

Change your Mindset, Change your Business

By Mila Sidman – *My Mom Mastermind Journey*

Many moms start a business and work very hard to only find themselves feeling overwhelmed and run down by the pressure and stress of building a business around a busy family life.

To make things worst, they often fall prey to many of the cleverly crafted business opportunities on the net that are nothing more than a pile of garbage. It's no wonder you can get to a stage where you don't know who to trust or turn to for help. Unfortunately *this* is the stage where many of us give up and think it's not possible to make money online.

After having overcome many of these same obstacles myself, I can tell you that it is absolutely possible and realistic to make good money online. Depending on your goals, you can build a business that provides a little extra spending money for your family or you can build a highly profitable business that makes you a comfortable amount and beyond.... Online anything is possible.

A profitable business takes a lot more than knowledge... a big part of online business is networking and having a positive mindset. In order to be really successful, it takes a strong support network and believe in yourself that you can accomplish your goals.

If *you're* struggling online, feel like you've attempted everything possible yet are still not making money, or are close to throwing in the towel and giving up... I urge you to read every word of this report.

I've decided to share my personal story detailing the changes I made that took me from giving up on my business and going to work outside the home to *finally* believing in myself enough to quit my job and build a successful business.

My goal is to help you achieve the **success and happiness you deserve** in life and business. It's time to stop struggling and start profiting, read on to learn how...

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My Story:

When I started out at Mom Masterminds, I was pretty new to online business. In fact, I didn't know very much at all. I had a small recipe website which I had built through Ken Envoy's Site Build It. This gave me a good grounding for business and general understanding about marketing, but I was still missing the big picture.

Side Note: [Mom Masterminds](#) is an exclusive community for women who want help in their online business. There are tutorials, member-only resources and networking opportunities.

Because I had previous offline business experience (I owned a successful medical transcription business for 8 years), I thought online business would be a piece of cake.

I was completely wrong. Online business takes a completely different approach than offline business. And although I feel my offline business experience helped with the overall strategies, I still had a huge learning curve ahead of me.

So I joined Mom Masterminds, looked through some of the resources and basically went about building my business. During this time, I was on a buying spree of marketing products and trying to cram as much information as I could in a very short space of time.

I started suffering from information overload and was spinning my wheels and going nowhere. I ended up stepping away from my business for a few months but still remained a member of Mom Masterminds (MM).

During this time, I actually went back to working outside the home for a few months... I hated it, especially the fact that I felt I had given up on my business. But at that time, we had a lot of expenses to pay.

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My son has special needs and we needed to pay out of pocket for therapies, school, etc. and I needed to bring in the cash.

During my long monotonous job (I wrote safety cases for a home care service), I spent a lot of time thinking and soul searching. I also started learning about positive mindset, the law of attraction, psycho-cybernetics and NLP to name a few things. I realized that to be successful in anything, it takes a lot more than just learning and applying. I had to change my whole mindset and approach to the way I viewed myself as well as others.

You see, when I first joined MM (May 2005) my experience in business was that everything operated in a very cut-throat manner. My previous business was a harsh industry to be in. I dealt with physicians who often times had a chip on their shoulders, head of hospital staff who would be willing to replace you in heartbeat if your work wasn't up to standard, and many other transcription services who were lurking in the wings ready to pounce on your account as soon as you put a foot out of line... it was a tough...

It dawned on me that in my online business, I was stuck in my previous ways and operating very much with a scarcity mentality rather than an abundance mentality. I didn't "get" that online you really need a strong support network to make anything work.

I also learned that in order to be successful, it's important to break through any mental barriers, labels, comparisons and plain old negativity you may have. Before I go on, please don't get me wrong, I'm not implying you're a negative person... I'm merely sharing my story of what I went through and experienced and how I changed things around in case that it may help you in your business.

A few months passed and I didn't even touch my business, I completely withdrew from it all.

During my "self discovery" phase one thing became clear – The problem and issues weren't necessarily with the online business model but simply in my approach. From that moment forward I took full responsibility for what I wanted and started to make some changes.

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I vowed to operate my business in a different way. All of this took place at the end of 2005, and on the first day of 2006 I logged on to the MM forum and made a post that signified a new beginning in business for me.

I looked up that post today just for fun, here it is: **NOTE:** If you're not a MM member yet, later in the report you'll get a free trial and access to the member forum.

<http://www.mommasterminds.com/forum/viewtopic.php?p=24044&highlight=#24044>

A New Year – New Beginning

After that post, I stood by my words and 2006 started off with a bang. I quickly built an information site helping people learn medical transcription. This site grew quickly and still draws a lot of visitors on a daily basis.

I also built several niche affiliate marketing sites, sold affiliate products through PPC (pay per click), sold niche info products through PPC, and distributed affiliate articles (known as “bum” marketing).

Note: Although I have tested the waters and made money in a large variety of niche markets, I don't recommend this for everyone. Long-term it's best to base your efforts on one solid business plan. At [Mom Masterminds](#) there is plenty of help at hand to help you choose the right business model for you.

My business grew at a dramatic speed. I also got out there and started networking and meeting people. I participated on forums, emailed people, made phone calls, and built some pretty nice friendships.

The main reason I'm sharing all of this is because I want you to know that during this time I didn't necessarily know more. The difference was I had changed my outlook and mindset.

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I strongly believe that your **mindset is what will make you successful**. Of course, you do need to apply the strategies you learn, but without really believing that you can be successful, it's not going to be an easy ride.

And when you do learn and make it big remember this... Humility can be a very good thing. There's a saying amongst self-help circles that describes this perfectly – *“Before enlightenment, chop wood, carry water. After enlightenment, chop wood, carry water.”*

In other words, remember your struggles and what you went through to make it, and give back to someone else starting out...

2006 continued to be a strong year and towards the end of the year, I joined forces with Alice Seba (one of my first mentors in online business) and started what is now one of the top PLR membership sites on the net.

A lot of moms have asked me about how I partnered up with Alice and the truth is by pure accident. Alice is one of the mentors at MM along with Kelly McCausey (who rocks by the way), and so I PM'd her at the forum and asked for advice on an idea I had to create a PLR membership site for moms.

Now, when I approached Alice my goal was merely to get her advice as to whether or not this would work. I very much trust and respect Alice's advice so if she thought it would flop, I knew she would tell me. Alice wrote back and said to give her more details that this was something she had been considering as well and perhaps we could work on it together.

From there we worked together on several projects... We make an excellent team since we each have different strengths and skills that nicely compliment each other.

In just one year (the end of 2006), I was working with Alice on Internet Based Moms, the PLR site, as well as Moms Talk Network. I had also partnered up with several other successful marketers on information product joint ventures.

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Here's why I'm telling you this and how it will help you.

1. **Don't be afraid to ask.** Everything that I have gotten in my business (offline and online) has been a result of just being bold and going after what I want. I'm not slightly afraid to ask for help or advice when I need it. It won't always work out and you may get turned down a lot. Don't take it personally, and more importantly don't approach people with expectations. Still, you'll never know unless you ask. My thinking is "what do I have to lose?"
2. **Be sincere in your approach.** Don't approach people with the specific purpose of getting ahead. In other words, don't go to forums or try to befriend people with an ulterior motive. Trust me, people (especially experienced business people) will see right through it. Be genuine in your approach and think about how you can contribute and help others without any expectations... that's when life starts giving back.
3. **Remember the humility quote.** No one will ever know it all and you and I are no exception to that rule. Everything you say online is documented and out there for anyone to view. Think before you speak and if it's not positive or helpful keep quiet. Believe me, I speak from experience. I've looked back at some of the mistakes I made early on in business and I cringe... avoid those mistakes if you can. I approach each day now with humility and respect. I know I haven't succeeded on my own and highly respect and cherish the people that have helped me.

Choosing the right Mentors:

I've spend quite a bit of money on mentoring and coaching. I don't believe that you can make it in business without investing in your success.

For example I've coached with Michel Fortin who is a top copywriter and learned a great deal from him. I know coach with Dr. Harlan Kilstein who is an NLP and copywriting expert... I can't even begin to tell you how much I'm learning from this man. His coaching is far from cheap. I pay 1,000 dollars a month to be part of his exclusive community.

I'm not telling you this to brag at all. I'm putting this information out there because I want you to see how strongly I feel about investing in myself and my business.

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I know you may be thinking, *but you have the money to invest, I could never spend that amount.* Well guess what, I started out barely being able to afford my MM membership. Yet, had I not made that ridiculously low investment, I probably would have spent a lot more through trial and error... or worst, given up altogether.

Another thing I'd like to add is that the work at home niche isn't the only field to make money in.

I started my online business with a recipe site for kids. I didn't start out teaching people how to make money online. I dabbled in markets that had nothing to do with working from home and made a lot of money in the process. You do not need to sell work at home information to be profitable online.

What to look for in a mentoring community:

I've said how important having a positive mindset can be in your business, and one of the ways to ensure you stay positive is by surrounding yourself with genuinely helpful people who want the best for you.

Whether you choose Mom Masterminds or another community it doesn't really matter as long as the community meets the right criteria to help you succeed:

Here are a few things to look out for:

1. Provide a supportive environment that will build you up and not drag you down:

My friend and coach Michel Fortin said it best in this analogy about getting involved in the wrong mastermind group – *“It's like the bucket of crabs. One is trying to claw its way out while all the others are at the bottom pulling it back down.”* There is a lot of wisdom in this.

If you choose the wrong community, you can actually be dragged down and kept from succeeding. A supportive online community will not outcast you for moving faster or slower than everyone else. Whether you take the fast route or hit a few detours along the way, you'll need a mentor who gently pushes you during the down times and doesn't hold you back when you're charging ahead full force.

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Side Note: At [Mom Masterminds](#) you'll find members are helpful and sincere. This isn't a cliquey online community where you're made to feel you don't measure up. Each person is treated with respect and members will go out of their way to help each other.

2. Positive atmosphere.

This is so important. If you're around a bunch of negative people who don't take action and spend their life complaining, that's going to drag you down. Surround yourself with successful, positive people and you'll soon see a big improvement in your business.

Many of the moms at Mom Masterminds have gone on to build wildly successful businesses...yet they're right there in the trenches helping new members get ahead and succeed.

3. The right resources.

Once your mind is in place, then you'll need the strategies and tools to build on that positive mindset. Choose an online community that will provide you with the necessary tools and resources you need to grow your business. Some communities only provide what I call "shallow end of the pool" information while keeping the "deep end waters" to themselves or charging more for it.

Look for value and make sure you're going to get all the tools and resources you need to build a profitable business. One of the things that really impressed me about Mom Masterminds is the amount of quality tools and resources you're given when you join... all completely free with the membership.

Action, Action, Action:

Without action you have nothing. It doesn't matter how many great mentors you learn from or what products you have sitting on your shelves. A strong plan from the offset followed up with small but achievable action steps is important.

Here's an example of what it could look like:

* Decide on the business you'd like to pursue based on your criteria for what makes a good business.

For example, a business you love and feel passionate about will be much easier to build. Otherwise, those long hours of work are going to feel longer and very draining. Find something you love to do and research how to make it profitable.

It is important to get unbiased feedback on your business plan so that you have a good idea of what to expect before putting the work into it. Family members and close friends mean well but unfortunately are not always the best people to ask. A good mastermind group should give you constructive feedback on your plan and ideas for expanding it.

* Plan your business model. Write down how you can expand that original business. Can you create information products? How will you market them and what's your long-term strategy and back-end plan?

* Plan your action steps. Now take that long-term plan and break it down into small action steps and don't get overwhelmed by the big picture. Build your business from the ground up one brick at a time (okay one virtual brick at a time). Even small action is better than no action. The key is to keep moving and not give up.

By applying the right strategies early on, you'll enjoy your business and look forward to working on it. Otherwise, it's draining and becomes a chore. Richard Branson said it best - "If it's not fun, don't do it."

I live by this saying and now spend time doing the things I love and not being a slave to a business that's not making money. Sure you need to put time and effort in, I'm

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not saying it's all hearts and flowers but if you enjoy your business it makes the hard work that much easier. You can build a business you love to work on... Whatever you set your mind to, with the right support and mindset, you can achieve it.

What should you do now?

The next step is completely up to you. You can close this report and do nothing or keep going the way you were before you read this. Or you can do something really positive for your business.

My suggestion is that you join me over at MM for 7 days completely free. Use that time to learn and ask questions, take advantage of all the resources on offer. I'm a special advisor on there so feel free to "pick my brain" and that of the many wonderful and smart ladies there.

Don't take my word for it, I dare you to go over there for yourself and find out what it's really like. If you don't like it, cancel your free membership before 7 days, no questions asked, no hassles. You won't pay a penny.

Side Note: Did you know Mom Masterminds has only a tiny percentage of free members that don't stay on long term? The reasons are simple, once they get inside the community and see everything that is on offer – they realize the price is peanuts in return for what they're getting. You'll be absolutely blown away by all the resources on the inside. Take a look for yourself...

Use this link to access your special 7-day free trial at MM. Welcome to group... I look forward to helping you achieve the success you deserve.

<http://www.InternetBasedMoms.com/m/mm.html>

See you on the inside!



Mila Sidman

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Note: I know there are a few glaringly obvious grammar mistakes in this document. I hope you forgive me for rushing; I wanted to get this out to you ASAP! Enjoy 😊

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