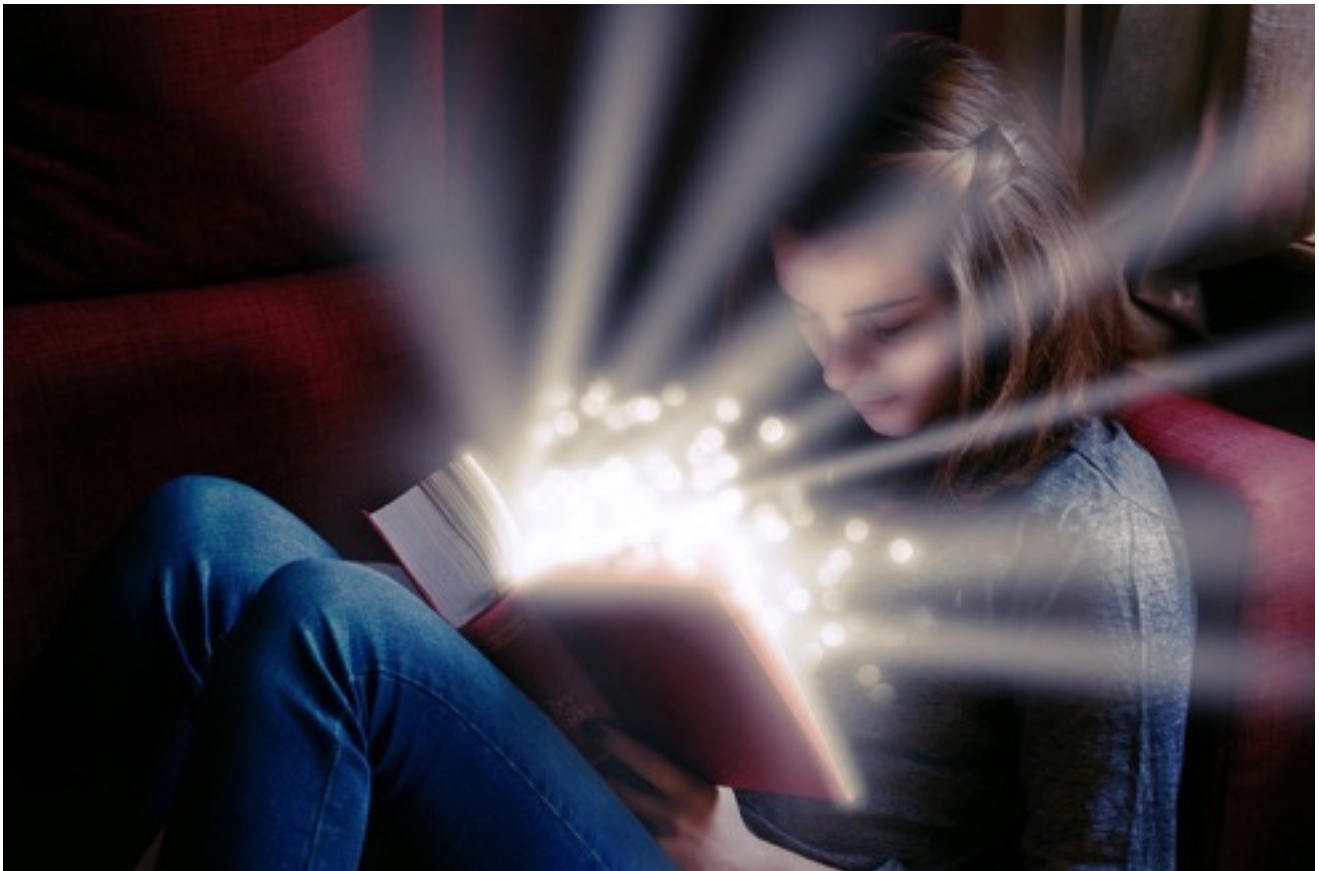

CRAZY WINDOW

A woman with super - power



**She teaches people to
create the resources they
need to live the life that
they choose.**

Learn to dream big and
live an extraordinary
life.

MEET LAPTOPLIFELISA

EDITOR'S DESK

Dear Reader,

If you had to describe the perfect lifestyle of your dreams, how would you describe it? Can you imagine how you will start each day? What kind of activities you will be involved in? Get as specific as you can because in this edition we are going to learn a lot about creating a business that supports your lifestyle.

Lisa-Marie Cabrelli joins us today to share her incredible journey with us. Lisa is a successful entrepreneur and a highly successful business coach.

In her own words - "I can teach anyone to make money from anywhere at anytime ". If that phrase doesn't excite you, I wonder what else could.

Enjoy this edition and as always, If you can dream - you can achieve.

Love,
Ruby Shiv



HIGH FIVE WITH LISA

Q: \$500 is a very small budget to start a web store, how did you make it happen?

A: I probably spent less than \$500 total.

I spent \$79 on an eBook called "Build Your Own Yahoo Store", \$10 on a domain name, \$100 on the first month of my Yahoo store hosting plan (which now I think of it may have had a 30 day free trial) and about \$300 on a very small batch of starting inventory from existing distributors.

I read the book and designed and built the store myself. I would say that it was probably terrible- but it didn't take long to put the profits back in and get a professional design.

It's a common misconception that you need thousands of dollars to start a business, but really all you need is time. Some of my clients have started a business on a lot less than \$500.



Lisa's first client went from an annual teacher's salary of \$37,000 to an income of over \$12,000 per month in ONE year.

With \$500 and a book on creating a web store
Lisa-Marie created a 7 figure annual business
in 6 years.

Q: What's the #1 advice you give to your business coaching clients?

A: Keep making choices. Choice creates change and change creates opportunity. It is better to make a bad choice and fail forward than to be indecisive and stay stuck where you are, or worse, get dragged backward.

Many women, including myself, struggle with perfectionism. I tell my clients to remember that their "good enough" is 90% better than the rest of the world's "perfect". Just get out there and take action.

Also - be everything for someone instead of something for everyone. Many of clients make the mistake of believing that the larger the market, the easier and stronger the business - when in today's world it is the exact opposite.

Q: If a person with very less business experience wants to begin a location independent business, How much minimal investment will be required?

A: It depends.

If you wanted to create a service or information product based business, you could start one tomorrow with under \$50 (a domain name and a hosting plan).

If you want to start a product based business, you would need some level of starting capital but that also depends on the kinds of products that you would like to create and sell and whether you would need to be on location for manufacturing.

The more expensive location independent businesses are those that require massive software development or technical expertise - but even then, there are so many ways to outsource those projects for a very low cost.

Don't forget crowdsourcing funding platforms like Kickstarter. With a small budget to selectively advertise on Facebook to a very niche audience, those platforms can be very successful.

All the
business
knowledge
you need can
be found for
free on the
web if you are
willing to put
in the time
and effort.

Q: Was the decision to sell Emily Rose a tough one? When should a business owner take such a huge step?

A: One of the main things that I teach is that you should create a business that serves your chosen life, or will end up spending your life serving your business.

I carefully created Emily Rose with location independence in mind. I wanted a business that would allow me to travel with my family and allow me to choose how much I worked and when. I also wanted to stay debt-free.

I very slowly and carefully grew Emily Rose organically so that I could fund it myself. Emily Rose could have easily been a 7 figure business by around the 4th year of operations but having a business that large would not have served my desired life choices.

I purposefully crafted the business into the size I wanted by limiting product development and closing demanding sales channels. Most business owners would disagree with that strategy because they equate only revenue with business success. I had other measures of success for Emily Rose (process-based, debt-free, location independent, generous to employees, ethical and committed to customers).

But businesses can outgrow their owners, and that's what happened with mine. The business was growing so quickly that it required levels of capital that I would have needed to borrow from a bank and more employees than I felt comfortable supporting.

Emily Rose was like a champion horse straining at the starting gate, and I had no desire to be a jockey. The only thing that was very difficult for me was knowing that the sale would impact the lives of my employees - who are more like family. The rest of the decision was easy. Emily Rose is much better off in the hands of someone who wants to be a champion jockey!

So the answer to your second question is an owner should take that huge step when the business is no longer serving their desired lifestyle. It's extremely personal. Get your "Ultimate Whys" figured out first. Why are you doing this?

Lisa-Marie
sold Emily
Rose in
April of
2015.

Q: When did you start LaptopLifeLisa and who can benefit from it?

A: I started LaptopLifeLisa around 2011. Friends and acquaintances kept referring others to me for advice on business.

I very quickly realized that entrepreneurs can't often separate their lives from their businesses so I went and completed extensive life coach training so that I could be more holistically helpful.

The work was extremely satisfying, and I saw that I was making a real difference, so I started taking on official clients and LaptopLifeLisa grew from there.

The people who could benefit most from LaptopLifeLisa coaching are women who are very hard-workers (I can be very tough) and need help with starting or growing their business. People who respond to no-nonsense, practical advice and lots and lots of homework.



**This is my story, and I have
the power to re-write the plot
anytime I don't like where it is
going. Embrace change.**

- LISA'S SUCCESS MANTRA

WHEN THE GOING GETS TOUGH

I think my challenge is probably pretty universal. Imposter Syndrome. It's very difficult to look at your success and own it. It's difficult to maintain self-confidence which is absolutely essential in business.

You need self-confidence for the other daily challenges so that you can maintain momentum and not give up under difficult circumstances.

Starting and running a business is very hard, yet there are many folks out there right now giving the impression that you can just throw up a website and be lying on a beach with your laptop in a month. It's not true.

That makes you doubt yourself when the inevitable happens, when your revenues start dropping and you don't know why, when a crappy outsourcer overwrites 2 years of blog posts and loses all of your traffic overnight (true story), when you get lousy vendors who screw up your product, when you have worked yet another 60 hour week and you still can't get through your to-do list, when your daughter cries and asks you to get off your computer.... and much more.

I once asked another extremely successful entrepreneur I know what his secret to success was, and he said, "I have no idea, I just kept going."

I love it because there is a secret to success in that answer, be willing to work harder than you ever have and don't give up.

Stay confident.

MONEY TRICKS



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How Matthew Allen started making money through passive streams of income.

<http://rubyshiv.com/2015/07/21/c-w-high-five-edition-11-money-will-follow-with-matthew-allen/>