

# THE PUSH

THE RICH CHICKS  
GUIDE TO BEING  
MOTHER-FREAKING  
EXCEPTIONAL,  
A SUPERWOMAN,  
THE 1% AND  
OKAY WITH IT



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BOOK #2 IN THE  
RICH CHICKS GUIDE SERIES

**AMAZON BEST-SELLING AUTHOR**

# The Push

The Rich Chicks Guide to Being Mother-Freaking Exceptional, a  
Superwoman, the 1%, and Okay With It

International Amazon Best-Selling Author Kat Loterzo

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## Introduction

The push is about that constant need to be, to do, to prove yourself.

No matter how much you do, it's never enough.

No matter how high of a mountain you scale - and even though you may feel good about it, for a moment! - there's still more ahead of you.

An unquenchable thirst for -

What?

To show the world that you are an achiever, a go-getter, a superwoman?

To position yourself as a leader, a winner, the best?

No.

The admiration of others is nice, to be sure. But to be honest it's also just expected.

You KNOW you do more.

You KNOW you take on "too much", and yet still complete it.

You KNOW that the way you live your life is not only 'impressive', but in fact astonishing, astounding and even plain unbelievable to others.

You KNOW you are the 1% within the 1% within the 1%.

So really, what is there to prove? Proving you're ahead of the rest proves nothing to the one person that counts.

Which brings us back to the push.

The push is not about the world.

The world and the limitations of the ordinary person, yes even the 'successful' ordinary person, really have nothing to do with you.

Because the push is about you.

The push is about your need to prove something to YOU.

The PROBLEM with the push and the way you dance with it now, is that you're trying to prove the unprovable.

Another way to look at it - haven't you ALREADY proven (and how many times now, let's be honest?) that no matter what you may do, will ever do, could ever do, no matter how many times you achieve the improbable or even the impossible it will still. never. be. enough.

And the push will always win because the only thing that truly IS impossible, for you, is to not push.

So why this book?

It's simple. If you don't learn how to work WITH the push, the push will control you, forever torment you, and very easily can, through the exhausting search for MORE, destroy you.

This book is about taking charge of the push.

Using it for good.

Using it to be, and do, and have what you TRULY desire and are born for, rather than having it TELL you what you need to be, and do, and have, in order to be ENOUGH.

Know right now that you are already enough but also you will never BE enough, and that's okay. In fact, it's more than okay. Because the realisation that the end of achievement never comes is incredibly freeing, and if you really THINK about it, it allows you to now move forward from a place of only giving a fuck about the things you really do give a fuck about.

The secret is - you have to know what those things are, and you have to be able to take CHARGE of the push and make it dance to your tune.

What this book is really about, is finding your own tune. And then spinning the world on its head as you dance the motherfreaking crap out of it.

## Chapter One - Sometimes You Just Wanna Be Normal!

There was this song that used to run through my head over and over, as a little girl. It was still there as a teenager, and sometimes it still comes from nowhere; surprises me. I believe it's from the musical "Fiddler on the Roof" -

"If I were a rich man, la-di-da-di-da-di-da-di-da-dah .... I'd travel all around, if I were a wealthy MAN! I wouldn't have to work hard, la-di-da-di-da-di-da-di-da-dah.... I'd (something) all the day, if I were a wealthy MAN!"

A catchy tune for sure, but I think the real reason it has stuck with me for some 20+ years now is that deep within me I always knew -

Well, yes, what if you WERE rich Kat?

What if you DID have it all?

What if you could do ANYTHING, BE anything, and change the world?

What then?

Let me pose the same question to you-

What if you WERE "truly" rich, as far as your eye could see you had already reached...?

What if you DID have it all...?

What if you HAD done it all...?

Then what?

And the answer is as certain within you as it is within me -

More.

And begin again.

For you know as well as I do - there always is more. You can reach as far as you can see. You CAN do anything, be anything, have it all, but when you get there there will still be more.

And to tell the truth? It's fucking exhausting almost as much as it is exhilarating, ain't it? And sometimes, as you look around you at everyone going about whatever it is the normal person goes about, you have this thought, for a moment, of how it must feel to live a life in which one clocks on and then clocks off and is HAPPY. A life where all that matters is the stability of a home, a set income likely not enough but perfectly acceptable, good food and drink, a family and friends, the obligatory travel and various others accoutrements of a 'successful' life.

And you wonder, for a moment, at how freeing it must be to be able to reach the end of your work day and be done.

To feel relaxed and sufficient in the idea of spending your evenings or weekends watching TV, reading magazines, following the news or sports, or just 'hanging out'.

And you imagine, for a moment, an alternative life where you too feel so free, so complete, so secure, and what a RELIEF it might be to rid yourself of this constant 'damned if you do and damned if you don't' pressure that for the LIFE of you you don't know if you'll ever release.

Hint: you won't.

And: wake the fuck up beautiful because the truth, that you already know, is that the apparent freedom of the normal woman is the furthest possible thing from freedom that could ever exist, for freedom and also SECURITY has nothing to do with how you spend your time and nor does it have anything to do with where you are or with knowing what to expect from your income, your home, your family, yourself. And it has everything to do with how you see the world and how you see what is possible for you.

So if we're going to do this, let's really do it, yes?

Let's have the goddamn self-respect to be HONEST about what you really want...

Who you truly are...

And how it all needs to play out for you...

And the truth, of course, is that you never really COULD do normal, could you?

Oh sure, perhaps you tried. A little. Or as best as it ever could be possible for you to try, really. In the same sort of way that a cat might try to pretend it's a dog. You can mimic and learn and study and APPLY yourself but at the end of the day it really doesn't matter what you do nor how you do it, normal just ain't your thing.

AND YOU'RE GLAD FOR IT.

Which is an understatement, but you get the point.

And you know what else? As much as you might IMAGINE what it would be like to lead the normal life, to be THAT girl, the reality of even the IDEA of it horrifies you so much that you really find it very, very difficult to believe that ANYBODY could be happy that way.

Are they really?

Is it possible?!

You know what?

Who cares?! This is about you! And what YOU need right now is to stand up straight, grit your teeth, throw your shoulders back and your chest out and finally learn to CLAIM your

awesomeness. And then embrace what it MEANS to be so goddamn awesome, what ALL of it means.

PUSH: From now on, let's agree - you are awesome, no wait! You are freaking EXCEPTIONAL. Mother FUCKING exceptional, no less. And you're okay with it, so the world and it's seduction of 'slow down', and 'relax', can really just go screw itself. There's WORK to be done, and in the best possible way.

## Chapter Two - Seriously, Why Aren't You 'There' Yet?

When was the last time you made a 'to make come true' list rather than a 'to do' list.

Even as the creative, driven, fast thinking woman you are who not only knows she can do it all but also goes out and DOES it, a funny thing happens on the way to creating your dream, doesn't it?

And it happens insidiously, hits you very suddenly, without warning, and tells you -

Yes, perhaps. Perhaps you are living the dream.

But whose dream?

The thing that is of course most infuriating about this is that the life you're creating is always very, very close to the life you TRULY long for. It's the same in the same way that a photocopy is the same as the original or perhaps in the way the image in the mirror is the same as the one looking in.

Exactly the same and yet 100% different.

Because really - if you're going to go on out there and work your ass off every damn day and if you're going to push and push and PUSH, then mightn't it as well be pushing for the TRULY right life?

Oh yes, I know! You're already so 'on', you truly are aligned, you're doing what you said you'd always do, and then some! You are living the life you deserve and TOTALLY by design and there is not a SECOND in which you'd ever want to change with anybody else. You're doing what you love and you are on your way to FULLY loving what you do and you are PREVAILING, and NOTHING can stop you or even dare to slow you down.

Except...

Except what you're doing, what you're creating, who you're being right now? Yes, it's you. I mean, you think it's you. It's almost CERTAINLY you. But there's a chance, just a chance mind you! That it could be the girl in the mirror instead.

Because when you take a really GOOD look, when you actually (and God knows it's rare!) stop and THINK about it and take careful stock, there's bits missing, isn't there? There's so much good, so much you've earned, so much you've culled that wasn't working and SO damn much to be proud of! But yet it's just ... not ... quite ... right.

And it is INFURIATING that you can't quite put a finger on it, that you continue to rush about your busy day and your busy life and you not only get shit done but you know it is GOOD shit and the shit that MATTERS and that it's what you are MEANT to be doing - and yet - something is not there.

What is it?

If only you knew!

Except...

You do, don't you.

You already know and right now you know that you know and you know what else? You're not doing a damn thing about it. Are you?

Except ...

You could.

Today.

This week.

And imagine, really! Imagine what might change in a **MOMENT**, with the mere click of your **FINGERS**, if suddenly you had no choice and you had just **ONE MORE CHANCE** to do what you're really meant to do, what you're truly **BORN** to do, and you had to start **TODAY** or else it was promised that you would **NEVER AGAIN GET TO EVEN TRY**.

Just imagine!

Could you do it?

**COULD** you?

Of course you could you silly, silly girl.

In a moment, with the mere click of your fingers, in an instant so rapid that the mere mortal wouldn't even **GET** to blink, you could change your entire life, the course of your life, who you are and what you're known for and who you are now becoming and it would just be so. damn. **PERFECT**.

So seriously - **SERIOUSLY** now - why aren't you?

I hope you'll allow me the liberty of telling you. I must warn you though, this is **PROFOUND**.

The only reason you're not there, is because you've not yet chosen to be there.

The only reason you didn't yet do it, is because you didn't do it.

Of course I **UNDERSTAND** about self-sabotage, and fear, and self-doubt, and what if. I do! I hear you and I **REFUTE** you and I tell you that I really couldn't give a fuck about whatever **BULLSHIT** reasons you have for not yet **FULLY** living the life you want to live but really all that matters is do **YOU** give a fuck?

Well?

And what are you going to do about it?

**PUSH:** Scrap the to-do list today, and write a 'to make come true list' instead. Be REAL. Go ALL out. Give it your EVERYTHING, your very last CHANCE. I mean really - how do you know it's not?

## Chapter Three - It Will Eat You Alive, If You Let It

The very best thing about the push is that you can always go further, and there are no limits.

The very worst thing about the push is that you can always go further, and there are no limits.

This is why, if fitness is your thing, you will tend to be amongst the fittest and most 'crazy workout inclined' people you know but you will likely also be the one to end up with chronic aches and pains, even injuries and surgeries, because you just don't know when to STOP or back off and because your default even when you DO go too far is to shrug it off and jump back into the fray; see if you can't just go further STILL. Which of course you can, but sometimes at a price you really shouldn't have had to pay.

It's why, if making money is your thing, you will tend to be amongst the most driven, creative, idea machine and get sh\*t done type people you know but you will also be amongst the most likely to suffer burnout, extreme stress and exhaustion, distracted focus born out of constant multi tasking and CONSTANT, constant pushing without ever being willing to breathe or just step back. And your solution, when you are distracted or burnt out, or losing focus and therefore things aren't working, will be to imagine that you're just not pushing hard enough and so you will grit your teeth and summon your reserves (which you've always got!) and you'll PUSH even harder, not realising or not wanting to ACKNOWLEDGE that maybe you need a break from pushing and instead time to absorb, to mull, to receive, to rejuvenate.

It's why, if being happy is your thing, you will go to the ends of the earth to learn and do and be everything you decide you need to learn and do and be (and have!) in order to be happy, not realising or not WANTING to realise that this eternal QUEST and inability to just BE is what is stopping you.

The push will eat you alive, if you let it.

So what are you going to do about it?

The answer, of course, is to STOP pushing just for a MOMENT, just for long enough to re-align yourself indeed to make sure that you ARE aligned.

PUSH: Right now, are you pushing for what really MATTERS? And is it WORKING for you? Or are you pushing just for the sake of pushing and because you know no other way?

## Chapter Four - So, What Are You Really Working For?

It's such a trap, isn't it?

You want to create your own lifestyle business so that you can be FREE. Have CHOICE. Live without RULES. Make life an ADVENTURE, and one that plays out based on exactly how you WANT it to play out!

And yet, and no matter HOW many times you SWEAR you'll not do this, you find yourself, once again, caught up in the busy-ness of trying to keep up, turn that wheel, make it all work. And what you PROMISED yourself would just be one day like this, or perhaps one more day, has become a whole run-on bunch of days that some might just term a lifetime. Of course you know you WILL change! You're determined to do so, and SOON! You totally 'get' the idea of life being now and you wholeheartedly agree! YOU are not going to be one of those who looks back with regrets or what ifs or what coulda beens, no not you! You are here to make sh\*t happen, and by God are you doing it!

But what are you making happen exactly gorgeous?

xxxAnd seriously now - is it possible that your promises to live life completely on your terms are EVER going to be followed through on, or are you planning to continue doing the same old same old 'busy and must do' approach to life, all the while with a smile on your face and pretending that this IS 'completely on your terms' because it's close enough that you CAN trick others into believing it?

Of course you can't kid yourself, no matter how damn close it is, can you? But hey, it's only you and it's only your life...

I mean the thing is, this right now is either FULLY 'your dream', or it's not. And whilst 'kinda' or even 'mega close to' your dream sure beats living the normal life and being NOWHERE near, let's get honest - you're not the kind of gal who does good enough, are you? You are the kind of woman who knows she can HAVE it all and who is also willing to go and GET it all so why on earth are you SUBMITTING to being a lesser version of that you?

Why?

Why do you tell yourself that this is the week you'll get back to your yoga...

Prepare healthy breakfasts in advance...

Have a green smoothie rather than a cupcake...

Announce that your new program is coming...

Create the thing you REALLY want to create and just fucking DO it even though you don't know how or aren't ready...

STOP doing the shitty tasks you really can't stand and also know you should NOT be doing...

Play with your kids every day and make them laugh like crazy...

Start that book ... or finish it! ...

Book that trip...

Jump your partner...

Lie in the park and gaze at the clouds...

Take care of yourself...

Live all out...

And yet you continue. to do. none of it. at all.

Or you make such a half-assed attempt that it's really quite LAUGHABLE if only you didn't indeed feel like CRYING about it.

Serious question now, why do you do this? Is it that you haven't fully defined what you really want and what is important to you yet? Is it that you don't feel you DESERVE to live the life you really want? Is it that you don't believe it's POSSIBLE? Is it that you truly are so dumb and blind that you think 'once you catch up' you can live as you really intend do? Or do you actually think you have endless time left ... and even if that were TRUE do you actually WANT to keep letting another day, and another day, pass by this way?

And if you are saying no! I don't! No way! Then WHAT ARE YOU GONNA DO ABOUT IT GORGEOUS?

This situation ain't gonna change itself, and I can tell you one thing for sure -

It's either now, or it's never. And if it's not now? My bet's on never because like it or not that's just how the chips tend to fall, so stop imagining that you are different or special and just start BEING different, now.

PUSH: Back to basics. What is truly important to you? What do you want to do, and be, and have in your life NOW? What is it really all FOR? and why? Commit to pressing play on ALL of it now. There's not a moment to waste, so STOP WASTING THEM.

## Chapter Five - Success Begets Success

The more you give, the more you get.

The more you get and then give, the more you receive again.

If you want to be FITTER, practice being fit.

If you want to be WEALTHIER, practice being wealthy,

If you want to be HAPPIER, practice being happy.

It's damn obvious of course, isn't it? "No revelations yet in this chapter Kat!" you're thinking.

Or are there?

Consider -

The 'normal' approach to achieving something, yes even for us (!), is to focus on where you are now, and where you want to be, and then try to bridge the gap. But there's a massive problem with this approach, isn't there? It has to do with the law of attraction and the common sense reality that if you want MORE of something you should focus on it. Of course you might - I hope! - already be very aware of this principle and ALSO actively using it in your life, so perhaps you DO focus on where you want to be.

You take time often to journal, or vision, or dreamboard, and to imagine how amazing your life will one day be. You completely believe that if you can 'see it', you can create it and you WILL. But let me ask you -

Are you seeing yourself as a fit person a year from now, 6 months from now, even a week from now, or are you seeing yourself as a fit person NOW?

Are you seeing yourself as a WEALTHY person very, very soon (how exciting!), or do you see that you are ALREADY THERE?

Do you make happiness something you've yet to fully achieve - but you know it's so close! - or have you decided you already HAVE it?

Success begets success, fitness begets fitness, wealthy begets wealth, love begets love, happiness begets joy, and so on and so therefore the ANSWER to achieving EVERYTHING is simply already BEING it. So ask yourself -

What would the ultimate FIT chick version of you be doing on a daily basis that perhaps you're not QUITE doing yet?

What would the ultimate RICH chick version of you be doing on a daily basis that you maybe just haven't fully integrated?

What would the ultimate HAPPY chick version of you be doing on a daily basis that you just can't seem to bring yourself to right now?

If there's even a 1% deviance from what your ULTIMATE version of you would be doing to what your NOW version of you is doing, we got a problem sister!

PUSH: Being the ultimate you NOW begets being the ultimate you now. What do you need to change/stop/let go of/jump towards? Start today. Finish these 3 sentences as an easy way to do so, and then take it from there -

The ultimate fit chick version of me would \_\_\_\_\_

(For example, move everyday in some way no matter what, eat more greens, always have a healthy breakfast prepared to eat on awaking, eat a protein based snack in between lunch and dinner, do more 'sweat sessions', add 10 minutes of interval cardio after each weight session, commit to at least 2 sessions of yoga each week, and so on)

The ultimate rich chick version of me would \_\_\_\_\_

(For example, tithing 10% of all income, save 10% of all income, put aside money in advance for investing, invest, put aside money in advance for taxes, and pay them on time, wear and use quality items that look nice, travel first class but on points and with savings where possible, own a home here and a penthouse apartment with all the trimmings there, give generously to causes that touch me, teach my children about wealth creation, actively study wealthy creation, and so on)

The ultimate HAPPY version of me would \_\_\_\_\_

(For example, have a part-time nanny to help while I'm working, have a twice a week cleaner to keep the home in order, have an at home assistant, take daily time to play with my kids no matter how busy, take weekly movie nights with my husband no matter how busy, practice self-care such as yoga, getting hair and teeth and nails done, going once a month or so to a day spa, take time regularly to lie in a park or walk on the grass barefoot, actively pursue new experiences, speak regularly with family, pursue a relationship with God, commit to creation, be okay with not doing everything, work in my genius zone, create the day first in my mind, finish each day with a plan for the next, and a clean slate, do new things even though they scare me, pursue my life's greatest dreams now, and so on)

Your turn :)

## Chapter Six - The Greatest Lesson

One of the toughest and most exhaustive times in my business occurred shortly after I started to make 'real' money online. When I started my blog back in 2007 I had no idea it would turn into a fully-fledged international company with over 10 key websites coming under the company banner, over 50 different products creating income streams, an entire team of staff to run, and a gross turnover that nearly doubled each year after it first got off the ground.

I had no idea I would end up running an actual real business and in some ways I still don't feel like I'm running a 'real' business! I feel like I'm just this personal trainer/writer/wannabe entrepreneur who somehow got lucky by pumping out a few (thousand!) blog posts and listening in to what people liked and wanted to know more of. In fact, very recently I attended a private Google Hangout with an entrepreneur friend whose business grosses in the multi-millions and who was generous enough to put on the hangout for a group of us who wanted to learn how she runs her systems and team so efficiently. As we listened to the nuggets she shared with us, one of the other ladies on the call (who also makes 7-figures in her business) commented exactly what I and I'm pretty sure most of us were thinking -

"It's like we run REAL businesses!"

xxxIt might sound funny, or as though I'm looking for reassurance, but the truth is that for myself and many of my creatively-based entrepreneur friends we really did just kind of 'end up' where we are. That's not to say we don't actively focus on making money and being successful at what we do, 'cause we most certainly do! But we are still fast-thinking creatives first and foremost. We're not Project Managers or Analysts and we don't usually love systems (except in that we love the results they give us) and nor are we naturally inclined to be organised and on top of everything we 'should' be doing. So it makes sense that we often have this sense of 'how on earth did this all happen and now what do I do to manage it' when it comes to online business.

And that's certainly how I felt when I had my first (largely unexpected) experience of making money online fast - 5k in 3 days at the time - and it's really still how I feel a lot of time. I'm still trying to keep up and to work it all out! I think I do a pretty good job of that most of the time, and actively try to learn from and pay attention to other women who are successful online and who I admire. Of course this has its pros and cons, and one of the greatest cons - one of the greatest mistakes in fact - for me has been trying to model my personal style and work ethic on what others are doing.

It's one thing to learn from others about systems, about increasing conversions, about building traffic and even about ideas for content creation, it's another thing entirely to base the way YOU are in your business on other people.

In late 2012 I reached a point in my business where the company was grossing over 30k per month, and most of that really had come about by accident. I just kept on creating and the money kept on coming in. But instead of recognising the success of this model and the reality of how I'd

created that income I started looking for what I needed to do now to both manage and continue growing that income.

And that's where I made my crucial mistake -

I assumed that the way forward had to be to model many successful entrepreneurs I'd seen whose 'end game' was to work less – as little as possible in fact – and make more all the while removing much of their personal time and input from their business.

Don't get me wrong – I definitely didn't want to be doing 80 or even 50 hours a week online, nor did I want to try and serve every single client one on one; it's not possible! But I took the whole 'work less and earn more' concept so seriously that I tried to remove pretty much ALL of me from my business.

Long story short? It didn't work as well as I'd planned.

My social media updates, blogs and newsletters no longer had the personal touch and were instead largely re-churned content, often posted by someone else who was just drawing on my old stuff and re-using it

My once-active forums became ghost towns because I wasn't in there giving MY unique blend of inspiration and support.

New products had average responses rather than 'going off' as all my stuff had previously done, because I suppose people could 'feel' that there wasn't the same heart and soul in it.

I stopped answering customer service emails personally, and lost touch with a lot of social media comments as well, so I wasn't really tuned in to what people wanted and needed.

I told myself for a while that this is just how it had to be, that there was no way around it – I couldn't be all things to all people and the goal here was to scale up, create automation and passive income, and eventually all but extricate myself from the day to day of running my business so that I could do more of what I loved to do – write. Besides, I was focusing my energy and time on a different side of my business now, and that was going really well. (You'd have thought I would have 'clicked' that the area that was going well was the one where I actually was putting in my personal time and effort!)

I couldn't keep doing it all, surely? Wasn't I supposed to be gradually removing myself my business so I could sit by the beach all day?

The funny thing was, even though it at first 'sort of worked' in that I freed up some time, I found myself having to constantly find ways to 'hustle' as sales processes that used to be easy and effortless were now clunky and slow-moving. I also found that I lost the emotional connection and joy from knowing I was making a difference in people's lives, so even though maybe I had a little more time (which went into trying to hustle!) I wasn't really benefiting from it.

And eventually I had to acknowledge – the end goal isn't always about doing less. To an extent, yes. But not if you end up so far removed from what you LOVED about your own business – which was for me the thrill of getting sh\*t done, of constantly finding new ways to serve my audience, of connecting and hearing from my clients all around the world – that it all just feels like 'pure business' and not FUN.

I have to be honest with you though – I truly think that if my efforts to remove myself from my biz and create high mostly-passive income had worked the way I intended it to I would perhaps never – or at least not for a long while – have realised that it was never going to work for ME; not on a soul level.

I spent most of last year pushing myself so damn hard to increase my already significant business income while at the same time putting systems into place that didn't require me to do all of the front-line work, and I guess I just got used to feeling like business was exhausting, tough, and never quite as rewarding as I thought it should be. I fell into that terrible trap (one that I often teach about!) of assuming that happiness would come 'when'. It's the "I'll be happy when I lose weight" syndrome, except for me I made it "I'll be happy and can finally relax and have the time to do what I want when I have systems in place that don't require me to have to do the direct client work or answer email inquiries, be super active on my social media forums, and can finally just focus my time and my energy on my writing, my mission, my passion and my purpose" syndrome.

It truly never occurred to me that I might be able to find a way to MESH being active in my business with my writing and the stuff I feel called to do. And it never occurred to me that just because other successful women entrepreneurs who I love and admire have created success a certain way, or had a focus on being able to do less and less and have the money still come in, didn't mean that I had to do the same.

I feel like this is a really, really important story to share, not just because the path I travelled last year was unrewarding on a soul level and also nearly brought my business to a standstill as cash flow ground more and more down each month (more on that in a moment) but also because it speaks to the heart of what being in business should really be about, and that is this -

For this to work, you have to be you.

Unapologetically, unashamedly, and regardless of whether it goes against the grain even if the grain you are going against is one that you thought was a damn good grain!

I would hate for you to end up traveling a road to what I did over the past year or two, one in which you really do your very best to create success that is not actually on your terms simply because you ASSUME that if those you admire do it that way it must be the ideal way. Let's make sure that as your business grows and you build your brand and your financial and lifestyle freedom it is done from a place of being 100% you, yes? And if that means complete or near-total automation and passive income and being able to create your 2 or 4 or 6 hour workweek where you don't have to actively engage in your biz or with customers that is FINE. Many a good business

model works that way. I'm not for a second implying that removing the 'you' from your programs means they won't be high-value. The programs I took myself out of running still delivered many times the value of what clients paid for them. That's not the point I'm making here; there are some truly transformational home-study programs out there in which you don't have access to the actual trainer or coach, and many 'big name' business owners don't answer their own emails or social media. It also really does make sense that as your business grows you can't personally help everyone. One of my friends uses what she calls the Oprah test to determine if a job within her business is one she should do personally. If Oprah wouldn't do that in her biz, then maybe we shouldn't either. This is smart and makes total sense. But for me, I found that I took the whole idea too far. And there is one very simple reason for this here, and this is the main point I want to make

I LIKE being involved personally with my customers. So regardless of whether or not it is the 'smart' thing to not answer my own emails, to outsource my social media, to have my forums moderated, to say 'no' to meeting an online customer in person for coffee ... it just doesn't work for me and for who I am.

You might wonder why I stopped doing all of that stuff then, why I deliberately made myself hard for people to access and followed a path set by many great business leaders including most of my coaches, in which if people wanted to access me they had to pay, and pay well. Again, it's very simple, and I've pretty much already said the reason but I think it's so important to understand that I want to mention it again -

I didn't realise I was doing that.

It happened so gradually.

I didn't notice and probably wouldn't have believed it if you told me that the reason I was no longer excited about working on my biz each day, eagerly awaiting the next morning and feeling on fire with passion and the knowledge I was making a difference was because I was not connecting in the way I wanted to and also not pushing myself to create the way I wanted to. As a matter of fact, I didn't even really notice that I wasn't feeling those things! I guess it's like the saying goes - if you're living in darkness then you have no idea what light would feel like. I don't mean to say my business was doom or gloom! But it was nowhere near the highly rewarding and soul-fulfilling (not to mention way more profitable!) business I run today.

I honestly thought that the answer to increasing my bottom line and getting to have the life I want was to stop trying to constantly come out with new products and ideas, leverage the ones I did have, and remove myself as much as possible so that the money rolled in with or without me.

Now that last part is still a goal, don't get me wrong. I absolutely AM creating systems to upsell, cross sell, make sure new subscribers get to hear about my older products and the 'home-study' items I have in my online stable of goodies. But that is no longer the sole focus, it's just one piece of the pie.

Because here is what I have learned about me.

I love to create – even when I have ‘no time’ for creating.

I love the thrill and adrenalin rush of being ‘on’, of taking on way too much, of multi-tasking and pushing myself to meet ever tighter deadlines.

I love connecting, seeing the way that I inspire my audience and being inspired right back by their energy.

I love feeling that I’ve made a difference in one woman’s life, or a thousand. I love that light bulb moment when someone just gets what I’m saying and realises the powerful impact it will have on their life.

I love the thrill of the race.

I love the challenge.

I love pushing past my limits, setting new ones, going again.

And if I’m going to be SERIOUSLY rich I really do want to sprint my way there, not meander along gently on the back of an automated business that doesn’t require me to show up and be there. Don’t get me wrong ... I’m all for some mega passive income flow. I’m sure there will be times I need a break, or want a break, and it’s not like I plan for my money to stop! But you get what I’m saying.

So how about you gorgeous? What do you need? What makes you 100% YOU even though it might be breaking ‘the rules’ or mean you end up doing things the way you ‘shouldn’t’?

I want you to really think about this. Think about it in terms of how it affects every part of your business and life. It’s one thing to know that you don’t want to follow the ordinary rules of success, i.e. having a ‘good job’, living the normal life. That’s an easy one to pick. But what if you are different even to all of the other rule-breakers? That’s where it becomes trickier to keep to your own path, because it’s natural to assume that once you have found your tribe what works for them will work for you.

I guess a point you need to be aware of here is that ‘your tribe’ may not just be ‘women entrepreneurs’. There are tribes within tribes. And you – you’re not like most, who want a slower life and a calmer pace.

You want to go balls to the walls to create the life you want, and even though you at times bemoan how much you have to do and how it never stops the truth is you wouldn’t have it any other way, would you?

**PUSH:** Stop pretending.

Stop assuming that busy, under the pump, stressed, and inundated are bad things.

Stop thinking that the fact that you procrastinate on deadlines and then do everything at the last minute is bad.

Stop thinking that because you keep changing directions or coming up with new ideas that there's something wrong with you.

You are a driven, creative, fast-thinking and mega fast-action-taking woman who dreams REALLY big and then makes sh\*t happen. And if you're running 10x as fast as everyone else? It's because that's what you were born to do baby!

You were born to be YOU. Start doing it gloriously!

## Chapter Seven - Push, Pull, Dance Every Day

I wrote an entire book once, in just a couple of days. Okay, it was this one. I was sitting on a train coming home from a short trip away with my family, tired, sweaty, not exactly thrilled about a 6 hour train trip with 2 kids underfoot, but hey - travel isn't ALL glamour and glitz :). I resigned myself to a day spent in limbo. At least I'd brought a book with me, right? But then - miracle of miracles! - Nathan decided to fall asleep within the first 10 minutes of departing the station. And that little 'just won't quit' me inside my head popped up like an annoying jack in the box and tapped me on the shoulder -

"You could do something now!" it said.

"Why don't you write something?"

Ugh. I pulled out the laptop, not feeling at ALL inspired. Sat there for 5 minutes and tidied up my desktop. Packed it away again. Hey - even the 1% sometimes need to take a break right?! I pulled out my book, tried to focus on the words.

Couldn't.

You know that feeling of just wanting to have a break for ONCE but yet all you REALLY want to do deep down and know you will be HAPPY to have done is to NOT? I know that sentence only makes sense to you and the other women who SHOULD be reading this book :) and hey, we've already spoken about just wanting to be normal and how well THAT tends to work out namely NOT so well :)

The inevitable of course, and I know it'd be the same for you, is that I sat there for a few more minutes arguing with myself about why I 'should' relax, and enjoy the train trip, how I so rarely stop to read a book or just 'be', and what better time to do so than whilst watching the green countryside roll by as we leave beautiful Prague.

It didn't work.

And isn't it really just so funny that while most people out there constantly have to push themselves and summon up their EVERYTHING in order to do whatever they have to do to hit their goals we have to push ourselves to STOP doing it :)

So, I wrote. I decided to just start writing, and see what came out. And because I was thinking about how ludicrous it really is that I just can't seem to stop myself or slow down no matter how much I, at times, would like to, I ended up writing about that idea. About the push. The never-endingness. The need to constantly have more, do more, be more, and change the world. And how it never goes away.

And here we are :)

Of course it's a bit of a careful dance really, the push.

Because yes you do have those days when you feel uninspired and as though you really can't do ANYTHING no matter how much you might want to.

And then you also have those days when you just want to do EVERYTHING but life - damn life! - is constantly seeking to interrupt you, and slow you down. Life can be a real bitch like that ... if you let it!

I don't know about you, but I often feel as though I'm torn between wanting to work, work, work and NEVER stop, or wanting to NOT work and JUST stop! And even when I am working and in that flow state, there's this ticking clock that is simultaneously screaming at me to HURRY THE FUCK UP YOU'RE GOING TO RUN OUT OF TIME AND IT WON'T ALL BE DONE IT WILL NEVER BE DONE! and also at the same time asking me why on EARTH I am still, and always, working, always PUSHING, and when am I going to just STOP and breathe?!

That's the game the push plays with us :)

It's a tempter, a sorceress and it we already know it will eat you alive if you allow it to. When you're pushing it will tell you you're not pushing hard enough while at the same time telling you you're pushing too hard. When you're pulling yourself along, hand over fist, just trying to get up that wall, it will tell you to get your shit together and just DO it but at the same time it will tell you stop, slow down, take a break, reflect!

How do you know what's right?

How do you know which voice to listen to?

How can you trust ANYTHING?!

The answer is you can't, and you have to.

The answer is none of it, and all of it. Because the way to really make this WORK for you, is you have to dance with the push - allow it to guide and lead you but like a manipulative partner you know that wherever it is guiding and leading you is exactly where you wanted to go ANYWAY. And you just need that partner - that push - to help you get there.

So how do you do THIS?!

You go back to the start. What do you REALLY want, the whole story? Seriously, what do you want when you think of having it ALL? What does having it all mean to YOU? Not just the obvious 'success markers' like the business success, the money, the lifestyle, but the DEEPER stuff. The memory creation, the family connection, the spiritual stuff. The stuff that is just for YOU and could be deemed unimportant but yet is the MOST important.

What would your life look like if right now it were in EVERY possible way and area, 'your dream'?

The thing with PUSHING is that it doesn't always mean DOING.

Sometimes the hardest way to push is to just stop, and BE.

Sometimes yes, the answer is more.

And sometimes it's less, or nothing.

The way you know is just that you KNOW. The writing on the train incident could very easily have gone either way. On a given day, it's right for me to push and WRITE, and CREATE, and do. On another given day it would be right for me to STOP and just BE.

The only person who knows, is me.

And the only person who knows, is you.

PUSH: The hardest thing, which you WILL have to do daily, is to tune in to what you really want, and what truly matters to you. You need to be able to know when to GO, and when to SLOW, and there is no formula you can use to work this out except for the one already planted inside of you which says that you KNOW.

You KNOW whether today is a day to create and create and create.

Or a day to stop and stop and stop and just BE.

You KNOW whether it's a day to get the kids looked after so that you can just DO, or whether it's a day to cancel all work plans and just PLAY.

You simply HAVE to learn to listen to this internal knowledge. You already HAVE all of the answers. You can study everything you can get your hands on to do with productivity and happiness and a life on your terms but at the end of the day the ONLY person who has the answers and HAD THEM ALL ALONG, is you.

So push.

Pull.

Dance.

Just make sure that wherever you're being led? It's where you fully intended to go anyway :)

## Chapter Eight - You're Not Aiming High Enough

So I tell you to listen, to hold back, to pull back at times, to pull away even, from the push, and then bang! Now I'm telling you you're not aiming high enough.

But truly, are you?

I don't think so.

You make up your mind that you want to make a certain amount of money, and you know that you can and yes of course you CAN! So you set out to do so, but along the way you tell yourself -

That this is the program that will sell...

That you'll do it that way 'just this once'...

That you simply have to 'do what you gotta do' right now...

xxxThat soon - very soon! - you will let go, outsource, change ...

And you choose all of this because you decide that the end justifies the means but also because deep down, in a place you'd rather not acknowledge or even THINK about, you're also telling yourself that this really IS just how it has to be right now.

That people don't make money doing things THAT way, at least not people like you! That first you have to pay your dues and you're FINE with it.

Except that if I could wave a magic wand and give you a business of ANYTHING, what would it REALLY look like, and would it be THIS?

I don't think so.

You make up your mind that you want the fantastic lifestyle, the travel, the time for yourself and with your kids, and you know that you CAN and also you WILL! But first, of course -

You have to get there...

Get your income to a certain level...

Organise stuff...

Be READY...

Except of course you never will be and except of course you already are.

And you tell yourself the same "I can have it all but just not QUITE yet" story for every single damn thing that matters to you.

Business, money, health, wealth, relationships, lifestyle, self - all of it you KNOW you can have on your terms but just not. quite. fully. yet.

So again I tell you -

YOU'RE NOT AIMING HIGH ENOUGH.

The PURPOSE of the push is not just to keep pushing you for the SAKE of pushing, you know! The purpose of the push is to push you for the sake of HAVING AND BEING AND DOING, and all of that based on what you truly desire.

So what do you want to HAVE right now, that you don't already have? Seriously, grab a pen and paper and do this again and again and again, as many times as you need to, until you are being goddamn HONEST with yourself about it. Go on - do it now. What do you REALLY want to have? Put it ALL down, the biggest and most badass version of you imaginable!

And what do you want to BE right now, that you're not yet, can't possibly be yet, just aren't ready for? Let the TRUTH out baby! Do the magic wand version of your goals because seriously? If you know you can HAVE it all then why do you ask for so little?!

Finally, what do you want to DO right now, with your day, your week, your life, this moment, that you are NOT ALREADY DOING? List it ALL out, every bit. In full and shining glory, with NOTHING held back.

Truly, imagine if you couldn't fail and you knew it...

Imagine if no matter how 'big' you asked, your dreams could come true...

Imagine if as far as your mind's eye could see you could also go, and if you stretched yourself to see further, you could go there as well...

Go on, what would you want/ask for/DECIDE to have? What would you REALLY ask for?

PUSH: You're not doing yourself OR the world any favours by being modest in your desires. If you're going to shine that light of yours bright you're going to have to go and switch the damn thing on now and then you know!

## **Chapter Nine - So You're Selfish, Demanding, Relentless and Stubborn as a Mule? Welcome to Creative Genius Success.**

xxxDo you ever feel as though you spend much of your day berating yourself for what a BAD person you are?

No you DON'T want to go to that dinner...

No you DON'T want to spend your time - even a second! - cleaning the house and really don't see why you SHOULD. Yes somebody has to do it, you get that, but it's not going to be you!

No you DON'T want to start the day with idle chit chat and 'getting ready' at the pace of other people who JUST DON'T GET IT AND NEVER WILL...

No you DON'T want to just 'hang out' ... can't we do something PRODUCTIVE as a social thing instead?

No you DON'T want to have a coffee date just to chat even though you DO like to see your friends but it's just ... so ... frustrating!

"Only an hour, only an evening, only a day", they say -

No.

Every moment that you're not creating is a moment you're not creating and as much as you know that the 'normal life' is also important, the truth is you're just not that compelled by the normal life and at times even the IDEA of something that will take 'only an hour' later that day just INFURIATES you because it is an interruption, an attack upon flow, a sign that no you're not fully in charge and you can't just create when the urge comes upon you.

And the truth is that as much as you love your family, your friends, being social or doing things that don't in fact involve work, you kinda also just wish it would all go away until YOU are ready for it.

Yes you ARE selfish.

Yes you ARE completely unreasonable.

Yes you ARE going to offend people, or piss them off.

Yes you are damn STUBBORN to the point where those other people will sometimes just want to scream at you because WHY won't you just be normal!

Why?

Plain and simple honey, because you're not so you can't and it is never. going. to happen. So you might as well give up that hopeless silly ideal right now.

The life of a creator is one that plays out in a different world entirely from the world that most see as 'real'.

For you to be your best you need to give IN to the push, where most people need to avoid it and 'slow down'.

You need alone-time, bucket loads of it.

You need space to dream and THEN to work.

You need flexibility and to create your OWN boundaries not have them imposed upon you.

You need CHOICE and the ability to decide what you will and won't do in business AND in life, and if you're going to do it you need to be able to decide HOW you will do it.

Want to know the one thing that is certain to send you into a downward spiral of despair and anxiety? Agree to do anything on someone else's terms. Yep, I told you we're selfish because why SHOULD we get to have things our way all the time?

Well, you tell me. Why should you?

Because it's your life, maybe.

Because the stuff the world says 'should' make you happy or successful or enough maybe just DOESN'T.

Because deep inside of yourself you KNOW what you really need and maybe it's time you listened.

Because there is no rule that says one must attend a certain number of community or social activities or whatever it might be in order to be balanced and because perhaps the whole idea of balance is complete bullshit anyway.

Because, quite simply, you can't, and when you do, each and every time, a little piece inside of you dies.

And you start to wonder why you can't get your shit together...

Why you're so unhappy all of the time when you've 'got it so good'...

Why you just feel so ANXIOUS...

Why nothing feels like it's WORKING...

Why you can't just get over it, suck it up, CHOOSE to be happy!

And in despair you start to look for answers in the way other people live, you look for solutions in the obvious places, you try hard to create success and happiness the way it's been shown to you when what you REALLY should be doing is looking for those answers within.

And asking yourself -

Is it really so bad, that I prefer to be alone?

Is it really so terrible, that I work best when I have no appointments or meetings or catch ups with others hanging over me?

Is it truly going to ruin my life if I DO miss that dinner, that meet up, that event?

Does it make me a bad person that I LIKE being caught up in my stuff, pushing, taking 'too much on'?

Do I HAVE to do things the way the world SAYS I have to in order to be a good mother, wife, woman, me?

And the answer is no, why the hell should you? Why the hell should other PEOPLE or the world, all of whom and all of which is just as flawed and of course just as wonderful as you but ultimately NOT *you* get to decide what YOU need?

Why CAN'T you ignore the rules, the boundaries, the way things 'are', and create your OWN rule book for life?

Imagine -

A NEW standard of normal, of happiness, of success and fulfilment -

One in which you, quite simply, listen to the voice inside of you that says no, actually, I really don't want to do that even though I know I 'should'.

Or yes, in fact, and I know you think I'm crazy but I DO want to do that and I DO like working/living/being like that.

And yes, in fact, I do know I'm weird/different/frustrating and that you'll never understand me but you know what? I don't get you either and I think you're kind of crazy being willing to live your life that way.

So MAYBE just MAYBE we can throw out the idea that we all have to do life, business, success, joy a certain way.

And MAYBE just MAYBE we can decide to agree on the one thing that really CAN be agreed upon which is that we're all different.

I want what I want.

And I damn well know what I don't want.

But more than that still, I know what I need. I know that it means breaking the rules, walking away from the crowd, and you know what? I'M OKAY WITH THAT. Because from here on out, I'm assuming nothing.

You say 'this is how it should be done', I'm GOING to ask why.

You tell me 'when you get there, then you'll see!' I'm going to quietly think to myself that yes, we will see.

You tell me I can't maintain this pace, this way of living, and I might smile at you if I'm feeling generous or I might tell you to shut the f^&k up with trying to tell ME what I need in order to be my best me!

You tell me that it's wrong, the way I do things, that it 'makes no sense' and what is WRONG with me and I'll tell you that well, actually, this makes sense to me. And if you want to hear my why that's fine but if you don't then that's cool as well.

Because ultimately, we have but one life to live.

And it's happening all around us, right now, this very moment!

And you can live it out by following the rules, by fruitlessly and anxiously trying to claw your way to happiness, success, true riches and wealth or you can admit what you already KNOW, throw your hands in the air and walk away from ALL of it to do things YOUR way.

YOU already know what you really need to be happy.

You already KNOW what you really need to be whole.

You deep down KNOW where your TRUE wealth will come from.

And I've SHOWN you that the fact that you think this way, feel this way, are this way doesn't make you 'wrong', you're just different to the 'normal person', but really did you EVER want to be the normal person? Seriously?!

And the thing is, you're not alone.

I get it.

There are THOUSANDS of us out there.

xxxBut even so, maybe we'll never be accepted by society as a whole because we ARE the minority, we ARE the crazy ones, we ARE the weird ones who just don't get it ... or so they will continue TELLING us.

And if you're not careful and you're not VERY strong of mind they will beat and beat and beat your square peg mind into that round peg whole and if they're VERY good at it you'll even be able to pretend you like it there.

All the while your soul is SCREAMING at you, screaming in true pain and TERROR at the idea that this, THIS is how it has to be?!

It DOESN'T.

And you can walk away from it ANY time.

But you have to be willing to make that choice.

You have to be willing to take that stand.

You have to be willing to hear all of the reasons you're wrong, strange, not 'doing it right' and you have to be willing to politely but ever so firmly turn your back on it.

Walk away.

And never look back.

There's a whole world waiting out there for you on YOUR terms.

Stubborn, selfish, demanding, frustrating, crazy?

Yeah, maybe.

If being insistent on doing this thing called life in a way that suits me makes me those things, then I'll take it, because personally? I can't think of anything more stubborn, selfish and downright STUPID than buying into how things must be in order to be and do and have stuff that the world says you NEED to be happy, whole, free, and then getting there and finding that it was never going to be enough anyway.

PUSH: Next time you're berating yourself for being the bad person you think you are, for being the odd one, for wondering why you can't just be NORMAL, remember -

THEY are the crazy ones.

And you're just getting started here. So watch out world! There's a new kind of normal in town. And from where you're sitting? It feels damn awesome. And maybe, just maybe, despite EVERYTHING you've learned about life the only PERSON you REALLY need to answer to when all is said and done is you.

Can you?

## **Chapter Ten - The Secret to Everything: INSIST On Your Way**

I think we're starting to understand each other, don't you?

I read this piece today that was just like a slap in the face.

It spoke about creativity, and being exceptional, and being DIFFERENT. And it MADE IT ALL OKAY. Kind of like I spoke about in the last chapter, well in all of this book, but really -

Did you get it yet?

REALLY?

Have I even "got it" yet? I hope so, but also I know there is always more to know, more to realise, more to be okay with within ourselves.

And what it's really about, for both of us, is the art of constant improvement.

Today, how can I be more me? How can YOU be more you?

How can you let go?

How can you go DEEPER?

How can you be more WILLING to say no, to say yes, to say what nobody wants you to say or at least not on face value but what you ultimately MUST say?

How, really, can you just be damn HONEST with yourself AND the world, about ALL of it?

And I have to tell you that the secret, if you're looking for it, is the simple, simple truth that comes from within.

Everything you encounter in your day, your life, even in the schedule and boundaries you have placed upon yourself, simply ask yourself - "is this what I really want?"

And know -

It's okay to change your mind ... often.

It's okay to not be SURE, and to need to try things out.

It is absolutely NOT and NEVER ok to KNOW that the answer is no and then give in and do it even 'just this one more time'.

Because honey? That shit'll kill you, and you know it. It will suck your soul out through your nostrils, all Egyptian style, but while you're still LIVING. Except really, are you living at all?

Maybe not.

So let's take a look.

A really, really proper look, at your life, and the way it's playing out. Are you ready for this? It's time to stop hiding from yourself and just be damn HONEST about what you really want, and how you're gonna go on out and get it.

Here are the 'areas' of life, as I see them today. Every time I write out this sort of thing I come up with something slightly different, as well might you, so feel free to decide upon YOUR areas, but use this as a guide.

**First: Scale of 1-10, and without thinking about the answer, just from your gut, where do you stand in terms of the following. 1 is absolute crap and it's not working for you, and 10 is freaking amazing and so damn perfect.**

BUSINESS:

MONEY:

BODY:

PASSION/PURPOSE/INNER GENIUS:

DEVELOPMENT:

RELATIONSHIPS:

SPIRITUALITY:

YOU:

WHAT ELSE?

**Second: Take the thing that scored highest, and the thing that scored lowest.**

**HIGHEST THING: What are all of the habits, beliefs and traits that you would say have allowed you to do so well in this area?**

For me, my (equal) highest thing was passion/purpose/inner genius, and my habits and traits are:

*Commitment to being ABLE to make money (big money) doing what I love*

*Awareness that I just need to follow my soul's purpose, which is to write and create, and that if I don't then nothing means anything to me*

*Consistency - do my hour of writing day in and day out, as top priority, and no matter what*

*Base my actions (and therefore my results) on what I want to achieve rather than on what I FEEL like at the time*

*Just do it even when I feel like it's crap or not working*

*Actively choose to believe I am allowed to, no in fact am SUPPOSED to, live my purpose and passion.*

Your turn, write yours down for your highest thing.

**LOWEST THING: What are the traits, habits and beliefs you hold as true BASED ON HOW YOU ACT and what you've achieved/not achieved in this area?**

For me, and I hate to admit it, my lowest thing is 'me', and my current habits, traits and beliefs I have to say are:

*I only get to do this stuff once business and 'life' has been taken care of*

*It's a luxury not a necessity*

*It takes up so much time*

*I can get by without it*

*I really shouldn't*

Not good, right?! And very uncomfortable for me to write, but enough about me -

What's your lowest thing, and what ARE your habits in this area?

**Third: Let's play a little game.**

Take the habits, beliefs and traits of your HIGHEST thing, the area you achieve in most, and best, and now look at the habits, beliefs and traits of your LOWEST and most pitiful area.

What are the 'smack you in the face so damn obvious' differences between how you treat yourself and what you ALLOW yourself to believe in each of those areas?

And now imagine if you were to take your habits and beliefs in your winning area and apply them to your losing area. Do you think that perhaps things could improve? Of course they could, right?! For me I really had to just shake my head at myself the way I treat myself when it comes to self-care and making it 'important'. I've learned how counterproductive it is to tell yourself you're 'not good enough', or 'can't yet have something', and yet here I am, by virtue of my actions daily, telling myself I'm not good enough and don't deserve to look after myself. It's ridiculous! And I am going to change it NOW, starting with choosing a Bikram yoga class tonight over doing 'catch up work' which in my mind I feel is more important and simply must be done whether or not I feel like it.

Here's to self-care whether or not I feel like it :)

For you it might be completely different. I know that a few years ago I was going to yoga classes daily, PLUS gym daily, plus having massage and various other forms of healing weekly and I was less committed to my business than I am now, and I was also making a lot less money. So I suppose there might be a part of me on the inside that feels as though investing time into self-care could inhibit my success.

How about you?

Do you have any underlying beliefs, based on the past you that you'd like to rewrite right now?

What are they?

What is the way that you are now ready to INSIST upon having your life? You know that anything you're NOT yet, anything you don't DO yet, anything you don't HAVE yet, has nothing at ALL to do with whether or not you CAN be, do or have it and everything to do with the fact that, quite simply, you haven't yet CHOSEN to have it. Yes it's bloody infuriating to have to face up to, but face up to it you must! And then, of course, you really do have to answer the question -

What are you gonna do about it, huh?!

So. Our final point in this task.

Take a look at the areas I got you to score yourself in earlier -

BUSINESS:

MONEY:

BODY:

PASSION/PURPOSE/INNER GENIUS:

DEVELOPMENT:

RELATIONSHIPS:

SPIRITUALITY:

YOU:

WHAT ELSE?

And now grab your journal and pen, or a new text file on your computer or phone, and write out how you WANT to be, what you want to DO, what you want to HAVE in EACH of those areas, yes every one. At least 5 points (across all 3 areas of be, do, have) for each category of your life.

PUSH: The truth is beautiful, you can totally live a life on your terms and you CAN start now but if you want it? You gotta bloody well take it! And THAT has to happen now. So stop pussy-footing around pretending you're happy with the life you are living if you are NOT, get down off your high horse about what you 'have to do' or 'put up with', and wake up and realise that what you have NOW is 100% because you CHOSE to have it now.

You do NOT have to do anything that doesn't feel awesome.

You do NOT have to PUT UP WITH anything that you don't absolutely adore.

You do NOT have to BE any version of you except the one you WANT TO BE.

There is NOTHING and NOBODY that can tell you how to live your life except for YOU so maybe it's time to start giving yourself instructions that actually work to get you rocking your life yeah?

Insist on your way.

But realise that whether or not you think that's what you're doing, you already are.

## Chapter Eleven - Being Freaking Exceptional At Being You

Oh, so you want to create your business on your terms, make a million dollars, become famed as the creator you are, help people all around the world, travel first class, live location free, be in great shape, have great energy, great sex, a loving relationship, rub shoulders with the best in the world in your industry, RULE the world and do it all completely on your terms?

You can't do that!

That's not how life works!

You're being unREALISTIC. Can't you see that?

I mean, c'mon...

You can't live location free with kids...

You can't get back in the SAME shape after having a baby...

You can't do it again after your SECOND baby...

You won't be able to keep running your business that way once you have kids!

You can't make money selling eBooks, people only want print...

You can't make a LOT of money selling eBooks okay?!

You can't swear in business...

You can't say that!

You can't do that!

You can't have that!

You can't self-PUBLISH, that's lame!

You can't have someone else do that for you, you have to do it yourself!

You can't you can't you can't you can't you can't!

Unless, of course, unless, just maybe, unless PERHAPS, well, unless I guess you just, I don't know, unless you just, hmm, yes, I think this might work, unless you just, oh fuck it, unless you just FREAKING WELL DO IT ANYWAY!

Yes, ALL of it.

Serious question now, and a quick answer, please!

When you look in the mirror, what do you see?

Pride?

Happiness?

Utter joy?

Gratitude?

Flow?

Or is it perhaps a bit of a mix of that stuff and other good things, but also -

Frustration.

Resentment.

Weariness.

Home truth time sister: whatever you have now? Is because you CHOSE it. Yeah I know, I know, I keep on kinda harping on about that same old thing, but you know what? This is a book about recognising the inner superwoman you naturally ARE and then actively honing that part of you towards AWESOMENESS. Not 'awesomeness' in the sense of what the world or anybody in it - including I! - tells you that you must have or be or do, but awesomeness in the sense of what would be SO DAMN AWESOME for YOU.

Have you ever told yourself that if you want to achieve in a certain area of your life you'll just have to put up with doing, being, having less in another area of your life?

If I want to have a successful business and make lots of money, I can't also be in great shape...

If I'm committed to being in great shape, I can't also be wealthy...

Wealthy people are stressed and unhappy, so if I have a lot of money I guess that's how it has to be...

If I want a loving and great relationship I'll have to put up with a second class living environment...

If I want to travel the world and live a life of adventure, I can't do that with kids...

If I want to have another kid we'll have to cut back...

Put off those plans...

Slow down the business...

When you listen to any of this crap, and regardless of whether who or what you are listening to is in fact YOU (which is really the only person it EVER is), here is what you're really saying:

I don't believe in the concept of getting to design my life.

I believe that life controls ME rather than the other way around.

It's not true that I can do things on my terms, not totally!

Can I tell you what happens when you buy into this sort of BS?

You undermine your ability to create your future dreams, but also you cast a shadow over your NOW.

You 'make it so', that for one area to thrive another must pay the price.

And because that is what you have chosen to BELIEVE, it becomes a self-perpetuating cycle of complete GARBAGE that you just continue to buy into and believe because hey, it's true, right?! I mean, it's happening! You can't deny facts!

No, but you CAN create them and that's exactly what you've done.

Close your eyes. Okay you can read the next line or two first, but then do it.

Close your eyes and imagine that EVERYTHING you've ever wanted - EVER wanted - to be...

Everything you've ever imagined DOING...

Everything you've ever imagined BEING...

Could be true.

And that it could be true NOW.

What would that look like?

Seriously, if you took the reins off and just DECIDED to be freaking exceptional, the best, the 1% within the 1% within the 1% within ALL areas, what would that look like?

Do you want to know why it's human nature to be so fascinated by SUCCESSFUL celebrities and famous people?

It's not really because of how clever, or wealthy, or attractive, or glamorous or even talented they might be or in some cases seemingly all of the above plus more. It's because we see in them something within ourselves and it eats away at us. We KNOW we are capable of so much more than what we're allowing ourselves to be, so why aren't we doing it? Why aren't we being it? Why not ALL of it? And why not NOW?

The only reason, quite simply, is we aren't because we aren't.

There's nothing else, no other excuse, no other possibility.

So we look at these celebrities, these leaders, these famous people, and we get just a teensy bit excited (and smug) if we see some cracks, if we see signs that their success in one area has caused problems in another area.

"See!" we think -

"Look at the price she's paid for her fame!"

"That's not worth it really!"

And we tell ourselves, to make us feel better, that even those who APPEAR to have it all really don't, not quite, can't truly.

Which is complete and utter bullshit for 2 important reasons -

1. Some people really DO have it all, not because they are extra special or gifted or exceptional in a way that YOU aren't and can't, be but simply in a way that you HAVEN'T YET CHOSEN TO BE. So what you really are, when you look for signs of weakness in these sort of people, is pissed off at yourself. Because you know you could have your version of 'it all' if only you chose to.

2. When you look at someone else's success and buy into the myth, even for a SECOND, that they in some way have had to pay a steep price and ONE THAT YOU WOULDN'T WANT TO, you also TELL yourself that you wouldn't want to have that! You put a label on success that not only says 'not for me', but also 'not really a good idea'.

Think about THAT!

So here's an idea. Just an idea, you understand -

And I'm not saying that you're some bitter old prune who is out there looking actively for the cracks in the lives of successful people. I don't mean that at all. I'm sure that for the most part you do celebrate the success of others and also look with eagerness to replicate it. But don't tell me you don't wonder - just wonder - at what the "truth" is about those who appear to have it all. And you know what? Maybe the truth isn't so shiny or rosy at all, but wouldn't you rather believe it IS and that you TOO could have such a shiny and rosy life?

Anyway, the idea -

Make a decision, right now, that you're no longer going to have a 'this for that' outlook on success and on how YOUR life has to play out.

Stop looking for proof that you CAN'T have it all, because that's the cowards way out and you will ALWAYS FIND WHAT YOU'RE LOOKING FOR.

Do you get that? Do you REALLY?

You will ALWAYS find what you're looking for.

So what do you want to look for then?

PUSH: You want to create your business on your terms, make a million dollars, become famed as the creator you are, help people all around the world, travel first class, live location free, be in great shape, have great energy, great sex, a loving relationship, rub shoulders with the best in the world in your industry, RULE the world and do it all completely on your terms?

You CAN!

That IS how life works!

What you CHOOSE can be real!

You CAN live location free with kids...

You CAN get back in the SAME shape after having a baby...

You CAN do it again after your SECOND baby...

You WILL be able to keep running your business that way once you have kids!

You CAN make money selling eBooks, people don't only want print ...

You CAN make a LOT of money selling eBooks okay?!

You CAN swear in business...

You CAN say that!

You CAN do that!

You CAN have that!

You CAN self-PUBLISH, of course!

You CAN have someone else do that for you, why not?!

YOU CAN YOU CAN YOU CAN YOU CAN YOU CAN!

The only thing you have to DO, if you want to be freaking EXCEPTIONAL in EVERY single area of your life, is, quite simply -

Do it!

So decide.

What do you really want?

How would that look?

What if you COULD have it all?

And what if you just went and took it ... now?

Do it now, there's not a moment to be lost! Life is NOW, yeah? And you really gotta be pressing play every damn day. I believe in you!

## **Chapter Twelve – Ultimate, Ultimate Truth For Those Who Push**

Probably the stupidest thing I've ever done in my life is listen to my own BS about not 'yet' being able to have something.

Be honest now - have you ever done that?

Recently?

I think that even we as superwomen, the 1%, the exceptional KICKASS women, even when WE are quite nicely along the success and 'living the dream' pathway, we still do it. It's human nature, I suppose. To limit yourself. To hold back. To play it safe and also, I believe, to want to conform a little. Oh sure, you say you DON'T want to conform, and I say the same, but we still do. There's that part of us that feels it would be 'wrong', or 'greedy', or 'too much', or 'selfish'.

That wanting a lot of money makes you a bad person.

Or a bad mother.

That wanting your life your way is unrealistic.

That why SHOULD you get to have what you want, after all, when your parents don't have what THEY want, or your partner doesn't, or your friends are doing it tough, or there's suffering in the world.

And so we tell ourselves, even as we tell ourselves to go BIG and to make shit HAPPEN, we tell ourselves to play small.

To hold back.

Don't tell people what you REALLY want!

Don't tell people what you really THINK!

Don't tell people JUST how big you dream!

And maybe even stop yourself from hitting those dreams because if you did, what would it mean for others around you?

Truth time?

You shouldn't give a fuck what it means for others around you.

I don't mean this in a 'fuck 'em' sense, or at least not in the sense that you should trample over others or in some way harm or limit THEM but I mean it in the sense that if you for a second believe that YOU playing small is in some way going to HELP others or even NOT harm or hurt them then you're seriously kidding yourself honey.

And you know it.

YOU having a lot of money, for example, does not mean someone else gets less.

YOU creating your DREAM business, exactly and TOTALLY on your terms, doesn't mean someone else has to put up with a job they hate.

YOU living a first class and location free life, traveling the world and truly 'living the dream', doesn't therefore confine somebody else to the ordinary life.

YOU being in killer shape, energised, vibrant, brimming with happiness and joy, does not mean somebody else has to put up with sub-standard health and fitness.

THEY ARE CHOOSING THEIR OWN PATH EVERY DAY, WHETHER BY DEFAULT OR DESIGN.

And you GET the life you designed and you therefore DESERVE what you have.

Harsh truths, for sure.

And particularly painful if you see those close to you hiding their light, buying into societal myths about how things have to be.

But at the end of the day the ONLY person you can answer for is YOU.

And do you SERIOUSLY think you're doing anyone a favour by hiding your light even a LITTLE bit?

Maybe misery does love company, but wouldn't it make sense that if you want other people to see they can be more, do more, have more, then the way for that to happen (IF you have ANY influence over it at all) is for you to LEAD BY EXAMPLE?

At the end of the day, you get to choose and you HAVE chosen.

And so have others.

But more than that -

You are here for a reason.

As we all are.

You have a role to play, and a way in which you are SUPPOSED to impact the world.

You have a PURPOSE.

And you KNOW it.

So to NOT live it, all out, is not just stupid it is downright IRRESPONSIBLE to EVERYBODY. You can't be responsible for how others use their gifts and talents but you sure as anything ARE already responsible for how you use yours.

So that push you feel, every damn day, to be more, do more, have more.

Stop trying to get away from it.

Stop RUNNING.

Stop HIDING.

Stop trying to tone it down!

And instead, realise -

That the ultimate, ultimate truth about those who push is that the push is what completes you. And that the more you DO push, in an ALIGNED way, the more you not only become the you who you were born to be, but also the more the world around you starts to lift. And that maybe, just maybe, it's okay to operate as the 1%.

Somebody has to after all. And let's get real -

You sure as shit wouldn't want to see someone else living YOUR destiny now, would you?

THE PUSH

The push is about that constant need to be, to do, to prove yourself.

No matter how much you do, it's never enough.

No matter how high of a mountain you scale - and even though you may feel good about it, for a moment! - there's still more ahead of you.

An unquenchable thirst for -

What?

To show the world that you are an achiever, a go-getter, a superwoman?

To position yourself as a leader, a winner, the best?

No.

The admiration of others is nice, to be sure. But to be honest it's also just expected.

You KNOW you do more.

You KNOW you take on "too much", and yet still complete it.

You KNOW that the way you live your life is not only 'impressive', but in fact astonishing, astounding and even plain unbelievable to others.

You KNOW you are the 1% within the 1% within the 1%.

So really, what is there to prove? Proving you're ahead of the rest proves nothing to the one person that counts.

Which brings us back to the push.

The push is not about the world.

The world and the limitations of the ordinary person, yes even the 'successful' ordinary person really have nothing to do with you.

Because the push is about you.

The push is about your need to prove something to YOU.

The PROBLEM with the push and the way you dance with it now, is that you're trying to prove the unprovable.

Another way to look at it - haven't you ALREADY proven (and how many times now, let's be honest?) that no matter what you may do, will ever do, could ever do, no matter how many times you achieve the improbable or even the impossible it will still. never. be. enough.

And the push will always win because the only thing that truly IS impossible, for you, is to not push.

So why this book?

It's simple. If you don't learn how to work WITH the push, the push will control you, forever torment you, and very easily can, through the exhausting search for MORE, destroy you.

This book has shown you how you can take charge of the push.

Use it for good.

Use it to be, and do, and have what you TRULY desire and are born for, rather than having it TELL you what you need to be, and do, and have, in order to be ENOUGH.

Know right now that you are already enough but also you will never BE enough, and that that's okay. In fact, it's more than okay. Because the realisation that the end of achievement never comes is incredibly freeing, and if you really THINK about it, it allows you to now move forward from a place of only giving a fuck about the things you really do give a fuck about.

The secret is - you have to know what they are, and you have to be able to take CHARGE of the push and make it dance to your tune.

What this book has really been about, is finding your own tune. And then spinning the world on its head as you dance the motherfreaking crap out of it.

And now?

You gotta go do it ;)

Remember -

Life is Now. Press Play.

Kat x

# Extract From Think Like a Rich Chick! And Make Money Online – The Step-By-Step Guide to Creating a Multiple 6-Figure Income, Doing What You Love!

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## Chapter One: To Your Success!

In 2007 I made a decision that was, over the next 3-5 years, to completely change my life and what I imagined might be possible. I had no idea that this somewhat 'off the cuff' move to begin a blog and thus broaden my offerings to my personal training clients would, within 6 years, lead me to running a multi-faceted online company generating over \$50,000 per month and allowing me to work, live and play from anywhere in the world and completely on my terms.

In this book I'm going to share my story with you, as well my most successful strategies, tools and tricks (and a few that didn't work!) so that you too can create a business you love, make a difference in the world, and make great money to boot, but first - and most importantly of all - I want to tell you this:

Whatever you dream for yourself, is possible.

Whatever you believe you could, maybe, one day - if you're lucky! - create, you can.

But if you want to turn those one day hopes, dreams and fantasies into reality you need to make a choice, right now, that you WILL. Not that you 'might' or that you'll 'give it a crack', but that you will. And then start taking immediate action.

If there's one thing I really want this book to do for you is to teach you that it has nothing to do with the actual processes I've used to create a successful and continually growing online business and it has everything to do with the MINDSET I've had and that you need to persevere until you get there.

I've seen people follow every step of a strategic approach and bomb out completely because they don't believe enough to keep going when the going gets tough. Even the most 'perfect' plan means nothing if you don't keep on implementing.

On the other hand, I've seen people with little or no strategy, tactics, support or plan create incredible success because they simply refused to say die. The greatest determining factor of where you end up in business is your attitude and what you INSIST on creating.

So decide right now.

Join me in saying - and say it aloud, please! -

I make the commitment to create my dream business, and I will not stop until I get there.

I make a commitment to keep on keeping on, no matter how tough or frustrating it seems at times, and no matter what happens in my life.

I make a commitment to just move forward, even when I have no idea what comes next.

I make a commitment to CHOOSE to believe (and it is a choice). I choose to believe that if I refuse to fail, I can't. I choose to believe that if I insist on winning, I will.

And I choose to have faith. I have faith that I can get there, even though I'm not exactly sure right now where 'there' is! I have faith that my hard work will pay off. I have faith that I can make as much money as I like, and that I can do it completely on my terms and by sharing a message that matters.

I have faith that I can succeed at being me.

And I'm going to start now.

Before you leave this chapter!

Read aloud the above commitment statement, and feel your determination rise. If you like, copy it out into your journal as well.

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[The Push: The Rich Chicks Guide to Being Mother-Freaking Exceptional, a Superwoman, the 1% and Okay With It](#)

[This Ain’t No Dress Rehearsal Baby!: The Rich Chick Guide to Kicking Fear’s Butt and JFDI’n it NOW!](#)

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## Free Book For You!

Each month I give away one of my best-selling books as a free gift when you join my (also free!) online community of kickass women entrepreneurs!

**Just go to <http://www.katloterzo.com>, opt-in on the top right, and download your copy instantly!**

It would be my absolute honour and pleasure to have you in my community and give you the motivation, inspiration, education and *butt-kickin' empowerment* you need to get out there and create the business and life of your dreams!

**I have to warn you though ...** my style is somewhat out there. I'm not gonna hold back on saying what I think. I may very well call you on your sh\*t ... often. And if I think you're limiting your ability to create what you WANT to create and CAN create then I'll be coming down on you like a ton of bricks. Loving bricks, but still. **You can get a bit more of an idea of how I can help you by checking out these popular posts:**

**How to Be a Content Machine, Get Recognised as an Expert, Storm Your Industry, and Make a Million Dollars** <http://katloterzo.com/make-a-million/>

**You Selfish Bitch** <http://katloterzo.com/selfish-bitch/>

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# How Kat Can Help You

## Wanna Go ALL THE WAY? Why Not Become an OFFICIAL Rich Chick?!

If you have enjoyed this book then I know you're going to love working with me on a more personal level. I've created the [Rich Chick Mastermind](http://katloterzo.com/richchickbizmastermind/) as a place where you can do exactly that. ***The Rich Chick Mastermind is an extremely affordable way for any entrepreneurial women who dreams big and is ready and WILLING to make sh\*t happen to do exactly that.***

Follow the below link to claim your place now, and trial the entire first month for a whopping 90% off for my book readers – no obligation to stay if you don't LOVE it as much as I know you will!

<http://katloterzo.com/richchickbizmastermind/>

As a member you not only get access to ask me your questions and receive my personal feedback and input into your business, you also receive:

- New video, audio and written training each month to move you forward in your business
- Up to the minute information and strategy on all things making money online, including but not limited to:
  - Marketing
  - Lead generation
  - Success mindset
  - Dealing with blocks and sabotages
  - How to create your funnel
  - Crafting offerings, products and programs that sell
  - Building a soul-based business
  - Selling with soul
  - Website 'musts'
  - How to grow your list
  - Social media
  - Learn the in depth launch processes and take a look behind the scenes on my own launches
  - Monthly strategy and action tasks to ensure you implement what you're learning in the minimal amount of time for the maximum result in your business
- Access to me through our forum and members only area!
- Membership is month by month and you will be happily surprised at how affordable it is to join!

***Become part of an inspired and action-taking group of like-minded women who you can learn from and with, and share your challenges and wins.*** Every woman in business needs a 'crew' and the Rich Chick Mastermind is the perfect place to find yours!

<http://katloterzo.com/richchickbizmastermind/>

If you've enjoyed what you learned in this book and are inspired and excited by what's possible for you then you are going to simply ADORE being a Rich Chick in my Mastermind. Click [here](#) now to learn more and claim your place, because you can ***try your entire first month for a whopping 90% off!*** Click here for your place: <http://katloterzo.com/richchickbizmastermind/>

## About the Author, Kat Loterzo

Kat Loterzo helps ***kickass women entrepreneurs*** design the business and life of their dreams. Her special gift is in inspiring, motivating and *empowering* women who already know they can HAVE it all to get out there and TAKE it all.

Kat is a **best-selling author and an internationally renowned speaker, entrepreneur and coach**, as well as the founder of The Rich Chick Coaching Institute, Rich Chick Certification Program, Rich Chick Business Mastermind, and Rich Chick Magazine. She built a half million dollar a year business which now doubles in size each year, initially by teaching women how to create the body of their dreams, before moving 'officially' into her current role as a business and life coach, working with other equally determined women to help them make their business and life dreams reality.

Kat is also a busy Mum to 2 children under 5 and understands what it's like to have big dreams and a burning desire to leave her mark on the world while also enjoying precious time with her family and looking after her own health, sanity and well-being. Her ***"Selfish Bitch Revolution"* was born from a desire to show women that it's okay to want your life, your way**, and has since become a worldwide movement of women ready to step up and say YES to truly pressing play on their dreams and forgoing the "Mummy Guilt" and rules about how life "should" be lived.

**Kat currently has over 70 active income sources and is an expert at the fast creation and sales of online products, programs and courses as well as 1:1 and group coaching and live events. She is also an expert in "No B.S" coaching and would love to help you create a business and life you love, completely on your terms!**

Connect with Kat and download her free book of the month at <http://www.katloterzo.com>

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Kat