

The Confidence to Publish & Sell Your Information Interview Transcripts

Kelly McCausey: Hi there everybody this is Kelly McCausey and we're here in the Confidence to Act in Business Series with my next special guest Alice Seba of Internet Based Moms. Hi Alice.

Alice Seba: Hi Kelly.

Kelly McCausey: How you doing?

Alice Seba: Well pretty good and thank you very much for having me here. I think what you're doing is very great. Confidence is a huge issue for all of us. Even the people who seem to have it all together there's always something that people can, everyone struggles with it. And sometimes it can really get people down, so I'm glad you're putting this together to give women the confidence to act in their business. It's wonderful.

Kelly McCausey: Awesome. Just in case there's somebody who's listening who isn't familiar with Alice Seba.

Alice Seba: I guess she's world famous right.

Kelly McCausey: Internetbasedmoms.com is your flag ship website.

Alice Seba: Right.

Kelly McCausey: And also you do lots of different things as far as internet marketing, information marketing. Do you want to give us just a quick run down of some of the things that you've done?

Alice Seba: Oh sure. The internetasedmoms.com was where it all started and I was helping get good in marketing information specifically to moms. There's a message board, and lots of resources, and different things people can pick up. But I also have a blog that I update quite frequently that has my thoughts on various subjects to do with marketing and that's at aliceseba.com. And if people have this course they'll know how to spell my name and they could go to aliceseba.com and check it out.

I also have a couple of courses on press release writing and getting publicity at pressreleaseprofits.com. And also a course that teaches people how to beginning in business and have it come back to them many folds. So how to get a head by being nice which I think people who lack confidence I think that's something that they could probably relate to. Because a lot of us don't want to be this cut throat business person, but if we know that we can just be nice to people and have it return profits for us then it sounds like a good thing. And that course is found at internetmarketingsweetie.com.

And finally, of course, we also have our membership site for moms who want more hands on help with getting their online business going better at mommasterminds.com. I mean, there's probably more out there, but those are the main things that I'd like to get people's attention to and hopefully it'll be helpful for them.

Kelly McCausey: Wonderful. You're an internet marketer, so you have, you know like you said, you probably have lots of other websites we just don't know what they are.

Alice Seba: Well I think I have, I haven't counted recently, but it's over 50 now. I do a lot of content sites. Where I put my heart and soul is teaching people to market online, because I like to help people.

But then I have a lot of content sites in different markets where I'll sell things through affiliate programs or make money through Google AdSense. And I just keep building those each month getting more and more sites and getting my virtual real estate empire out there as John Reese calls it.

Kelly McCausey: Right. So you're an Internet Realtor?

Alice Seba: Yes. And it's much cheaper than real real estate.

Kelly McCausey: Right, right. I have some friends who they're doing, they're dabbling in real real estate. And they spend the entire summer killing themselves over this house that they were going to make a \$50,000 profit on. And when it came right down to the sale they only made about \$15,000. Of course they were heart broken.

Alice Seba: That's physical labor too.

Kelly McCausey: Yeah, and all I could think of was, hey, if I build a site and it makes me \$500 or if I build a site and it makes me \$5,000 I haven't worked harder necessarily it just depends on how well the topic goes.

Alice Seba: And you keep that real estate, so it continues to make that money for you.

Kelly McCausey: I don't ever want to do houses, and rentals, and all of that.

Alice Seba: Yeah, well now I know there's definitely good money there, but it's a matter of preference in what we want to do. If we want the minimum amount of work, minimum amount of stress, minimum investment then this is the place.

Kelly McCausey: Awesome. Well Alice you said everybody struggles with issues of confidence. Does that include you?

Alice Seba: Well for sure. We all do. And when I started Internet Based Moms I had absolutely no idea what I was doing. I just saw that there was a need for good internet marketing information in the work at home mom community, because it just wasn't out there.

Like I said, I didn't know what I was doing yet I was going to teach people how to market their business online. And what I did was do a lot of research. And I tested out all the strategies I shared. Basically I was thinking from my own experience, and luckily my experience turned out to be quite successful.

So now on the outside after these few years I do feel qualified and confident enough to teach other people how to market their online business. I still have those insecure

moments, and one of the things that I tend to do is that I offer my information for free when I could very well charge for it. And I think probably a lot of people do this.

I mean, the information product industry is huge. People are saying, "Oh, people go to the internet for information and they want it for free." Well, yes they want it for free, but people also are willing to pay for it. Irregardless I'm still a firm believer that giving much of your best information for free is a great thing. It builds relationships, and raises confidence of the people, your potential customers. People will think if she gives this product away for free I wonder what I'll get if I actually buy something from her. It's going to be fantastic.

But I think I take it to the extreme, and maybe I'll prepare something to be sold, but then I just give it away, because that way I don't have to subject myself to the scrutiny of other people who have pulled other wallets and given me money to learn something from me. Because then I worry if I give it away for free then it's like I can fall back on that, well it's free.

So I did this with our Truth About Traffic course. And I didn't mention that, but it's a free course that people can learn to get traffic to their site. It's got tons of audio, there was no workbook, but there's a written guide, there's lots of practical tools in there. And it was a course that we were going to make for sale, but I completely chickened out and continuously worried. Was it good enough? Was it good enough?

I definitely feel good about offering for free and we've helped a lot of people, but people are constantly telling me, "You should be charging for this. I can't believe you're giving it away for free." So there are benefits to giving things for free, but I still sometimes I just go that way, because then I don't have to worry about failing. Like whether if I don't sell or if a few people don't like it. Not everybody's going to like my products and I have to realize that.

Another thing that, and I don't know if others may find themselves doing this too, my dirty little secret is that I'll often promote other people's products before I promote my own. Because, as you know Kelly, I'm an affiliate for a number of products and I also have a few of my products of my own which I've mentioned earlier.

And when I find an affiliate product that is top quality I put my heart and soul into promoting it, and standing behind it, and doing very well selling it. But the funny thing is that when it comes to pushing, stop pushing, or selling my own products as hard it all comes down again to the confidence and fair criticism, because yes I'm still putting my opinion on the line and saying, "This is a good product made by somebody else." But I don't have to necessarily deal with if it doesn't sell then that's okay I move on to something else. If people criticize it they're criticizing that person as opposed to me.

So it's definitely an issue I've been working on. And people are going to be seeing changes in the way I promote my own products in the coming months, because I've been trying to educate myself in how to promote my products effectively. How to increase that customer satisfaction. Because I think when we educate ourselves that confidence comes with that.

If you know how to do something then you're going to feel good about doing it. And above all sometimes we just need to get out there and do it. Not everyone is going to

like my products and I'm going to get refund requests. That's fine. And the more refund requests I get probably means that I sold more of my products, so that's a good thing. It's all numbers. If I sell 1,000 I'm going to get more refund requests than if I sell 10.

You just need to focus on the people who are grateful for my help and whose lives I'm changing. Because when we focus on the negative I think it can really bring ourselves down.

Kelly McCausey: Absolutely. You know you went from a mom, a mom who just had a baby when you started Internet Based Moms, right? You'd just had Malcolm.

Alice Seba: Yes, he was 10 months old, no, no. Younger than that, but yeah a few months old.

Kelly McCausey: So you had a new baby, you started a website that was starting out with providing free information, and then you wrote your first ebook which was an ebook marketed to moms, very low price. Had another baby, grew the website, started to dabble in internet marketing, and then it seemed like overnight you exploded from being just another owner of a WAHM site to being one of the biggest names in internet marketing.

Alice Seba: Sorry, I think that's funny, but thank you.

Kelly McCausey: It's true. You know I watched it happen. And it still blows my mind if someone was to say, "How did she do it?" Well she gave lots of information away for free. Before you ever had a product, this is what happened is you gave your book away for free and then everybody realized they should have bought it, I think. Because all of a sudden when you were giving it all away for free, and it appeared that you weren't selling anything. All of a sudden everybody wanted to know what Alice had to say. Isn't that funny?

Alice Seba: Well yeah, and that's a good point. So now you say it's okay for me to give everything away for free, but no it's not of course, because there is a ballet. But it's true and when you do put that stuff out there people can read it. People who are looking for potential business partners. If they can go out and see the information you're providing whatever your market your in if they can see that they know what you're talking about they're going to be wanting to contact you and you're going to make all these great relationships. And people are going to be referring people to you and yeah, your business is going to grow that way for sure.

Kelly McCausey: You know I watched you grow into a big name. And I recognized, I always knew, and for those who are listening I admire all of the owners of the large WAHM sites. I admire Cheryl Demas. I admire Leslie Spencer. I admire Kristy T. They've all done great things, but if I want to know how to make money online I want to know what Alice has to say. And that's not a dig on Cheryl, or Leslie, or Kristy. They have all built awesome resource websites that do something specific. But when it comes down to internet marketing Alice is the person you go to for the how to.

Alice Seba: Well yeah, and that was the point of the site too was it was specific information to do with working at home. And I think a lot of people too they might be going into a market where it seems too big or they feel they can't compete. But yeah, if

they have a special little tight focus or a special expertise inside that market then you could definitely push yourself ahead and be recognized as the expert there.

Kelly McCausey: I guess what I'm saying is that I've always found it it's very simple to say, "Alice is an expert. She's an internet marketing expert. You're a search engine optimization expert, copywriting expert." Everything that we need to know to become successful in internet marketing we can learn that from you. You can't say that about all the other WAHM sites.

So you have grown the title of expert, but even though that seems glaringly obvious. And no I'm not just Alice's biggest fan, it's the truth. But you have occasionally been the target of these, "Who does she think she is?" remarks. We don't have to give examples.

And this a mom thing for my listeners who are moms in the work at home mom community. You know how it is when somebody rises up and starts to call themselves an expert. There's all these chickens running around going, "Who does she think she is? She just came into the community the same time I did. She doesn't know anymore than me. I could write that book." Alice, how do those kind of remarks affect you?

Alice Seba: Well, honestly, and this is all to do with too a fear of criticism. The thought of, "I don't want these people to say bad things about me." So how am I going to paralyze someone from doing anything, because they don't want to be criticized. Even though I still put myself up for that criticism, and it used to really bother me. Now I just let it slide.

Many people don't know me. Like, Kelly, you're saying, "Oh, you're like the biggest thing everybody knows you." But it's not true, there are many more people that don't know me than do know me. So they don't know my qualifications. They don't know what I do. And they judge without having the full story. When people make judgments like that it's because they don't know. They have no clue, they're just going based on what they see in front of them which is not the full picture.

And as you kind of alluded to many people are just jealous for whatever reason, and I'm not just talking about of me. People just don't like to see other people succeed, some people that's not all people. Some people just don't like to see other people successful and that's really a shame. But that's not my fault.

If somebody wants to judge based on a partial story or they may not want to be jealous, but they can't help it. I can't do anything about that. And it all comes back to focusing on the positive which in life is usually far more abundant than the negative.

For every one person who thinks I'm an idiot or a con artist there's a hundred who are thankful for the value I provide them. It's such a shame if you get criticized to sit and focus on that judgmental or jealous person when you should really be focusing on the people who matter the most. And that's the people who are using and applying the information that you provide to them.

I mean, it's hard you got to have a bit of a thick skin. If you're putting your name out there and your teaching people about a certain subject then some people aren't going to like you. And that's okay too, because when you really think about it's people talking about you, and that's a good thing.

I know several other marketing people and there's particularly one gentlemen who sells a bunch of software for people who are internet marketing. And when he releases a new product forums blow up and people saying, "Oh this is garbage, and you can get this here for free." And he says he loves threads like that, because he gets so many sales from it. He can see where the people are coming from. And it doesn't matter if people are saying bad or good the people are talking about him.

And yes it can sting a bit when they get personal, but you got to realize where this persons coming from. They don't know or they're just simply jealous. Just focus on the positive.

Kelly McCausey: Sure, I came to realize, especially with people who are critical of others when they begin to succeed is, you know, it wouldn't matter if you had, there's the term of doing your time in the trenches that some people really seem to like. They like the idea of somebody following a certain pattern to success, and that they should work really hard and starve a few years before they start to experience success.

But honestly, if it had taken you five years to get to this point or if it had taken seven they wouldn't have been any nicer about it really.

Alice Seba: No, because people still wouldn't also know the history, or how I got there, or what I do now. Yeah, it's the same thing.

Kelly McCausey: Yeah. Alice, you're in the position at this stage in your career, as an internet marketer, to be a very attractive joint venture partner. So I'm sure you get a lot of requests. How do you decide who you're going to work with and who you're going to avoid?

The reason I want to ask this question is because I've seen the questioned asked. It was asked just recently on one of your forums. Someone said, "How do I get the big name people to pay attention to me?" So Alice, do you give newcomers a chance?

Alice Seba: Well you asked me a bunch of questions. Let me start with the, just to give people a perspective and the lady who was asking that question. And she's done a great job, she's very persistent and has really worked hard to get the attention. Maybe she's not getting all the people she wants, but she's getting there. And I'm going to address some of that in the way I want to answer this.

But really, I honestly have no idea how many requests I get for people wanting me to promote their product. Anybody who emails me through a contact forum has their email, their email goes to my system first. And unfortunately, that's the only way I can manage the volume. There's no way I can look at everything. I don't have the time to check that out. I have family, and other things to do that it's the way it goes.

So only she looks at them first and sees if they're worth while. She'll look at whether it fits the market and if it's kind of some topics that I've been talking about already and things like that before she'll even send it me. And even then most of the ones she sends me I still say no, and many we don't even answer.

And people shouldn't get discouraged by that, because we just can't there's just too much. And just because someone said no this time doesn't mean they're going to say no another time or whatever.

Again, it's all about, you know we were talking about getting worried about criticism, it's not personal. It's not a personal thing when someone can't help you, or doesn't answer you, or whatever it is.

But to getting to more of your question is because I do have so many requests it really comes down to who knows me and our relationship. If I've never met you and you email me and say, "I'm going to give you a commission for promoting this." It's really quite meaningless to me. Everybody offers a commission.

I know that I can email my list, tell them go buy this, and I can get a commission. So honestly, yes I usually help out friends first or people who maybe have helped me with something in the past. And I really think that's the way it should work, because when you're trying to develop a business relationship with somebody it doesn't start out with you asking somebody else a favor. It should usually be your offering to help your potential business partner. That's why the typical email requests that come to me get ignored. I can only thoroughly review and promote so many products, because I want to make sure the products good in the first place.

And if I know you and I know your reputation I am more likely to know that it's going to be a good product. So if you've never done anything for me or I've never talked to you before it's honestly not likely that I would have the time to help that person out. And I know that sounds harsh and I don't want to discourage anyone at all. Because like I said, this lady who posted that is doing fairly well for herself, because finding these JV partners is very much a numbers game. The more people you email the more likely you're going to get more yes's.

So she's contacting a whole bunch of people. Maybe she's not getting all the yes's she wants, but the more she contacts the more she gets people to say, "Okay." She might not get me to say okay with a generic email, but it's the way it works.

But if you're going to do that email go the extra mile in your request to get attention. In most cases you should be offering to send the product to the person to review them possibly offering to raise the commission. Just do something to show that you're trying to help them as well, and that you're not just trying to get someone to promote your product.

You should also make sure that the person understands that all the promotional materials are going to be provided, and that it's going to be easy to work with you. I can't say that my blanket answer is no again for someone I don't know. I don't want to make it sound like, "You're not in my clicks and you can just forget it." Because that's not the truth.

If you have a product that fits just right into what my markets creating for or some topic I'm working on then there's a good chance I'll look at your product. But then also, and it's not just me I know this from other people who review products and things like, but just because I say I will look at your product doesn't mean that I will promote it.

And people who are looking for JV partners should expect that many people who say they'll look will do absolutely nothing. Things happen, people get busy, the product might not really fit in, or any number of things. But it might very well happen that further down the line months, years, whatever the product will fit in perfectly and it'll get promoted.

Or if I review something that I don't think is quite right for me, but I think it's good I'll remember that, and I will tell somebody else and perhaps they will promote it. Or I'll remember that person for a project into the future. Just again, just keep a thick skin and understand whatever happens happens, and it's never personal.

And one other thing I wanted to mention too that will help people get to the people they want to be with is that I like to mention that so many people approach me with "perfect product" for my list. And I'm sometimes dumbfounded as how they figured it was actually perfect.

For example, because I have a list of moms people want me to promote their diet products, their parenting products, and all kinds of things like that. But the problem is, is I have a list of moms who want information on internet marketing. There's so much content I can deliver them on that topic, and so many products I can promote I don't venture off promoting all these other things. Yes, they may be interesting, but that's not what my list is about.

So when you're looking for people make sure they are highly targeted. Yes if you have a product that moms would like maybe a big site like Internet Based Moms or WAHM.com might come to mind. But if it's a diet thing then it's not the ideal thing. Look for sites that maybe they target moms and being healthy, or diets, or women and diets, or just people and diets that's your target. You got to go out there and search for those sites and those people, because they're out there. They may not be in your message board community you hang out at, but if you go an look for them you'll find them.

So I know I've babbled a bit so I don't think I answer your question specifically. Who I'll work with is likely people I know. People who have a product that fits my specific need or people who have helped me in the past. When you asked about who I avoid, I don't really avoid any specific type of people, but their products have to be good and they have to fit in my market.

As far as giving newcomers a chance, sure if they have a good product and it's perfect for my market. But I guess that leaves the question how do you get to know these people, because I'm saying that it's all about relationships. So how do you get to know the people with the big lists who are reaching your target market? There's tons of ways. You can join forums and membership sites they're part of. You can buy their products, you know be their customer first. Show you're willing to spend money with them and often that can get you in touch with that person. You can attend seminars that they're attending.

Even if you don't know where your target market people are hanging out go to an internet marketing seminar and just get to know people. You're going to find people who know people who are in your market and they're going to connect you with them. Because it's all about getting to know them first. You can also just try, if you're not going to go out anywhere, just send a friendly email or make a phone call without necessarily

asking of anything in return. Just give them some compliments, maybe offer them something. I always say its friends first we can do business later.

The thing to remember people who have good website traffic and big lists are going to be inundated with requests, so don't let that encourage you. If you start building the relationship now, starting to get to know people, being able to call these people friends. They'll be there to help you when you need them, and I think that's the important thing.

Many people don't want to take the time to do that. They're like, "Well I need to sell my product. I need to find this person and they need to promote it for me." If you have those relationships in place already it's much easier.

Kelly McCausey: Alice, I think the reason that question was so important for me to hear you answer is that a lot of times when the issues of confidence comes up, for me, it's when I'm talking with somebody who I've said, "You should write an ebook about that. You should do a teleseminar about that." And they say, " I could never do that. I'm not confident enough. I'm not well known enough." And they really believe it that they're not. But the very fact that I suggested it, I think, "Well, if I think you should write an ebook doesn't that tell you something?" Or sometimes you'll suggest to someone, "Well you should put that together into a product." Oh no, well shoot if Alice Seba thinks that you should write an ebook, write the ebook. Consider the source here.

Alice Seba: Well yeah. And it's a little off topic, but the information product industry is huge. And even a lot of these people we suggest this to are selling other types of products, maybe consumer products, or gifts, or something. But if you have that expertise and knowledge it's another stream of income and it's a great way to build a relationship and confidence in your other products as well.

If they know that you know how, you say you sell baby products and you know how to cure a baby of colic or whatever then they're going to trust you when comes to purchasing their products as well.

Kelly McCausey: Right. You know I have such a big heart for people who are starting out, because other people had a big heart for me. And so like when you talk about people who contact you and say, "I've got the perfect thing for your list." You know, people will do that. They'll email me or they'll call me, "Perfect topic for your show." And then it gets ridiculous. It's like just because work at home moms have estrogen doesn't mean that they want to hear about estrogen on my show.

Alice Seba: Exactly. Well yeah, and I think that's because we're feeling safe, because we go to these message boards where work at home moms are. So we see these people, we someone who runs WAHM Talk Radio. We see another lady who sells candles and whatever it may be. And we go to them, because we know them and we're confident. So really it's all about having also the courage to go and meet new people and really connecting with the people who are truly part of your target market.

And it's the same process. This person got to know you, they may know you and you may call them friend. It's the same thing going to meet somebody else who is actually reaching your target market. You can't have too many friends.

Kelly McCausey: That's right. You never know who you're going to meet through somebody.

Alice Seba: Exactly.

Kelly McCausey: I just don't ever stop being amazed at the circle of influence as it continues to grow by the internet. Alice, what would you say to our students, someone who has taken out their credit card and bought the content to act in business? They're pretty darn serious about their business, but they are struggling with having the confidence to act on something. Whether it's an idea for an information product, or a new business, getting into a new feel. You've stretched your wings you know what it feels like. What advice would you have for them?

Alice Seba: Well I think I kind of touched on all of these things, but it might help to recap them so people, you know, I want them to be able to go out and do something from here. And the most important thing is go out and do it. Even if it's something small and you're afraid or whatever, if you just take that tiny step you'll be like, "Wow, that was easy."

And I have this problem, and we didn't even touch on this one, but I'm a pretty big technophobe and people think that that's quite funny, because I run an online business, I know how to do a lot of things in my business. But when it comes to new technology I always put up this barrier in my head thinking, "That's too complicated I can't do it."

I didn't even know how to burn a CD earlier this year. I didn't have a CD burner or anything. To many people that's completely hilarious. Other people may relate to me and they say, "I don't know how to do it either." But I did it and it was so easy. And I look back and I'm like, "What is my problem?" I spent weeks worrying about thinking, "I don't know how to do it." And then I did it and it's something so easy.

So why spend the weeks or months worrying about something, because that takes far more energy than just trying to do it. And if you make a mistake no big deal. You learn from that mistake and you do it better or right the next time. It's all about learning.

So, yes you have to go out and do it, and also focusing on the positive and not the negative. Again, people judge when they don't have all the facts. And those people are really insignificant in your life. Just focus on the people who give you the encouragement and appreciate what you do. You don't have to defend yourself to these people who think you're terrible just get to the people who appreciate you and want more of the information you're providing, the products, whatever it is. Focus on those people, because there's far more of them than the negative.

And educating yourself is really important. Again, let's talk about the CD thing. I didn't know how to do it, but I had to learn it. And it's something very simple, but when I didn't know how to do it I was terrified. I wasn't shaking, and sweating, or anything, but it was still something that was holding me back from releasing one of my products, because I needed to do it, and it's silly.

So if you're not sure how to develop your product educate yourself, find out. If you want to do an information product find a course on teaching you how to make an information product. If you don't know how to market it educate yourself. The more knowledge you

have the more confidence you'll have, and the more confidence you'll have to act which, again, is what we said is very important is to just go and do it.

And the final thing to is the relationships. Forget about what you can get out of someone, and concentrate on what you can do for others. Because when you're helping others it's going to come back to you, and that's a great confidence booster in itself. If you're helping people and then it comes to promoting your product and you need their help they're going to help you, and it all comes into place.

And I think that's important to do it now as well instead of struggling looking for the JV partners after you've developed your product and you don't know anybody. So your chances of getting those yes's are less likely. If you already have those relationships in place you have that safety around or it feels safe, because you know you have these people to call on, they're already there.

Kelly McCausey: Great. Alice, thank you so much.

Alice Seba: Well you're welcome.

Kelly McCausey: This is great.

Alice Seba: And I'm so famous now you're going to be seeing me on the cover of People Magazine. I'll take Jennifer Anniston and Vince Vaughn's place. They won't be on there anymore.

Kelly McCausey: Very funny. Maybe you'll be on the cover of Revenue someday.

Alice Seba: Well I don't know.

Kelly McCausey: Well you're in the most important publication the WC.

Alice Seba: Absolutely.

Kelly McCausey: You could only go down from there. No I'm just kidding.

Alice Seba: Just think about too, you know I mentioned Jennifer Aniston and Vince Vaughn like they're under huge scrutiny. People really do know them. When it's just a person or two on a forum who are putting you down that's nobody. It's nothing.

Kelly McCausey: Alice, it's funny, because in the work at home mom community, because you are so well known and so well respected, because you mentor and coach I think a lot of people compare themselves to you. And that intimidates them from acting. I confessed to our Mom Mastermind members that sometimes I find myself, I put my ideas through the Alice filter. What would Alice think? What would Alice do? Well it wouldn't impress Alice. It wouldn't teach her anything. And I had to like knock myself upside the head and say, "Alice is not my target market."

Alice Seba: Exactly.

Kelly McCausey: How ridiculous to waste time thinking about what Alice is going to think. I don't mean opinion wise, because I often ask you for opinions, but I mean as a consumer. You're not my consumer.

Alice Seba: Right.

Kelly McCausey: I really encourage them and people listening we get so much great advice from Alice and other top internet marketers. But then we can turn around and start thinking, "I'll never be as good as them."

Alice Seba: Right, but that doesn't matter.

Kelly McCausey: Right.

Alice Seba: And I think, I was just actually just talking to somebody about this too is that some of my top mentors have sold a million dollars in a day. Or another guy sold over a quarter of million dollars in ten minutes for goodness sake. And people say, "Well, I could never do that." Well who cares if you could never do that. If you could have a \$200 day, or a \$300, or a \$1000 then that's good for you.

What's good for somebody else or what they're able to do has nothing to do with what you're trying to do. And you never know. Through the process, and the hard work, and year and years you may have that million dollar day. Who knows, maybe not. Most of us probably won't. Pretty sure I'm not going to, but that's okay. Because my business is following a different plan, and it's helping me and my family and it's fit for me. I don't have to be like everybody else.

Kelly McCausey: Yep. Comparing ourselves to others or even saying I could never do that.

Alice Seba: Well you limit yourself too. And maybe I'm limiting myself by saying that I won't have that million dollar day. I shouldn't say that, because hey, I might.

Kelly McCausey: You might.

Alice Seba: But, yeah once you start saying, "I can't do that." Then that's probably what's going to happen you won't do it.

Kelly McCausey: That's right. Awesome. Alice, thanks so much. This was great.

Alice Seba: Well thank you.

Kelly McCausey: Alright everybody.

Alice Seba: Take Care.