

# GETTING STARTED IN BUSINESS. AGAIN

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without overwhelming yourself

*Tara Oliphant*

# LET'S START HERE!

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IN THIS E-BOOK YOU WILL FIND SIMPLE STEPS TO PUT IN PLACE TO HELP YOU GET STARTED AGAIN. FIND SOMETHING NEW OR BECOME AN ENTREPRENEUR.



## WHAT YOU NEED TO DO FIRST

First, you will need to get clear on what it is you want.

- What are your actual goals in business and in life?
- What has been holding you back?
- What is it going to take to overcome what has been holding you back?
- What are you committed to in your journey to building your business?

Go for a walk, without your phone or smart watch, take only a journal and pen. Get alone with nature and think on these things and write them down. No one has to see them but be brutally honest with yourself.



# MY FIRST WALK

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I needed to go on my walk so I could get clear on what it was I wanted. When I first learned the philosophy of doing this I was wondering how I was going to get my busy mind to slow down long enough to even go on this walk, let alone without my phone!

I had to take one of our dogs to the vet during the "pandemic" so I wasn't able to go into the appointment with him. I dropped him off and drove over to the courthouse in that small town.

I parked my car and left my phone and watch in the car. I grabbed my notebook and a pen and went for a walk. As I started walking I was thinking to myself, "how do I even get started on this?" "What do I want?" Where do I want to be one year from today?"

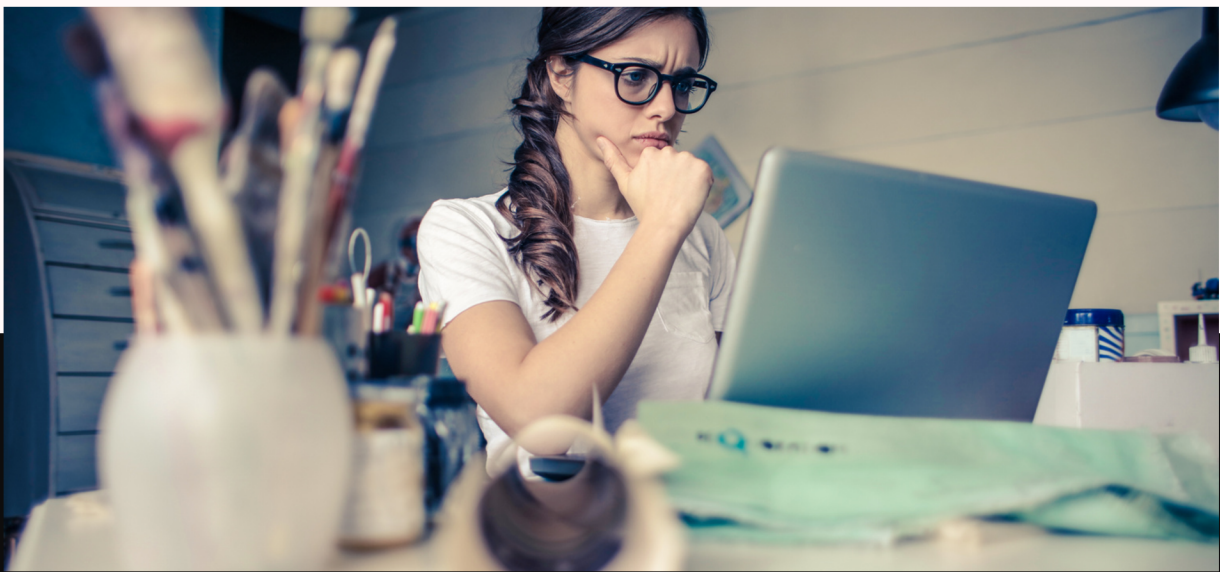
Before I knew it, I was deep in my thoughts about what has been holding me back from reaching my goals. I didn't even realize how far I was from achieving my goal and what I needed to do to get back on track!

While this might seem silly, it really was a great way to tap into my inner thoughts and redefine what it was that I wanted.

# CLARITY

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THE REASON MOST PEOPLE DON'T GET OUT OF LIFE WHAT THEY WANT IS BECAUSE THEY ARE NOT CLEAR ON WHAT IT IS THEY TRULY WANT.



## CLARITY GIVES YOU PERSONAL POWER

Becoming clear on what you want, your goals and ambitions will give you the personal power you need to start your business. These are vital to have in place before you start your new adventure. Once you have discovered what is holding you back, you can begin to commit to your new journey in business. This is really about creating the life you truly want and that comes from **clarity**.

Self sabotaging happens when one's identity doesn't match up with the results they've achieved. Therefore, it is important to define your new identity for the life you desire and commit to the process.



# WHAT DEFINES YOU?

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HAVE YOU EVER THOUGHT ABOUT WHAT ACTUALLY DEFINES YOU? WHAT RULES DO YOU LIVE BY THAT REINFORCES THE POWERFUL PERSON THAT YOU ARE?



## NEXT. DESIGN YOUR CORE VALUES

Your core values & inner game are the basics that help you lead others. Nothing else matters if you don't dial this in. These are values that you choose to live by.

- Create your list of core values.
- Which core value, if you lived by it daily, would lead you to the life you desire?
- Your core values are non-negotiable!
- When faced with decisions, they must align with your values.
- The first step in designing this is to design the life you want.
- Post your core values where you can see them daily.

# CORE VALUES

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DEFINING YOURSELF & THEN FOLLOWING THOSE DEFINITIONS UP WITH THE RULES TO LIVE BY WILL REINFORCE THE POWERFUL PERSON THAT YOU ARE.



Core Values

## ALIGN YOUR BUSINESS WITH YOUR VALUES

Your mental programming and how you think about yourself, your desires, your goals and your family will directly affect your factors for success. With busy families, careers, kids, stress and keeping your home running, it is important to have strategies and specific core values in place to stay sane and on track.

With your core values being a non-negotiable, you will be able to decide what business model is in alignment with your values. Make sure you can see your list of values on a daily basis. This will give you guidance and reminders of where you stand and what you stand for. The business model you chose should directly reflect your values.



# MY CORE VALUES

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WE NATURALLY HAVE CORE VALUES THAT WE DON'T EVEN HAVE TO THINK ABOUT. IT'S PLANTED DEEP WITHIN OUR SOUL AND KEEPS US GOING.

ALIGN YOUR LIFE. YOUR FRIENDSHIPS. YOUR BUSINESS PARTNERS AND YOUR ENTERTAINMENT AROUND YOUR CORE VALUES!

Before going through some coaching programs I didn't fully understand the power of your mindset and your values. Let's face it, no matter what we do we have a "set of rules" we always live by, right? Our core values & virtues are a non-negotiable and we really don't need anyone to tell us that we shouldn't behave in certain ways because it just comes natural.

Your Core Values & Virtues will go much deeper than that. Here's a few sample Core Virtues to live by:

Abundance, Accountability, Appreciation, Authentic, Brilliance, Caring, Clarity, Commitment, Compassion, Courage, Decency, Dependability, Fairness, Faith, Family, Fitness, Friends, Forgiveness, Freedom, Generosity, Giving, Honor, Hope, Innovative, Kindness, Kaizen, Modesty, Optimism, Passion, Persistence, Purpose, Respectful, Self-Discipline, Stamina, Tolerance, Trust, Truth, Understanding

# YOU ARE A SUCCESS STORY!

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RE-WRITE THE STORY OF YOUR FUTURE! YOU GET TO TELL YOURSELF WHAT AN INCREDIBLE LEADER YOU ARE DAILY. THIS IS MUCH MORE THAN DAILY AFFIRMATIONS



## NOW. LET'S CREATE YOUR VISION STATEMENT

Write your vision statement and read it to yourself daily. Create the most powerful version of you as if it's already true! This will program you internally to create the feelings necessary to complete actions needed in your business. This is the vision of your life as if you are already there.

What does your visions statement consist of?

- Faith - What are your goals in your faith?
- Family - What are your family goals?
- Fitness - What fitness goal do you want to reach?
- Finance - Where do you want to be financially?
- Friends - What goals can you make with your friends?



# YOUR VISION STATEMENT

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YOUR VISION STATEMENT IS A TESTIMONY OF WHERE YOU WANT TO BE, WHERE YOU SEE YOURSELF AT AND YOU SPEAK IT AS IF IT HAS ALREADY COME TO FRUITION



THIS IS MORE THAN A MISSION STATEMENT!

When you create your vision statement, you are creating your future. Your vision statement should be in alignment with your core values and you will have total clarity on where you want to be. Read your statement daily and program this into your mind so you believe that it has already come to pass.

You are not lying to yourself, you are speaking it into existence. Most successful people all tend to have one thing in common; they have created a personal vision statement and they read it daily.

When your vision statement is created you will get to create a plan of action to accomplish it.

# YOUR MESS BECOMES YOUR MESSAGE!

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WE ALL HAVE A MESS THAT WE HAVE LEARNED FROM.

TURN YOUR MESS INTO SOMETHING BEAUTIFUL TO HELP OTHERS.

## MY VISION STATEMENT

I am grateful that God has allowed me to be an entrepreneur. My faith is unshakable. My family has created abundance for themselves. My marriage is stronger than it has ever been. My husband is proud of my accomplishments and loves the financial rewards from our businesses. We travel monthly together. My kids see our happiness and feel it. My team and kids look up to me. I am a highly sought after leader and mentor in business leadership and Network Marketing. I have hundreds of leaders on my team making a 6 & 7 figure income. Our team members are paying off their debt. I AM A MILLIONAIRE. I am in the best shape of my life and my husband likes to look at me. Jason and the kids are all healthy and in great shape. We exercise and feel amazing. I fuel my body with nutritious foods. I feel great and my thoughts are clear. I enjoy my annual trip with my closest friends. We have a great time and enjoy each other's company. I continuously learn. I strive to be better every day in all I do. I strive for Kaizen, continuous improvement. I help others reach their potential. I have fun in all that I do. I smile at everyone and look for the positive in all situations. I am proud of my hard work and dedication to reaching my goals and disregard those that don't share my goals. Seeing the way my husband and kids look at me with pride makes me even more unstoppable. My friends and I are debt free. I am intelligent. I am a #1 best selling author.



# WHERE DOES SUCCESS COME FROM?

SUCCESS COMES FROM ACTION.  
ACTION COMES FROM FEELINGS.  
FEELINGS COME FROM THOUGHTS & BELIEFS



## THE SUCCESS FRAMEWORK

Striving for success is about designing the life you want and deserve. God didn't put you on this earth to be poor and barely survive. He wants you to prosper.

Success is found from focusing on your vision statement, doing the right actions consistently over time and being certain of your results.

When you feel confident, it will lead you to the right activity. Your feelings are designed by what you are telling yourself in your thoughts & beliefs, so speak powerfully to yourself, you're listening. The feeling of uncertainty will stop you from taking the actions needed in your vision statement.

# SUCCESS & FRUSTRATION CURVE

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Starting anything new comes with some challenges. There will be some times that you feel like the work you are putting in isn't producing results. You have to remind yourself that success is about practicing simple, consistent disciplines daily.

## SUCCESS CURVE

Losing weight is a common success curve example. You work out or diet for a few days, a few weeks or a few months and the results are not reflective of the work / time you put in. But if you stick with it long enough, you and everyone else will notice the results and will suddenly seem like you lost weight over night.

## FRUSTRATION CURVE

There will be times you feel stuck in the valley of death. Someone may join you in business and leave the next week. Some leaders don't want to talk about that part but the reality is it will happen but just keep walking through it. Build a relationship with those you are in business with and let them know you care about them and their success.



In the beginning you are underpaid and spend a lot of time building your business but if you stick with it long enough, you will be over paid for the hours you work. Success is not a straight line, it's a curve that can change directions often.

# SUCCESS & FRUSTRATION CURVE

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Frustration is part of business. In fact, it's a really big part of it! There is no way around it. The biggest problem I have found is that most leaders in Network Marketing don't want to tell you about the hard part. The fact is, most leaders will talk about all the money, the size of their team and fill you with sunshine and rainbows. From the stage, they make it look so easy!

But, when someone faces those hard times, their friend might tell them no or things just don't seem to be that easy, so they quit. They will start to think that they're the only ones that struggle and will be done before they ever really get started.

But what creates the belief that they can't be successful? It starts with their inner and external programming. Negative thoughts they hear from others, what they learn from their own experiences and how they view themselves as they get started are all realistic reasons one may quit on their own dreams.

What if we all knew that it's not easy before we get started in business? What if we know the truth about who we really are and what it takes to build a business? Would that make it easier for people to stay in the game?

Starting a business can be tough, but it's also worth it. Your dreams are worth it. Your family is worth it. Prepare yourself mentally to get through the frustration curve so you can soar in the success curve!

Things that come easy are not worth the long haul! Your mess will become your message, your struggles will become the lesson and your success becomes your legacy!





## ABOUT THE AUTHOR

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I started my journey in business ownership in 2000 when my youngest son was born. I gave it a shot and wanted to start an online party supply business. I had no idea what I was doing and had no money but I had a big desire. A divorce left me with no choice but to squash the business owner dream and get a full time job.

I got remarried in 2007 and we started a volleyball club in 2012 to help Jr. High & High School girls get a chance to be seen by college coaches. I loved it but didn't make much money doing it. This was more about the value of what THEY got out of it than me making money. I enjoyed it because I got to do it with my daughter and watch her grow as an athlete.

in 2015 I was introduced to network marketing and the opportunity to start up a business was very exciting to me. I started another business with no clue what to do - AGAIN! But that desire was still there. I learned a lot, traveled a lot and got the taste of success. I got to see it, be around it and live it.

I started to learn the ropes, helped others do the same and built a great team. I was blessed to be part of something that was helping people save money and make money.

But, the excitement wore off when I realized I was the only one on my team making money, and that wasn't saying much! I mean, let's face it, when you are in business with a bunch of your friends, you want them to make money too!

In 2020 I decided to start a property management company that grew faster than I expected. It cost about \$20k to get that business up and running but it was fun getting started. We started with one house and currently have 6 with more on the waiting list. We had great success and brought in over \$200,000 in reservations just in our first year. Sounds great, right?

Well, it has been great but there have been a lot of hard lessons learned that either cost me time or money! I am constantly learning by either educating myself or from a hard lesson.

I knew I needed to learn more about NWM and how to build a successful business so I invested in professional coaching! I have always been a servant leader and I needed to find a way to help others win and be successful. Business coaching has helped my mindset, my belief in myself, the ability to think bigger and do bigger things. This truly changed the game for me.

Having a mentor in business is vital to your success. Whew! What I learned from the coaching community was embarrassing! I quickly found out that I was in the wrong, dinosaur of a company that didn't have a comp plan designed for true, residual income! I started to look around, study the industry and learned what it was other companies and people were doing to reach a level of success only I had dreamed about. After a long, tough year, I made the switch to a different network marketing company that has the consumer in mind. I made the switch for me and anyone who wanted to join me in business.

I decided to partner with a health and wellness company that is expanding very quickly! I'm thankful for God and my due diligence because now I'm in a position to help so many others reach their goals as well.

Our team has created a system that anyone can tap into and start generating income right away. I have looked and looked for a way to create a business that allows you to have true freedom.

Starting a business can be scary and down right frustrating. Your friends and family might not see the same value in the business you decide to build. When I told my friends and family that I wanted to start a property management company they thought I was crazy. My dad tried to talk me out of it. My friends thought I was going to lose all my money. I think my brother in law was secretly waiting for me to fail so he could say I told you so.

Your friends and family might think they are trying to save you from your own mistake but the truth is, any business comes with a risk but so does going to college.

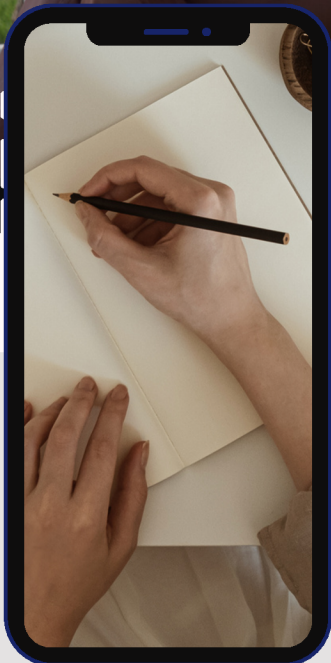
If you're like me and you want to create a business with a system that will work while you're enjoying life, then let's connect. Life is hard, building a system doesn't have to be. It took me several years to find and develop a system but now I have the opportunity to share it with others.

Whether you're looking for someone to help you build your current business or you're ready to join a company, my team and I can help you.

Start dreaming again. Create the life you desire. Stop chasing dreams for someone else. Your dreams are worth achieving. Business ownership isn't perfect, it isn't always easy but it's so worth it. Your freedom is worth it.

TARA OLIPHANT





## WHAT NOW?

This is where you get to decide the next step. What business model is best for you and how soon do you want to get started.

For me, I built a property management company and joined a health and wellness business in Network Marketing. I have found that anyone who wants to experience freedom, work according to their lifestyle, and work from anywhere, can succeed in our business.

I have created a fully automated system that truly helps people create an online business that has the ability to drive income while you sleep. Our system allows anyone to tap into their full potential. Connect with your best self and start TODAY by creating the lifestyle you truly deserve!

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## CONNECT WITH ME

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If you would like to learn more about our online business model or our coaching program then feel free to book a 30 minute session with me by clicking on the calendar link in the email.

In this strategy session, we will discuss the power of creating multiple streams of income online by harnessing both network marketing and affiliate marketing. We will also discuss how to automate your business, create income and develop the lifestyle you've always wanted.

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