures from scratch, turned two of them into 7-figure businesses and the last is well on its way.

My first business was a traditional, bricks and mortar service business (a law firm). I sold it in 2008 and watched the guy who bought it run it into the ground within 6 months of taking over.

The second is a virtual training/licensing company in which I train and license other lawyers to use the business model, systems and processes I created when I built my law firm.

The third is a coaching business that I run in partnership with my life partner who lives across the country from me and I'm able to have a relationship with because all of our businesses now live on our laptop computers and we can do them from anywhere.

I have built three entrepreneurial ventures from scratch, turned two of them into 7-figure businesses



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And, with the creation of this manifesto there is now a fourth venture emerging that will be the publisher of my teachings as they relate to LIFTing your business and life to a new level of awareness so you can become the inspired business leader you know you can be.

As I was building company number 2 to more than 7 figures in just one year I realized the reason I was able to hit my financial goals so rapidly is because I had the experience of growing business number 1 and was able to leverage the many mistakes and experiences I had while building my first business to 7 figures.

Are You Making Mistakes In Your Business As a Result of Patterned, Conditioned Behavior That Is Not Reflective Of Who You Really Are?

Ironically, I also discovered I was in **danger of making the exact same mistakes** in business number two as I had made in business number one because these **errors were the result of a series of patterned, conditioned responses to external stimuli that I could not see.**

I was not only asleep at the wheel, but a lot of the time, I was actually driving with my head under the steering wheel because *I was afraid to see where I was going.*

This pattern of behavior cost me nearly a million dollars. I swore I would not make the same mistakes again. Yet, here I was. Blindly going down the same path with business number two. Fortunately, I woke up in time to avert a number of near crises and catastrophes that could have killed my business and seriously hurt my family.

As I began to talk about this among my own small circle of friends and elite mastermind partners, I discovered what I was experiencing was not unique. However, it was something **people weren't talking about** because these were the types of things that brought up a whole lot of **guilt, shame, fear and downright embarrassment.**

I knew the only way I could bring these things out into the light in full integrity was to begin by breaking my own silence first and then seeing if I could persuade a few other real deal, serious business owners to do the same so you could finally see the truth behind the scenes for yourself.

Ironically, I also discovered I was in danger of making the exact same mistakes

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This Manifesto is the result.

In a little bit, I'm going to share with you my own "dirty secrets" for the first time ever. I'm going to get into the nitty gritty details of the mistakes I made so you can learn from them.

But first, I need to ask you to do something for me. My guess is will be one of the most difficult things you've ever done and you're going to resist me. Big time. But if you do this, I guarantee you will open yourself to a business and life more powerful and amazing than your wildest dreams.

Are you ready ? Here goes:

#1) I want you to do everything in your power not to judge the stories I will share with you (either mine or others).

The only way we can transcend these experiences on this physical plane of existence without having to spend the rest of our lives in hours of meditation daily is to come to a place of deep acceptance for ourselves and others.

Recognize that when you judge others, you are really judging yourself. And the only way to stop is to stop.

So, as you read these stories, recognize that you can learn from them and be grateful that you don't have to experience these conditions for yourself to do so. And that if you are experiencing the conditions, you are not alone and have compassion for yourself by recognizing the gift in the experience, no matter how painful.

If you notice you are judging the story, become aware of that judgment. Ask yourself where you do that thing you are judging in your own life and feel thankful for the opportunity to notice something you may not have seen before. But, under no circumstances, judge what you are noticing. Simply notice. Become aware. This strategy will get you through a lot.

#2) I want you to live your life and operate your business with your eyes wide open.

Remember this phrase "eyes wide open " because it's that imagery that will help you to take action even when it's difficult. You will no longer travel through life or business blind to what is right in front of you.

*Remember this phrase
"eyes wide open "*



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(What's that? Do I hear someone thinking "Alexis, my eyes ARE wide open." Well, if that's the case, let me ask you a quick gut check question -- is your life and business the way you want it to be right now? Are you happy with your relationships? The amount of money you are making? How much you are working? Your state of being on a daily basis – the way you feel? If you are happy with all of that, you can stop reading and go find something else to do with your extremely valuable time. But if you aren't -- if you know things can be better and you want them to be, if you want to be making more money or you're struggling with a difficult customer or team member or even your marriage or kids, then keep reading because I'm going to help. **You've got your eyes closed to something that's right in front of you.**)

You've got your eyes closed to something that's right in front of you.

Operate your business with your eyes wide open and the world changes. That's my promise. I guarantee it.

Why You Must Operate With Your Eyes Wide Open



Let me be absolutely blunt here. You simply CANNOT continue to operate in business the way you have been. It's too much. You are on the edge and you know it. In one way or another, you've felt the effects of the economic shakedown and now you have a choice.

- See what's happening for you as the wake-up call it is OR
- Continue to operate the way you always have in the same patterned, conditioned ways that have gotten so many business owners in trouble and leave you feeling as if your business is built on a shaky foundation. (Which it very likely is, make no mistake about it.)

Let's look at a couple of industries that woke up too late despite serious warnings.

The mortgage industry is a prime example. Who COULDN'T predict the collapse? I knew there was a problem when my hairdresser and her boyfriend bought a \$750,000 3 bedroom middle unit townhouse. There was no way they could afford that house.

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A few months later, I sold my 850 square foot 2 bedroom house for \$650,000. I knew it was time to get out.

And yet, so many people ignored what was right in front of them and have been caught off guard by what was right in front of them. Now everyone appears shocked that the obvious happened. Housing prices have tanked, getting a loan to buy a house is tougher than it has been in many years, and foreclosures are at their highest rates ever now that all those negative amortization, interest only, adjust rate mortgages are resetting.

Are you going to keep ignoring what's right in front of you or are you going to learn from the experience (even if you personally have not experienced the effects of the collapse, you know people who have, don't you? You can learn from their experience too.)

Let's take a look at a different industry -- the US car industry.

How could they have NOT seen they would have to start getting serious about fuel efficiency and the economy?

Now they are way behind the 8-ball.

Traditional media, the television and newspaper industries are next. Most of the major media will collapse. A few won't. Those who don't are the ones that have their eyes wide open.

One of the best parts about being an entrepreneur is if you can see, you have all the power. Your business isn't like those behemoth's that couldn't course correct in time because they had to get buy-in from a board, and lawyers, and accountants, and investors, and employees, and ...

You don't have all those layers of accountability to hide behind. The only one responsible for your success, is you.

That can be both a blessing and a curse. Whether this is your blessing or your lesson will depend on whether you've got your eyes wide open or squeezed shut in denial, blame and fear.

Will you be willing to do the difficult things and make the difficult decisions? Are you willing to act from a place of right action even when you're scared or it's hard or you simply don't feel like it? Or not? (You get the picture.)

It's time to wake up, open your eyes and treat your business like a real business. It's time to show up like you know you want to. Do anything less and you might as well get a job. Not only would it be easier and less stressful but it would be far fairer to you and your family. Because, truth be told, if you don't treat your business like a business it's simply going to be too much of a struggle to keep it going.



Let's take a look at a different industry -- the US car industry.

It's time to wake up, open your eyes and treat your business like a real business.

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Now, this does NOT mean you have to build a big, behemoth business or you have to lose your soul (actually what you want to do is infuse your business with your soul, but we'll come back to that). Nor does this mean you have to work all the time – in fact, it's the exact opposite. Treat your business like a business and you can eventually work part time hours, work from home (or anywhere else in the world), and build a tremendous business.

So how DO you treat your business like a business? Well it starts by you doing business like you mean it. Give your business the respect it needs and ensure it has a real deal, killer foundation beneath it. If you don't, you are always going to be stressed out wondering when something bad is going to happen or whether your business will make it for the long haul.

That's no way to live. You started your business so you could have freedom, not constant stress and worry.

The good news is it's not too late. No matter where you are in your business – just starting out, recently hit 6 figures, approaching 7 figures or have been in business for years – you can STILL build a wildly successful eyes wide open business.

More and more people are leaving their jobs (or being let go) and entering the entrepreneurial world. Most of them have no idea how to build a real, serious business. Maybe you haven't either. (Until now, that is.)

Well, here's the good news. Simply by reading this manifesto, you are at a HUGE advantage. If you merely take action on 1 idea you get from this manifesto, you'll be ahead of the game. If you implement 2 ideas, you'll be WAY ahead of the game. And, if you implement 3 or more recommendations, you will be absolutely, positively without competition and on track to make a tremendous impact on the world.

Most people do nothing. Maybe up until now, you know you haven't been doing as much as you can or should from a "take your business seriously" perspective. Maybe you know your financial systems are shaky or there's certain reports you know you should be looking at monthly, but aren't. Or maybe you know you've got a few undocumented agreements floating around out there that are going to come back to haunt you one day. Or perhaps they already have.

Maybe you're in the midst of disputes and conflicts with people important to you in your business or even in your life and it's keeping you from focusing.

Or maybe you suspect you have some tax problems. (One imaginary business owner I know hasn't filed a return in 2 years because the company he hired to do it completely dropped the ball and he didn't follow up with them because he didn't want to "deal with it." On one hand, understandable. After all, who REALLY wants to deal with Uncle Sam.

You started your business so you could have freedom, not constant stress and worry.

If you merely take action on 1 idea you get from this manifesto, you'll be ahead of the game.

If you implement 2 ideas, you'll be WAY ahead of the game. And,

if you implement 3 or more recommendations, you will be absolutely, positively without competition and on track to make a tremendous impact on the world.

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On the other, this is one of those things that not only will come back to bite him in the future, I can see where he's holding back now as a result and it keeps his business and life from truly thriving.)

Or maybe you're not sure if you have the right insurance. Or you don't have ANY insurance and you know you really do need to look at that.

I could go on and on but you get the idea. Bottom line, here's the thing ...

When you know you don't have a solid foundation, it's reflected in the way you show up in your business. Your prospects don't take you as seriously. Your clients have less trust in you. Vendors won't fulfill your needs first. And lenders or investors won't even look at you.

When you begin to take your business seriously, so does everyone else.

Do You Have an Enron Business?

There are far too many business owners out there (and they're especially prolific on the Internet) who are "doing business in the dark." No, I don't mean they're dark or evil or trying to take advantage of their customers. Far from it. Most of them are the nicest people you'd ever meet.

And for the most part, they look great in the public eye. But when you take a peek behind the curtain what you'll discover is there's no "business behind the business." There's no foundation at all. What they've built is basically a glorified job. They have lots of bosses (customers) who they sell their products or services to; they make spending decisions by logging into their bank account to see how much they have in the bank; they end up doing a lot of things that don't pan out because they think doing them will bring in some quick money, but they rarely do.

These in the dark business owners have no plan, no way of forecasting how much money they're going to make each month, no idea what's making them the most money (and thus what they should be focusing on) or what's draining their business (either of money, time, resources or all three).

In the dark business owners have no protection if something were to happen. They have no Plan B (unless Plan B is finding a job. In more cases than you can imagine, if you haven't set up your business right, your Plan B could even be impacted. I've seen business owners who went out of business and their business creditors came after their future paycheck. Ouch.)

Business owners operating in the dark don't have an exit plan. (You might think you want to do this forever, but if something changes wouldn't you like the option of being able to sell your business and benefit from all this work you've put into it?)

When you begin to take your business seriously, so does everyone else.

Business owners operating in the dark don't have an exit plan.

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In short, if you are operating in the dark, you have a glorified job without much glory. You've got all the work and responsibilities of owning a business but you aren't enjoying many of the benefits. And what that means is a whole lot of struggle, hardship and difficulty. And usually that you're keeping very little money.

(See why you might as well go find yourself an actual job if you are going to do business in the dark?)

In some cases, these in the dark businesses aren't providing excellent service, but in a lot of cases they actually are. In the dark business owners may provide a good (or even great) service and look great out in public, but behind the scenes they're a mess.

If you really knew what was going on (and maybe you do because I'm describing your business), you'd see the business itself is built on a house of cards, a shell game, if you will.

I experienced this myself.

In 2006, I was learning everything I could about how to build a leveraged business model into my traditional law firm. I wanted to leverage my business experience as a lawyer and law firm owner into an online platform that would help me get my message out to a whole lot more people than I could by just serving one client after another on a one-on-one basis.

About a year earlier, I had come across a man many of you already know, Dan Kennedy. As soon as I saw his ad in Entrepreneur magazine, I knew I had to learn what he knew. So I began to consume everything written by him (he's extremely prolific, so this took a huge amount of effort).

What Dan is an absolute master at is giving you just enough in each of his writings so you feel you're learning a tremendous amount, but left with absolutely no doubt you need to buy the next book, product or course. So, I did.

And after I had been implementing Dan's teaching for several months with poor results, I decided I needed some hands-on help. I knew I wouldn't get it from Dan who at that time took weeks to respond to faxes or phone calls from his members who were paying him big bucks. I decided to hire someone who appeared to be implementing what Dan taught.

Right around this time, I came into contact with a resource well known in the online marketing community. From their web presence, it appeared they knew how to successfully implement Dan's teachings.

So, I paid \$20,000 to have them teach me what they knew and help me get clarity on how to finally implement what I was learning and begin making money.

if you are operating in the dark, you have a glorified job without much glory.

I paid \$20,000 to have them teach me what they knew

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But what I quickly discovered is they had no program behind their program -- no business behind their business. It was all smoke and mirrors. I left every call more confused and frustrated than I had been before I got on the phone with them. Today, I know they were doing business in the dark.

At first, I blamed myself and thought there must be something wrong with me for not understanding what they were telling me to do and how it was going to put money in my pocket. That's what I needed – money. I had enough theory; I was either going to begin making money (instead of spending it) while making an impact at a bigger level or I was going to build a mega-law firm. One way or another, I had to begin earning back the investment I had made in my education.

I really wanted to be able to follow my passion of teaching and coaching, but I couldn't do it unless I could make at least as much as I was making in my law firm or I had to keep doing the law firm.

And at that moment, I was spending way more than I was making to start up this new business. Nothing I did seemed to be working the way it was supposed to. Worse, I was on information overload and about to short circuit.

Anytime I tried to talk to my "coaches" about this, they reinforced the message there was something wrong with ME, suggesting that MY energy needed to shift and I needed to release MY fears in order to experience success.

This didn't feel right to me, so I decided that perhaps I needed to go straight to the source. I decided to attend Dan Kennedy's last ever Renegade Millionaire Retreat in Cleveland, Ohio.

This was a big decision for me because I had just spent \$20,000 with the coaches who had no program behind their program and no business behind their business, plus several thousand dollars trying to install a complicated software system they had recommended that was supposed to automate a lot of my processes (but wasn't) and had recently launched my first product after investing \$15,000 to have it finished and it was not selling well at all.

It felt like a downward spiral, for sure.

So, even though my law firm was bringing in over a million dollars that year, I wasn't keeping any of it. In fact, I didn't have any cash left at all.

I had to use my line of credit to attend that Dan Kennedy event. At that point, I was doing business in the dark – my platform looked good on the internet, but the reality was there was no business. I spent a lot of time helping people (mainly other lawyers back then) through listserves and social media, but no one was paying me to do it. All of my income came from my law firm. My make-a-difference business had no money, no foundation, just a big black shadow sucking all of my time, money, energy and resources.

Are You Doing Business in the Dark?

My make-a-difference business had no money, no foundation, just a big black shadow sucking all of my time, money, energy and resources.

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But, something told me the resources I needed would be in Cleveland and I could turn things around if I went, even if I never got to talk to Dan Kennedy at all. The story of what happened at that event is a good one. But, it's long and I want to get to the point of what I'm sharing with you here, which is this:

At that event, I met a man who really did know what he was talking about. His web presence wasn't fantastic by any means, and he wasn't very well known in the community, but he had studied with Dan Kennedy for nearly ten years and implemented to successfully grow several business by that point and he agreed to teach me what he knew (for a hefty fee, of course!)

Despite all of the money I had already laid out, I decided to go for it and invest \$30,000 with this guy who you'll hear me talk about quite a bit because he went from being my business coach to becoming my boyfriend and now also my business partner.

Within 3 months of hiring Dave Dee, I had brought my business out of the shadows and turned it into a real, deal serious money-making business.

I launched a brand new product (that I didn't even have before I met Dave) and with a very simple 2-page website and no platform, list or any of the other many things I had been told I must have made sales of \$117,000 of this product in a 67-minute phone call. Within 6 weeks, this product had gone on to do a total of about \$200,000 and within a year this product became the flagship product of my million-dollar make-a-difference real deal business.



Dave Dee

There was nothing that shifted in my energy between when I hired the "business with no business" coaches and Dave who helped me catapult into the million-dollar business I knew was just waiting to pop. The only thing that changed was I finally found someone to guide me who was the real deal and not doing business in the dark.

Ultimately, I received a refund from the coaches who were doing "business in the dark," but not until after they tried to strong arm me into seeing that it was my energy that had been the cause of my "failure" to be successful with their non-program program.

So, what does all of this have to do with Enron? And more importantly, what does it have to do with your business?

Enron is the most well known example of a business in the dark that went bad on a massive scale.

I finally found someone to guide me who was the real deal and not doing business in the dark.

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Enron was a huge power company that traded electricity, plastics, net connections and more. It reported earnings of \$100 million in 2000 and the stock market pegged its value at billions of dollars. It employed 22,000 people. And in 2001, it went bankrupt.

It turns out, Enron was running business in the dark, a lot like many of your colleagues today. Here's what I mean:

At Enron, company officials used tricky math to make Enron appear stronger than it was, which artificially inflated the stock price. The insiders, who knew the real picture, sold their stock when the price was high and made millions of dollars. When word got out that Enron was not as successful as it claimed, the value of the company fell, leaving millions of ordinary people who had invested in Enron with nothing.

There was no substance behind the value of the company. It was a big, black shadow sucking resources, time and energy.

And for a lot of business owners in our world, it's exactly the same. The façade does not match up to the reality and in many cases the business owner is the one most in the dark. For those business owners who don't bring their business into the light by building substance at its foundation, an Enron-like collapse is coming.

When it happens, we'll all be surprised like the Enron investors were. You'll hear things like:

"How could _____ have gone out of business? It looked like the business was doing so great."

"I thought _____ was doing so well in business. What could have happened that led to such a big fall?"

"I never would have expected _____ to go out of business. How could someone with such a great web presence have been so far on the edge?"

These comments are similar in nature to what people said about Enron too. No one could believe it when the collapse happened.

YOU won't be surprised when it happens though because you'll remember we talked about this. And after taking action on what I'm sharing with you here, you won't have to worry that your business (and family) could be one of the fatalities.

Not to worry, you still have time to build a real deal serious eyes wide open business. If you begin now, within 6 to 9 months you can have a business that has a LIFT foundation beneath it so you can have unshakable confidence that your business will never let you or your family down.

There was no substance behind the value of the company. It was a big, black shadow sucking resources, time and energy.

If you begin now, within 6 to 9 months you can have a business that has a LIFT foundation beneath it so you can have unshakable confidence that your business will never let you or your family down.

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Once you have a solid LIFT foundation, you'll find yourself naturally Leveraging your time, Inspiring others, enjoying Financial Freedom, and living your Truth.

If you try to build a business that does those things without a solid LIFT Foundation in place, you'll find yourself spinning your wheels, spending more money than you are making, being in a near constant state of fear, not growing your business the way you want to be, dealing with all sorts of impossible challenges and conflicts, and frankly risking your family's well-being.

Worst of all, you'll know you aren't playing the big game, which will feel bad inside, and that you aren't making the big difference in the world you want to be, which will feel worse.

You went into business because you wanted more fulfillment, not a bigger hole, right?

You went into business because you wanted freedom, wealth, and fun. You want to help people, make a meaningful difference in the world, and leave a legacy. Don't you?

You probably want to be able to work from home some or all of the time. You want to spend your time with friends and family, not feeling constantly behind and on the edge.

You want to relax. All of that comes when you have:

- a crystal clear message targeted to the ideal client you love serving who loves paying you,
- a working team supporting you so you can focus your energy on your creative genius (the thing you love to do that brings tremendous value to your clients and makes a lot of money for your business),
- clearly documented packages with various price points at which your ideal clients can (and do) engage your services,
- recurring revenue booked out months in advance (instead of beginning every month off at zero),
- a clear marketing and events calendar that puts you in control of your schedule, built in conjunction with a money map that puts you in reach of your objectives,
- a business model built on predictable, reliable, trusted systems that won't fail.

But, here's the rub, you can have all of those things and STILL be floundering and keeping very little money in your pocket if you do not have a solid LIFT Foundation in place. And the bigger your business grows without your LIFT Foundation, the harder the fall is going to be when it all comes crumbling down.



You want to spend your time with friends and family, not feeling constantly behind and on the edge.

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Trust me, I know about this from my own personal experience. And it's ugly.

I've never told the whole story of what happened with my law firm before. I'll tell it here, even though it is painful and embarrassing, because you need to know what could happen if you don't get your LIFT Foundation in place.

You may want to get a cold drink and put your feet up while you read this – it's a long story.

When I started my law firm in 2003, I knew NOTHING about business at all. I had been bit hard by the entrepreneurial bug and made the commitment to go out on my own after talking with a couple of other women who were successfully running law firms and raising kids. I hired a coach, but he was more about how to set up a law firm than how to run a business (and as I discovered later much to my dismay, there was a big, big difference between the two).

I had given up my secure 6-figure paycheck at the most prestigious law firm in town. My kids were 4 and 6 months old and my husband a stay at home dad.

Everyone was depending on me. It was sink or swim.

So, I swam. Hard.

The first two years of my practice, I floundered around and did a lot of on the job learning about how to get my phone to ring, what to say when it did ring and how to turn prospects into clients once they made it into my office.

Years one and two were all about generating revenue.

I gave very little thought during that time to the business aspect of things. I was grateful to just pay my bills.

I entered into agreements, signed leases, invested in my business, financed equipment, and made a whole host of other business decisions with absolutely no business training whatsoever.

I was winging it big time when it came to the business aspect of the business.

Many of the decisions I made ended up being big problems later on down the road. I'll explain all of it. But, it's going to take a while. Feel free to skip ahead if you don't really want the whole entire story.

The first bad, bad, bad decision I made was to not set up my financial systems the right way. My first bookkeeper was my sister. She sat across from me at my desk in my office and set up QuickBooks on her computer so she could keep track of my finances.

It set things up the wrong way right from the beginning.

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My sister is NOT a bookkeeper. And, back then, she was terrible at managing her own finances. I have no idea what made us think she'd be a good bookkeeper. But, she was there and I needed someone, so it seemed like a good idea.

It wasn't.

It set things up the wrong way right from the beginning.

The next bad decision came when I hired a CPA and she wouldn't take the time to explain to me how to set up my chart of accounts. I knew this was a big deal, but every time I tried to talk to her about it, she said to me "there's lots of different ways to set up your chart of accounts. There's no one right way. It depends upon what you want to know."

And then she would never help me figure out what I did want to know and how to set up my chart of accounts to reflect that.

(Note, if you're not sure about your chart of accounts and how it's set up, and if it's set up correctly for your type of business, the FIRST thing you need to do when you put down this manifesto is sort this out in your own business, either by talking to your current bookkeeper or finding someone who can help you. At the end of this manifesto I'm going to share with you some resources if you want to know more about how to set up your financial system correctly as well.)

But back to my story. I take full responsibility that my chart of accounts, and financial systems in general, were a mess because I didn't push her on it, but I really didn't know what else to ask. I felt frustrated, but didn't know how to get my needs met because I didn't even know what I needed to know. I just knew there was something I didn't know that I should have known. Ya know? (I bet you do!)

Because my chart of accounts was not set up properly, income and expenses were not being coded properly to the right categories. This meant that any reporting I was getting was meaningless. (Not that I was getting reports back then; but, if I had been, they would have been meaningless.)

At this point, I had no idea any of this was as bad as it was. I just had a sense that it was a problem, but had no idea what to do about it.

During this time, I hired a woman who came in as my office/business manager. Nancy. Nancy was both a blessing and a curse.

She was a blessing because right when I began to grow, she began to handle all of the business type stuff for me that I wasn't any good at. The stuff that makes up what I call your LIFT Foundation, but back then I had no idea what it was. I just knew it was the parts I knew nothing about.

Because my chart of accounts was not set up properly, income and expenses were not being coded properly to the right categories.

This meant that any reporting I was getting was meaningless.



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Nancy took care of all of it.

She did my books. She set up my employee policies and procedures. She hired. She fired. She dealt with the banking and payroll and taxes and receipts and records. Insurance. All of it.

It was great. Until Nancy decided to leave. While I was in the middle of the very ugly part of my divorce.

It was 2005. I was on track to do \$750,000 of revenue. My husband wanted the business valued because he wanted his piece of the business as part of the divorce.

I was doing yoga four times a week to deal with the stress of everything.

Nancy let me know near the end of 2005 that she was leaving. In a month. But, she assured me she would find me a great bookkeeper and transition everything over.

The bookkeeper she found was not good. Not good at all. But, I didn't know that. (Okay, confession: I did know. I knew and didn't want to face it. I simply couldn't deal with it. Didn't know how to deal with it. And, didn't know how important it was.)

So, this bookkeeper took things over. Our chart of accounts was still out of whack. I wasn't getting any type of regular reporting. I made spending decisions by looking in my bank account, seeing if I had money and if I did, spending it.

That was all fine and good, except when there were unexpected bills. For example, there was one month she missed the payroll tax payment. Back then, this was about \$6,000 per month. (Yes, my payroll was way overinflated because I didn't know how to put together a good team so I just kept throwing people at our growth). So, when the \$6,000 payment was missed, I hadn't taken that into account in my spending money calculations. Ruh-roh.

This should have been an early warning sign that I needed to get a handle on my finances. But, I didn't. I either covered it with personal money I put in or I brought in more revenue. I can't remember now.

Warning number two came when the forensic accountant we hired as part of our divorce to value the business said to me, "Alexis, your books are really messed up."

I nodded and smiled and ignored it. I continued to focus on bringing in revenue because I thought that's what my job was. I didn't realize how important the business side of things was and how it would eventually impact the business.

This should have been an early warning sign that I needed to get a handle on my finances.



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So, I kept avoiding the hard things. I wasn't even incorporated during this time. I was told I didn't need to because I was a lawyer and couldn't use the corporate form to protect my personal assets from legal malpractice. (Um yes, that's true, but I could have used the corporate form to protect me from other risks – like employees, employees' actions, agreements, investments, etc.) And, I didn't even have the right kind of insurance in place to protect me if I was sued by an employee or anyone other than a client.

2006 was the year it all came together and at the same time my lack of business knowledge became a major impediment. It was the year I hit a million dollars in revenue for the first time. What a feat!

And if you think money makes everything better, you'd be wrong in this case. Money makes it all the more serious.

I first began to see how important the LIFT Foundation (or lack thereof) was in my business in April of 2007. Tax time.

Tax time the year after you hit a million dollars can be scary if you haven't been setting aside money for the tax bill. It was more than \$100,000 and I didn't have the money. (With proper, proactive tax planning, that bill should have only been \$50,000.)

Fortunately, back then, borrowing money was as easy as having a good credit score and a social security number. And I had done one thing right – I had developed a very good relationship with the President of my local business bank.

I called Bob freaking out about the tax bill I'd have to pay two days later and he got me a loan. Phew, crisis averted. Sort of.

I fired my CPA and bookkeeper and found a new team I hoped would be able to help me get control on the business of my business. They did the best they could, but things were really a mess at that point and I was still in scarcity mode.

I didn't recognize that what I really needed was a CFO who could come in and straighten things out. Redo my chart of accounts, make sure I was getting monthly reports that I could compare and use to predict the future.

The new team was marginally better than the old team (they did everything technically right, but they didn't help me understand how to make decisions based on my numbers).

And they didn't tell me that my numbers would never mean anything to me until I had created a financial model that projected my income and expenses by category.

And if you think money makes everything better, you'd be wrong in this case. Money makes it all the more serious.

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In 2007, I began to think about selling my business. I had launched business number 2 and it was on track to become its own million-dollar business. I could do it from home and it satisfied my desire to make a difference on a big level.

If I was going to sell my business, it had to be to someone who would take care of my clients in the same exact way I did. I had built a unique business model and I was unwilling to sell the firm to someone who would not implement it.

I decided to hold a contest. I was going to sell the firm to a lawyer on my list who I believed would have what it takes to build on what I had created. Twenty-five lawyers applied to buy my business without knowing what the price would be.

I was so excited.

And then I sabotaged myself. At the time, I had no idea that's what I was doing. I thought I was making the right choices.

But now I see I had to sabotage the sale because there was no way anyone with any business sense whatsoever would have bought my business with my books in the condition they were in.

The short story is that I decided to go into negotiations with someone who had previously proven herself to be untrustworthy. There was a gal who worked for me for a brief time and completely flaked out. But she came back during the contest to buy my firm and in her application convinced me she had changed. She said she had a spiritual awakening. I believed her.


So I cut off negotiations with all of the other applicants and proceeded with only her. Bad move.

Within 6 weeks, she had flaked again. When it came time for her CPA to talk to my CPA, she never had her CPA contact my CPA.

I was discouraged to say the least. And by late 2007, I was ready to move on. But, I didn't have any good solutions for who would take care of my clients.

I didn't have enough well trained Personal Family Lawyers in the Los Angeles area yet. The attorneys who were seeing clients in my office were moms who didn't want to own a law firm – they just wanted to see clients. And every other lawyer I knew who might have the wherewithal to buy the firm was operating under the old, outdated way of practice that sucked for clients.

So, I kept it going. Truthfully, I held onto it for too long because of my loyalty to my clients and my employees.



And then I sabotaged myself. At the time, I had no idea that's what I was doing. I thought I was making the right choices.

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I was desperately trying to keep it going for them. **(Big warning sign! If you find yourself doing something for someone else, really look at it and determine whether you may want to make a different decision.)**

The firm generated a million dollars of revenue in 2007 even though I was only going into the office twice a week. But, I knew it couldn't continue that way. It needed a lawyer who wanted to be there running it, seeing new clients, and growing the firm. But, meanwhile I kept it going because the money was good and I had overhead to pay.

In January of 2008, I stopped seeing any new clients so I could focus on finishing my book. Around that time, one of my Personal Family Lawyers came forward and expressed interest in buying the firm.

I jumped at the opportunity.



I was so excited that I was going to sell the firm that I didn't look too deeply at the buyer. Big mistake.

No credit check. No reference checks. No background checks. No nothing.

I just said "okay, you want to buy the firm and you say you'll follow my model? Great! Let's do it."

I was avoiding seeing reality. (In other words, I had my eyes VERY much shut.)

The reality was this man was 70 years old. Very sweet. Very accommodating. But, not going to be able to build on what I had created. It turns out he had no financial resources at all to support the growth of the firm. He was unwilling to spend any money on marketing. And expected the firm revenues to finance the purchase even after he stopped spending money on marketing. Gulp.

I began to see the light about two months after we closed on the sale. He made a couple of big errors in judgment on customer service issues that ended up costing the firm nearly \$20,000.

Within 6 months, he had stopped paying the bills.

By January 1, 2009, I had to make the incredibly painful decision to take back the firm from him and as gracefully as possible close it down in such a way that the clients would be taken care of and the employees would be paid. Despite everything that happened, the firm generated \$700,000 in 2008. But even with that, I still got stuck with nearly \$250,000 of debt during the process of closing down the business.

I was so excited that I was going to sell the firm that I didn't look too deeply at the buyer. Big mistake.

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My lack of LIFT Foundation in my law firm resulted in an asset that should have been sold for at least \$500,000 (and maybe a lot more) turning into a \$250,000 liability. OUCH.

And that's just on the financial/tax side of things.

The legal/insurance side of things was just as bad. I mentioned earlier that my business was not incorporated. I did rectify that in 2007, thankfully.

But, what I never cleaned up or dealt with properly was my employment policies and procedures. I wanted to be a cool, flexible, accommodating boss. Boundaries? Those were for people who didn't trust like I did.

I trusted everyone who worked for me infinitely and saw the highest potential in each one of the people on my team. As long as they got their work done, I didn't care when they worked, how long, how often, or where.

The only time I made anyone keep track of their time was when I was working with one of the many consultants I hired to help me get a handle on the business of the business. But, invariably I'd have them track their time, do nothing with the information and they'd think "there's Alexis doing one of her crazy things again that's making it harder for us to get our work done."

I had no idea what I was doing when it came to managing or leading people! But, the work was getting done. And we appeared to be making money.

I brought in all sorts of consultants to try and help me – one gal worked with us to facilitate group discussions and team communication. Another one tried to help me establish clear job descriptions for everyone. Another tried to get an employment manual in place.

What I Really Needed Was a Kick in the Ass

What I really needed was a kick in the ass from a real deal serious business owner who should have told me "Alexis, what you need is clear boundaries between you and your employees. You are not their friend. You are their boss. You tell them when they work and what the objectives are for their jobs and what it looks like for them to be successful. Then, you review their work on a weekly and monthly basis and if they are not meeting their success objectives, you fire them. Fast."

No one told me this. Or at least if they did, I couldn't hear it. I wanted my employees to like me.

It all came crumbling down when I discovered they didn't like me. They didn't care about me at all. In fact, at least one of them hated me.

I trusted everyone who worked for me infinitely and saw the highest potential in each one of the people on my team.

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I discovered her hatred for me after I spent months helping her write a business plan and launch her own business because I knew I'd be phasing her position out of the firm or closing the firm down.

She was a single mom, like me. I cared about her. A lot. Even to the point of sending her kid to summer camp and bailing her out of jail when she was arrested for driving on a suspended license.

I hated the idea she would be out of work and because I believe everyone can be an entrepreneur, I gave her hours and hours of my time to guide her to set up her own business.

One day in April 2008, I sat down next to her at her computer and noticed she was hiding something in her email. That night, I went into her email account and for five hours read message after message from her to friends and family members about how much she couldn't stand me. Not to mention there was no way she could have been doing much work based on how many emails she was sending throughout the day. And of course all that time, she told me how swamped she was and how hard she was working.

I also saw emails where she had shared confidential information about the sale of my firm with the woman who had applied to buy the firm and then later flaked out. (In fact, it looked like they were collaborating to sabotage the sale.) And, that she had been stealing my firm resources to do work for other clients on the side, despite the fact I was paying her a salary guarantee specifically because she told me she couldn't get other clients and I wanted to make sure she made enough money to support her family.

It was painful. Terribly painful. And I handled it all wrong. Instead of calling an employment lawyer, I handled it myself. I fired her.

Within three months, she sued me. And it turns out I didn't have the kind of insurance that covers employee lawsuits. I had to plunk down \$10,000 just to hire a lawyer to respond to the lawsuit.

Ultimately, even though I believed I was in the right, I had to pay out a five-figure settlement because I couldn't afford the litigation.

The bigger you are, the harder you fall. The longer you wait to get a LIFT Foundation in place, the more painful it will be when you are finally forced to deal with it, as I was – again and again and again.

When I started my second business, I almost made many of the same mistakes. These are deeply conditioned patterns that can be difficult to break until you see them.

Now that you see what happened in my first business, can you identify any common patterns of your own?

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I know that was an ugly, painful story. And, frankly I'm more sorry than you could know that you had to hear it. (Well, I'm really sorry for myself that it had to happen, but the lessons I learned that I get to share with you make it all worth it.) When you take these lessons and have a solid LIFT Foundation in your business, you'll no longer have to worry that any of what happened to me will ever happen to you and your family.

When you have a solid LIFT Foundation in your business, you'll no longer feel like an impostor or a fraud. You know that feeling? Like one day you'll be found out? It goes away when you start to really take your business seriously.

I had that imposter feeling the whole time I was working at the big law firm before I started my first business. And I was surprised by how many of the lawyers there felt the same way. It's a common feeling among high achievers.

The insidious part of it is that it affects how much you charge, how you package your services and how much you work.

The great part about getting a LIFT Foundation in your business is that it provides the solid ground beneath your feet so you know no matter what happens, you've got a safety net.

If things go haywire and this business doesn't work out, you'll be able to get up, dust yourself off and get right back on the horse. Without a LIFT Foundation, if things go wrong, it could take months or even years to bounce back. Or you could be down for the count permanently.

In a few minutes, I'll share with you the real life story of one of my team members who was a stay at home mom, but now has to work for me because of what happened to her husband's business when his LIFT Foundation cracked.

With LIFT in your business, you know without a shadow of a doubt that you are worth it. You've proved it to yourself by building a real, deal, serious eyes wide open business.

One way or another, the next several months are going to pass. The question is, are they going to pass with you finally building the business you know you deserve?

If you say heck yes, I'm ready to finally have a real, deal, serious eyes wide open business, let's take a look at how you can do exactly that.

Where can you see that you are sabotaging yourself? Write about it in the margins of this manifesto or in your journal.

When you have a solid LIFT Foundation in your business, you'll no longer feel like an impostor or a fraud.



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Eyes Wide Open Step #1 – See the Self Sabotaging Behavior That is Right There In Front of You

The first place we need to start is by looking at the obstacles standing in your way. And the first obstacle is...YOU.

Yes, you're probably the biggest obstacle standing between a serious, real-deal, eyes-wide-open business and an "imaginary" doing business in the dark business.

See, if you don't take some time to work on yourself first, what's going to happen when you start building that real-deal business is you're going to find all sorts of obstacles popping up, some of which you'll deal with easily, but quite a bit of which could seriously sidetrack you or even put you out of the game permanently. Without awareness, you will engage in what's known as self-sabotaging behavior. You've seen it recently with Tiger Woods, who sabotaged his entire life with behavior that he could not control. On a smaller scale, you've seen it in your own life every time you feel that feeling of anger, frustration and impatience inside of you and you ignore it and believe it's something you just have to get used to.

So the first thing you need to do is begin to do the necessary personal work so you ARE able to open your eyes and see what's right there so you don't sabotage yourself. Here's where you can start.

(Quick note: one thing you're going to discover when you start talking to really successful business owners is they spend AT LEAST as much time working on themselves as they do on other aspects of their business.)

In my experience, the only way to overcome self-sabotage is to shine the light on it. Self-sabotage stems from the conditioned, patterned ways of behavior I talked about earlier. Most of the time, we are completely blind to it within ourselves. All we know is we keep running into the same types of issues.

We consistently have about the same amount of money in the bank (or lack of) no matter how much we make. We consistently work about the same amount. We get into the same relationship issues again and again.

These are ruts. And they are created by patterns of behavior you've been engaging in your whole life, that you can't see (but most everyone else around you can), and that are sabotaging your life and business in small and large ways. When you read the story of my law firm, you read about a lot of things that resulted from my own self-sabotaging behavioral patterns. Feel free to ask me about them if you can't see them yourself.

For this first step, all I want you to do is become aware of your self sabotaging behaviors. That's it. You don't have to try and change them (at least not yet.) The first step is to become aware.



Yes, you're probably the biggest obstacle standing between a serious, real-deal, eyes-wide-open business and an "imaginary" doing business in the dark business.

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Eyes Wide Open Step #2 – Now that Your Eyes are Open, You Can Start Making Eyes Wide Open Decisions

Becoming aware and operating business with your eyes wide open are synonymous. You can't have awareness without looking and you can't look without coming to awareness. When you come to awareness, you will stop doing the self-sabotaging behaviors. Period.

The next step is to begin making all your decisions with your eyes wide open. If you are like most people, you've been making decisions blindly and it simply does not feel good.

In my experience, there are two diametrically opposing ways of making decisions when it comes to building a business that not only helps a lot of people, but also makes a lot of money.

There's aligned and non-aligned decision making.

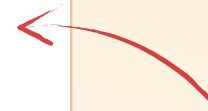
The most amazing part of this is the overwhelming majority of entrepreneurs who call themselves conscious, awake and aware are the ones engaged in non-aligned decision making. They are instead what I call "shadow" entrepreneurs disconnected from their own truth. And I know this because it was my own M.O. for a long time.

Entrepreneurs in the shadow have no (or very little) coherent strategy for their business. They hop from one approach to another based on what they think other people are doing or what's going to make them some quick cash, and while they may have some arbitrary income goal in mind, shadow entrepreneurs have no clear vision of the business they would need to create in order to achieve their income goal.

Shadow entrepreneurs aren't taking their business seriously. They don't have a LIFT Foundation in their business. In most cases, they've got NO foundation in their business.

In many cases the shadow entrepreneur doesn't even have a clear vision of their business. And since they don't have a clear vision and are disconnected from the source of their own power, they simply cannot follow any sort of detailed plan to accomplish their goal.

As a result, the shadow entrepreneur buys every new bright shiny object that comes along with a big promise of easy answers. Their hope is this is going to be it – this is their big chance to finally make an impact, make a difference and a make a great living. They especially love (and fall victim to) the "spiritual solution" products where the promises are huge rewards with little to no effort.



There's aligned and non-aligned decision making.

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An eyes wide open entrepreneur is a completely different animal altogether. True consciousness means operating your business with your eyes wide open, which provides a clear vision of what you want your business and life to become.

Because they have awareness, they understand their own strengths, aren't worried about competition, and deeply understand their market. The eyes wide open entrepreneur has the capacity to be aware of all the various opportunities and then go within to their own core and discern the answers.

After tapping into their own truth, they connect to the one opportunity most certain to successfully impact their community and create results for their business.

The eyes wide open entrepreneur is all about the foundation of the business, understanding that the business can only be as strong as its foundation.

The entrepreneur operating with her eyes wide open knows her biggest opportunity is inside her business, that it requires focus and direction, following her own ideal strategy and not what everyone else is doing.

And here's some inside information that any seasoned marketer will confirm, it's about 1000 times easier to market to someone who calls themselves a conscious entrepreneur, but is really a shadow entrepreneur. Why? Because they've got their eyes closed. They are in the shadow and have no personal connection to their own internal truth.

They are looking outside for all the answers. Looking for the next "guru".

The "gurus" rely on the fact that entrepreneurs who are in the shadow have a blurry concept of personal boundaries (think about what happened when James Ray took this a little too far and led his members to their death in a poorly executed sweat lodge) and an undeveloped process of internal discernment.

What these business gurus conveniently don't teach you is perhaps the most important thing you need to learn ... that you have all the answers within you.

An eyes wide open entrepreneur understands this and uses an eyes wide open process of discernment to make decisions that are in complete alignment – mind, heart and soul.

If anything feels out of alignment, the eyes wide open entrepreneur is not afraid to ask further questions or that they will miss the next golden opportunity. The eyes wide open entrepreneur knows when the time is right and trusts that if it's not, another (often better) opportunity will present itself.

you have all the answers within you.



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Eyes Wide Open Step 3 – Just Because You Don't Think About Something Doesn't Mean it Won't Happen

Your job as an eyes wide open entrepreneur is to stop avoiding reality, believing that if you just don't look at something it will go away.

I'm here to tell you it won't.

I call this thought pattern the Law of Attraction Trap and it saddens me to see so many entrepreneurs fall into it so readily.

I know this Law of Attraction Trap well from firsthand experience. I believed it myself for a long time.

I believed that if I just didn't think about something, I could keep it from happening and therefore didn't need to prepare for it. And, as an extension of that, I also believed that if I DID prepare for something, I was asking for it to happen.

This is a common misapplication of the law of attraction and is almost guaranteed to get you into trouble as a business owner.

Fact: Obstacles, challenges, and roadblocks exist. Trying to avoid them will NOT keep them from happening. Why? Because they have nothing to do with you – they're impersonal. You cannot control whether an obstacle, challenge or roadblock arises; they are simply happening.

What you CAN do is move through the obstacles, challenges and roadblocks with ease and harmony. But this is only possible if you break the cycle of escalation that can result from the avoidance/reaction pattern of response to things that are difficult.

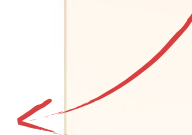
Shadow entrepreneurs respond to challenges/obstacles/roadblocks in a common pattern of avoidance and reaction. Do you recognize this pattern in your own life?

1. First, avoid. Avoidance can look like:

- (a). Not preparing because as long as you don't think about the challenge, it won't be there;
- (b). Not preparing because as long as the obstacle is only potential, thinking about it will have the same effect of it happening, so you don't prepare because that would be the same as bringing the obstacle into fruition; or

Shadow entrepreneurs respond to challenges /obstacles /roadblocks in a common pattern of avoidance and reaction.

Do you recognize this pattern in your own life?



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(c). Not wanting to confront, face or deal with difficult issues, specifically related to when you are unhappy with something or someone because as long as you don't talk about it directly to the person, you are managing the conflict.

2. Then, react. Inevitably, avoidance gets to be impossible and the shadow entrepreneur spontaneously reacts from a place of fear and almost always in a way that will result in an escalation of the conflict, challenge or obstacle beyond what it would have been had there been preparation.

If you can't see this pattern in yourself, perhaps you can see it in the people around you who are seriously down on their luck right now. I happen to have a birds-eye view because I have a lot of people in my life who have hit the place you never want to hit – no money in the bank, no income, and not a lot of prospects for earning a living at this immediate moment.

Do you know any people in this place?

If you do, you might notice that avoidance/reaction behavior pattern is common among folks who have lost it all and are slow to bounce back.

Avoidance, surprise, reaction, avoidance, surprise, reaction. One debilitating challenge after another.

It's an explosive, stressful, pressure-laden way to live.

When you keep your eyes wide open and look at what you'd rather not see, this doesn't happen.

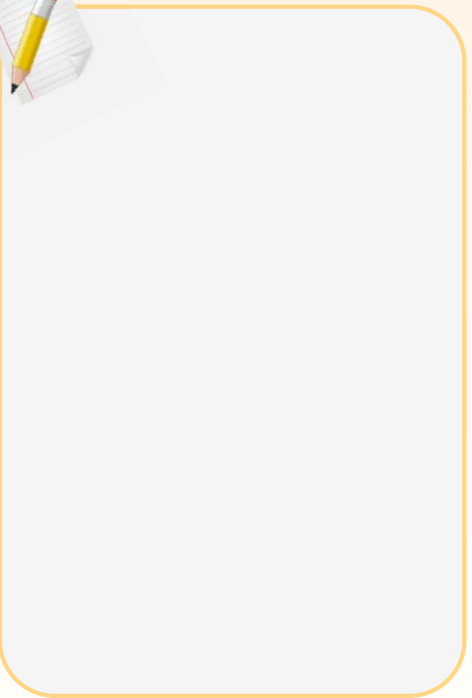
Don't avoid your self-sabotaging behavior patterns. Don't avoid the difficult conversations. Don't avoid looking at things you don't want to. Don't avoid preparing for things that could happen and are out of your control.

When you avoid, you are setting yourself up for explosive pattern of avoidance, surprise, reaction again and again. As long as you are in the pattern, you are out of the flow of your authentic self. You're in the shadow.

If this sounds familiar, simply become aware of it. Make a commitment to yourself to stop avoiding and instead look at the things you may not want to see, the hard things. The things you know are there, but you've been turning your eyes away from because they feel too big and too difficult to deal with.

When you read that just now, there may have been an image (or more than one) that came into your mind about something you have been avoiding. Write whatever that was down now if something came through. Draw it if you have to. Just capture the image. Here's a place to do that:

*Avoidance, surprise, reaction,
avoidance, surprise, reaction.
One debilitating challenge
after another.*



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If you can't remember it clearly enough this time or it's too vague of an image, just become aware of that and make the decision (an internal decision) that you are going to be more aware next time. Be prepared to capture it, no matter how fleeting, next time it comes to you.

Keep a pen and paper handy or a voice recorder. The more fully you can see the places that are in the darkness, the more your entire life will light up.

And ask for guidance. Ask to be shown your shadow.

Now, you might be saying why would I WANT to see my shadow?!? Shouldn't you keep it hidden? It's dark, it's scary.

Or maybe you're saying, I don't have a shadow. There's nothing dark and scary in me.

Here's the thing: if you want to be an eyes wide open entrepreneur (and you do or you wouldn't still be reading this manifesto), you need to first accept you DO have a shadow and then be prepared to see it. You need to bring that shadow into the light. Face it, prepare for it, and then you don't have to worry about it. When it does come up, you can calmly respond.

Eyes Wide Open entrepreneurship is about the demonstration. It's about how you are BEING in the world. Is your beingness in alignment? Are your thoughts, words and actions in alignment? Or is there misalignment just waiting to pop up at the worst of times.

Being conscious, waking up, seeing means becoming aware of that misalignment and not getting caught up in some victim-based story that is an excuse for the misalignment or the "bad" (as judged by you) behavior. Instead, the opportunity is to see the misalignment and become aware of it with non-judgmental compassion. It's your shadow; it's your ego; it's a part of you and it's there to protect you. It's simply misguided and is in need of gentle, compassionate course correction.

(I don't believe you need to kill, annihilate or destroy your ego. Thanks to my work with purpose master Tim Kelley, I have discovered there is a much more gentle path.)

For now on, you are going to be willing to do what's hard in your business because you will recognize that the hard thing you are avoiding doing is the one thing you must do to get to the next level.

Time and time again as I've worked with business owners and heard them say: but, I don't want to do that, I've been able to see that thing they don't want to do is exactly the thing that is blocking the realization of all their dreams. I used to believe freedom meant not having to do anything I didn't want to do. I now see freedom is being willing to do whatever is necessary to have the business and life I want, without resistance.

Or maybe you're saying, I don't have a shadow. There's nothing dark and scary in me.

For now on, you are going to be willing to do what's hard in your business because you will recognize that the hard thing you are avoiding doing is the one thing you must do to get to the next level.

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Whether that hard thing is hiring a team or having a difficult conversation with an existing team member or getting your agreements documented or getting your corporate entity set up correctly or getting insurance or hiring a bookkeeper or paying back taxes or filing late returns.

There's something that needs to be done in your business right now and you know what that something is, but you've been avoiding it because it's hard.

Now that you've become aware that avoidance is the beginning of the destructive pattern that is holding you back from experiencing success, prosperity, and freedom in your business, it's time to easily and gracefully break the pattern.

So how do you do it?

First, you have to be extremely honest with yourself. Remember, keep your eyes wide open. Where you are avoiding? Awareness is the first step of all.

A common place of avoidance for many creative, conscious business owners is in the areas where I had problems in my business – a lack of business foundation, which then sets the tone for everything else.

I can predict with uncanny certainty how well a business owner is doing now and what their growth will look like based on how much energy and attention the business owner has given to their LIFT Foundation.

And in almost every case when I have identified that shadow business we talked about earlier, I have found that there is either no LIFT Foundation whatsoever or it has some major holes in it like my first business had.

LACK OF LIFT FOUNDATION MEANS YOUR BUSINESS IS BUILT ON A HOUSE OF CARDS, ONE CHALLENGE AWAY FROM DISASTER.

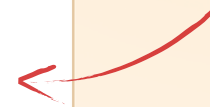
Before we look at how you can use the LIFT Foundation to convert your business from a shadow business into an eyes wide open business, let me make sure you completely understand what a LIFT Foundation is.

Your LIFT Foundation is made up of the legal, insurance, financial and tax systems of your business.

And if you started yawning just now or found your eyes glaze over a little bit as soon as I began to talk about legal, insurance, financial and tax, know that getting sleepy or feeling bored are powerful avoidance techniques.

This is not something you can avoid any longer.

First, you have to be extremely honest with yourself. Remember, keep your eyes wide open. Where you are avoiding? Awareness is the first step of all.



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It's the strength of these 4 pillars that determines the ultimate success of your business. Think of the roots of a tree. The tree can only grow as big as its roots will support. Or the foundation of a skyscraper, which determines how tall the skyscraper can go.

Your LIFT Foundation is the same. Your business can either be limited by or supported by your LIFT Foundation.

Every element of your LIFT Foundation is about operating your business with your eyes wide open.

When you don't have a LIFT Foundation in place or there are holes, you are operating your business in the dark/in the shadows. Up until now, you probably hadn't been aware of the insidious effect your lack of LIFT Foundation has had on your business or your life.

Let's look at each of the LIFT elements in turn so you can see some of the ways not having a LIFT Foundation results in subconscious self-sabotage of your business again and again.

On the legal side, not having LIFT could mean:

- Knowing your personal assets are at risk from your business activities, which means you will hold back from taking risk, making necessary business investments and putting yourself out there at a big enough level.
- Not having the team support you need or finding that the team you do have is not meeting your needs on a consistent basis. Usually this is because you have not set up the framework of your employment practices in the right way.
- Finding your partnerships (with affiliates, joint venture partners, vendors, clients, and even business partners) are not satisfying. Maybe your vendors are not responsive enough, or you don't have enough clients or you're not getting the support you need from affiliates and JV partners. This is generally a result of not having a process in place for creating and documenting agreements that inspire action.
- On the worst side of things, it could mean you are in conflict in several areas of your business and your life. Maybe friendships and business relationships have already been ruined, perhaps some are on the brink. With LIFT in your business, that doesn't have to happen.

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On the insurance side, not having LIFT may mean:

- Your subconscious mind will always be trying to protect you from taking risk, which means self-sabotaging behaviors will come into play on a frequent basis right before you are about to take a risk that would grow your business or expand your life.
- If you are in a partnership, not having insurance in place can lead to subconscious feelings of insecurity in the strength of the partnership.
- You will simply not play full out.

On the financial side, not having LIFT could mean:

- Making non-strategic buying decisions that often leave you empty and kicking yourself afterwards.
- Feeling unsteady financially, which means not making the investments your business needs in order to grow.
- Consistently undervaluing your services and not commanding the fees you deserve.
- Frequently feeling disorganized and out of balance.

On the tax side, not having LIFT means:

- Spending more money than you need to be on taxes.
- Working really hard and feeling as if you are spinning your wheels, not keeping enough money or making a big enough impact.

As long as your business looks like this, you can't possibly be impacting the world as much as you could if all the holes were plugged and the energy associated with the leakage was harnessed in the right direction



I was so excited that I was going to sell the firm that I didn't look too deeply at the buyer. Big mistake.

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If you recognize any of these expressions in your business, you've probably associated them with things on the surface, like making poor hiring decisions, or not having enough money, or not having enough time. But, they aren't. **These are the hidden shadows that keep your eyes closed to what's really happening and sabotage you again and again.**

If you want to make a real difference, build a real deal serious business and make serious money, you have to have LIFT in your business.

When you finally fill the holes in your LIFT Foundation, you will find yourself

- Leveraging your time,
- Inspiring others,
- Free of financial insecurity, and finally
- Living your truth

But, you can't experience any of these things when there are big, gaping holes in your LIFT Foundation that you are ignoring or avoiding because they are difficult to look at or think about.

By now, I'm certain you are convinced it's finally time to take your business out of the shadows and build an eyes wide open business that you, your family, your clients, your vendors and everyone else can count on.

Remember How You Felt the Last Time You Cleaned Out Your Closet?

Here's what's really exciting. When you begin to work on your LIFT Foundation, it actually feels really good (especially when you know what you are supposed to be doing and have a clearly laid out step by step path to follow). The hardest part is simply taking the first step.

It's this way with everything we know is good for us, right?

It's kind of like working out. I really don't like to exercise at all. I dread it, I complain about it, I don't want to do it.

But, after I do, I always feel a tremendous sense of personal energy. And it's far, far easier for me to do it when I have a personal trainer holding me accountable to the workout, showing me the right movements to take, and guiding me every step of the way.

It's the same way when it comes to cleaning my office. I feel so disorganized and put it off as long as I possibly can because I dread taking the time to clean up. But, then I do it and it frees me up.

These are the hidden shadows that keep your eyes closed to what's really happening and sabotage you again and again.

But, you can't experience any of these things when there are big, gaping holes in your LIFT Foundation that you are ignoring or avoiding because they are difficult to look at or think about.

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I feel this peace of mind, clarity and aliveness that I just don't feel when there are piles of crap all over my office.

I feel more professional, more put together, and more ready to take on the world.

Getting your LIFT Foundation in place is the exact same way.

What Are Total Clarity and Freedom Worth To You?

As you've now seen, not having a LIFT Foundation in place in your business is the underlying cause of quite a bit of struggle that can be eliminated once you take the actions you know you need to take, but have been avoiding.

Let's take a look at what this new energy, peace of mind and confidence in your business would be worth to you.

- When a potential client considers your services and you immediately email her with a streamlined list of the packages and prices to work with you along with a pre-completed engagement agreement, it makes it much more likely you'll get the gig.
- When you know without a doubt whether to invest in a product, course, program or coach because you are clear about the vision for your business and not merely reacting to a well-written sales letter, you'll waste less money and not find yourself with more and more information you aren't even using,
- When you make your next hiring decision before you are in dire straits and can take the time to find the right person who can really support you in the way you know you deserve to be supported.

These are just a few of the ways your LIFT Foundation will support the growth of your business and ease in your life.

It all begins with clarity and results in true freedom.

Ok, so now you are ready to begin cleaning up your LIFT Foundation and filling the holes you know may exist. Here are a few things you can begin to do right away:

- Commit to bringing your business out of the shadows and being an eyes wide open business leader instead.

It all begins with clarity and results in true freedom.



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- Sit quietly and identify where you are avoiding things you know you need to do, but have not wanted to. Make a list of eyes wide open commitments – hard conversations, difficult areas to focus on, and anything else you know you have not wanted to do, but know it is time to do.

I've been working on a more detailed Strategic Action Implementation Plan that I'll be sharing with you sometime in the next couple of weeks. you can download your LIFT Eyes Wide Open Action Guide here <http://www.myLIFTfoundation.com>

What If You Understand the Benefit of a Lift Foundation But You Simply Cannot See the Time or Money to Build an Eyes Wide Open Lift Foundation Into Your Business?

By now you've seen what it costs you to do business in the shadows and the tremendous benefits that will come when you do business with your eyes wide open.

But, you may still be stuck in concern about lack of time or money. I understand that well.

And the truth is you will have to commit time and money to the process of building your business. That's a simple reality.

What you need to identify is whether you are willing to give more time or money to the effort.

Are you a do it yourselfer or a delegator?

Of course, I understand the desire to not spend money that you don't have to spend. You want to save money by doing things yourself. And you make big promises to yourself that you will.

You're going to get around to setting up that business entity (or keeping it in compliance if it already is set up) any day now, right?

Or, you've convinced yourself you're going to file those tax returns that have been looming over your head for a couple of years already or get those financial systems in place.

Or maybe you know it's the insurance you have to deal with. This has been a big challenge for me personally.

I've been working on a more detailed LIFT Eyes Wide Open Action Guide that I'll be sharing with you sometime in the next couple of weeks. You can download your Eyes Wide Open Action Guide here

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The insurance can be such a pain to get handled, especially when you don't know who to call, what kind of insurance you really need, and you really don't want to spend the money on it.

Listen, I have all the same time and financial issues you have. I have the same 24 hours in a day that you do. Mine are filled with young kids, multiple businesses, a boyfriend, ex-husband, and complicated friendships. My financial issues might involve a couple more zeros, but frankly that just adds to the fear factor, in some ways. You can't deal with the fear by trying to save your way through it.

Suze Orman did not get rich by saving her pennies. She got rich by figuring out how to earn a boatload of money doing something she really loves to do and delegating the rest.



Suze Orman did not get rich by saving her pennies. She got rich by figuring out how to earn a boatload of money doing something she really loves to do and delegating the rest.

This is the same formula for you. Don't let your LIFT Foundation (or lack of it) hold you back.

I suspect if you are like most entrepreneurs you are making a common mistake when it comes to do it yourself v. delegation. Here's a recent example from my own business life:

Just recently, I had to file the final dissolution papers for my law firm. If we dissolve by the end of the year, it'll save me a few hundred dollars in taxes.

I asked my assistant to talk to our business documentation lawyer and find out how much it would be for them to do it for us. They said \$450 and for a few minutes I thought about doing it myself.

But then, I caught myself. And I recognized that it isn't worth it for me to figure out how to do something I'm only going to do once or at most a few times in my lifetime. It would allow me to be far more creative (which is what makes me money) if I just paid the \$450, let the lawyer do what he specializes in and does all the time, and if I took that time and wrote something that makes a difference in your life instead.

Do this the next time you are thinking about doing something like that yourself. Is it really, really worth it for you to learn how to do something, make sure you do it the right way when you're only going to do that something once, twice or maybe a few times?

A Few Stories of People Who Did It Themselves Without the Right Knowledge and Guidance

You need help to do this the right way. You don't necessarily have to pay a lot of money to get everything done. But, you do need guidance along the way.



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My errors were a direct result of misinformation I received from well meaning (I think) advisors. The key is that whether you are a do it yourself or a delegator, you need to know what you need to know.

These folks didn't.

The first experience is that of a well known leader in the spiritual business community. I was told about the experience under attorney/client confidence so everything I describe is disguised in such a way that whoever you think it is, it's not. The experience is 100% real.

This spiritual business leader was hired for two separate \$100,000 coaching/consulting relationships. Different people. The first client signed the standard coaching/consulting agreement presented by the leader without a problem. The second client did not.

Instead, the second client said "we're both conscious entrepreneurs. Why do we need such a complicated, confusing, formal legal agreement like this? We trust each other and believe in each other. Let's sign a statement of intent instead."

The leader said yes. And so they each stated their intentions regarding the relationship.

Some months in, it became clear that they may have had the same intentions, but they did not have the same expectations.

The client thought the leader was going to do more of the work. The leader's agreement clearly said that the relationship was based on the leader providing advice and guidance, but the client carrying out all of the implementation.

But of course, they didn't sign an agreement. The intention statement signed by both the client and the leader could have substituted for an agreement, but the intentions were vague and unmeasurable objectively.

The client ultimately sued the leader for return of the entire \$100,000 coaching/consulting fee that had been paid up front. On top of that, the other client discontinued the relationship with the leader out of courtesy to the relationship between the two clients prior to their association with the leader.

As a result of the leader's unwillingness to establish firm boundaries and insist on an agreement that had been created and blessed by a lawyer, the leader lost \$200,000 worth of business plus had to spend a tremendous amount of emotional and creative energy on the issue, travel time to the state in which the client resided and threatened to bring the lawsuit and had to pay an attorney for many hours of guidance and advice.

My errors were a direct result of misinformation I received from well meaning (I think) advisors.

The key is that whether you are a do it yourself or a delegator, you need to know what you need to know.

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This next experience is a doozy.

My business and life partner, Dave Dee, wasn't always as smart as he is now.

Back in the 90s, Dave and his best friend decided to open a magic cart in the mall. You know those carts that sell things? Well, they sold magic tricks. (Dave was and is a magician.)

They were successful with the cart and considered themselves entrepreneurial geniuses! So, they decided that since Dave had taken karate for a few months and enjoyed it, they should buy a karate school (common error made by a business owner operating in the dark – chasing what seems like easy money).

Within a few weeks they had found a school to buy. They plunked down a \$10,000 deposit were given the keys to the school and thought they were in business.

For some reason, it never occurred to them to have a lawyer or financial person check out the deal for them. (They thought they were entrepreneurial geniuses, right?)

Well, it turns out the school was \$26,000 in debt and now that debt was their debt!

Things did not go well for Dave and his best friend. Ultimately, they did find a lawyer who was able to help bail them out. But, it cost them a pretty penny and a tremendous amount of peace of mind and time. All of which could have been avoided if they just would have had their eyes open and asked for help earlier.

The last story for today (and I could literally go on and on with them) is from a gal who works for me.

She works for me because she had to get a job after an ill-advised business decision that put her family into bankruptcy.

I think this is the saddest story of them all.

Amber's husband Joe started a landscaping business with his pastor. They ran it together for a while and everything was great.

Joe and Amber were living the American Dream. She was a stay at home mom. He was running his own business. They had plenty of money. Security. A home.

They had it all.

I think this is the saddest story of them all.



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They had even worked with a lawyer to set up an LLC for their company because they thought it would protect their personal assets if they were sued. And their lawyer told them it would protect their personal assets.

When their partner wanted to finance some equipment for the company, he told Joe not to worry that his personal assets were protected because of the LLC they had in place.

What he didn't mention is that if the company failed, Joe would be on the hook personally for the debt.

In 2007, a car accident left their business partner and pastor paralyzed. And that's when Joe and Amber found out they were stuck with all the debt the company had taken on. Joe had signed a personal guarantee for their bank financing—rendering him personally responsible for \$75,000 in business loans. Because the loan was taken out under the business name, Joe simply hadn't understood that his personal assets could be involved.

Joe and Amber ended up going through both a business and personal bankruptcy. Joe now does restaurant/catering work for a local hotel and Amber works for me. It's not the life either of them imagined.

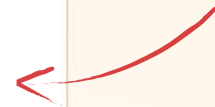
Had they had a little more knowledge and understanding about how to build a LIFT Foundation into their business, they would not be in this position. Sure, maybe the landscaping company still would have gone under due to the economy and the pastor's accident, but Joe and Amber would have bounced back much more quickly and not had to experience the pain of a bankruptcy.

After reading these stories, I'm certain you can now see how critical a LIFT Foundation is in your business even though people don't talk about this stuff. It's the last taboo subject for a reason, I suppose. These are tough things to even read about.

And, I don't know where you are now. Maybe you're just getting started in your business. Maybe you've been in business for awhile but are struggling. Perhaps your business is doing fantastic. Wherever you are, I've been there too. From starting my law firm, then struggling to get by and growing it to a seven-figure business and then selling it. From being sued and losing hundreds of thousands of dollars to starting a second business, I run from home and making it into a seven-figure a year producer that lets me work from wherever I want, travel, and enjoy a lot of time with my kids. I have been where you are.

But the fact is, success did not come easily for me until I began to wake up to my own patterns of behavior that weren't serving me. Is it possible you are making the same mistakes you've always made? Are you ready to wake up?

After reading these stories, I'm certain you can now see how critical a LIFT Foundation is in your business even though people don't talk about this stuff. It's the last taboo subject for a reason, I suppose. These are tough things to even read about.



**For a Limited Time, Get
Instant Access to your
Eyes Wide Open
Action Guide. Go to
www.myLIFTfoundation.com
NOW.**



That's what this is all about. By being willing to see where you've gotten into these ruts of being, these patterned, conditioned behaviors and reactions that rule your life, you have the power to wake up and change your life and your business.

Truth is in the demonstration. You must begin by being honest with yourself. I'll be giving you a safe space to do that.

It IS possible for every single person reading this manifesto to build a real deal, serious, eyes wide open business that makes a difference and a great living with ease and harmony.

The way to do it is to go into every moment of every day with your eyes wide open and be ready, willing and able to face the challenges, obstacles and roadblocks that are inevitable with ease.

Over the coming weeks, I'll be sharing with you everything you need to know about how to get a LIFT Foundation into your business the right way. If you are a "do it yourselfer," I'll provide you with the information you need to make sure you do it the right way. And, if you are a "delegator," I'll give you the knowledge you need to delegate to the right people and know you are getting your money's worth and not getting taken by what you can't see.

So regardless of where you are now, get ready to LIFT your business and your life to a whole new level of awareness. If you have not already done so, make sure to request LIFT Eyes Wide Open Action Guide from <http://www.MyLiftFoundation.com> that will immediately help you to set up (or fix up) your business so it's got the right foundation.

Furthermore, over the next week I'm going to be sharing with you some eyes wide open interviews in which I go behind the scenes into the businesses of Ali Brown, Melanie Benson Strick and Lisa Sasevich who are coming out of the business closet and talking about the last taboo in their own businesses for the first time publicly.

Ali agreed to an interview with her business partner Liz (who started as her VA 11 years ago!) about how they work together, how they've handled drama and conflict in their relationship and company and what, if anything, they would have done differently.

Melanie is sharing with us how she went from a 7-figure company to a huge financial crisis over the last year and what she's doing to turn it around. Yes, there were some tears spilled during this interview.

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So regardless of where you are now, get ready to LIFT your business and your life to a whole new level of awareness.

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Lisa will take us on the inside of what it's like to receive a lawyer's letter calling you a fraud. What should you do when something like that happens? What's the right way and the wrong way to deal with it, not just legally, but emotionally as well.

Furthermore, you'll have a chance to qualify for a VIP one-on-one coaching session with me where I will personally help you fill the holes in your business so you can protect, save and make tons more money in 2010 (by the way, all of you get an invitation to this call, so stay tuned).

Become part of this "Eyes wide open" Revolution by opting in at <http://www.myLIFTfoundation.com> for instant access to my LIFT Eyes Wide Open Action Guide.

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