

Carrie Wilkerson – The Barefoot Executive

Birgit: Today I would like to introduce Carrie Wilkerson from the Barefoot Executive. Carrie is a business owner, she has 4 children and she works from home. She is a woman who is really on a mission and you are definitely going to be able to hear that from her. She is determined, she has tons of energy and she takes action and she follows through on what she starts. That has really been the key to her success.

Carrie has overcome many obstacles and I'm sure that she will talk to us about that. Hi Carrie.

Carrie: Hi. Thanks for having me.

Birgit: I wanted to first see; How did you get started in internet marketing, but also, tell us a little bit about some of the other businesses that you do run so that people can get an idea about you.

Carrie: Sure. I was a high school teacher and I became an overnight mom. I adopted an 8 month old and a 2 year old brother and sister and so overnight my priorities changed. I didn't have a big passion for working at home. There wasn't something specific that I wanted to do, but I did want to stay home with my kids. So when the school year ended, I decided over the summer to stay home and to use my summer to investigate some possibilities.

Over the last, now almost 11 years, I have investigated and been involved with direct sales and publishing and virtual outsourcing and so many different things and I have several business successes in those areas in my virtual outsourcing publishing company, I started investigating some easier ways to deliver things online. Through investigating things like sample requests and shopping carts and those kinds of things, it naturally led me into the arena where people were selling information products and coaching and those kinds of things. While I was running this other business, and doing quite well at it, this other started to intrigue me. So in late August 2007 I began what is called list building, which is gathering interested people's names and email address and exchanging information with them in order to see what interest there was in a concept like The Barefoot Executive; connecting women that work at home in a lot of different business models.

We started that at the end of August 2007 and developed a membership community, information products, coaching, and now we do a lot of speaking and I'm an author, and it really just kind of exploded online. I really didn't start out looking at the internet marketing model; I was looking at ways to market through the internet, my existing businesses. I almost hate the term "internet marketing" because it sounds like it is a standalone business in and of itself, when truthfully; it is just like a storefront. It is a way to get your product, services and information to a mass market, much like TV or radio or the store, except it is just a little lower cost and it is more mass distribution.

Birgit: What were some of the other businesses that you did have?

Carrie: I still have 5 businesses and I don't go into all of their names and everything because they are in other niches and I don't want to confuse people. I have a publishing company and I have a motivational company that then has an affiliate engine behind it that we monetize that way, and some other interests like that, plus we do some real estate investing and we are launching an association in the next few weeks, as a matter of fact. So they are very diverse and I don't want people to get too distracted by all of that. Primarily what I focus on online is The Barefoot Executive, which really teaches the model of; it doesn't matter what business model you are in; women still need support and community and connection and resources when they are working a business, whether they are a realtor, a consultant, a financial planner, a daycare provider, a VA or an internet marketer.

Birgit: One thing that is really interesting is how you got those people to you. How did you get such a huge following for The Barefoot Executive?

Carrie: We started out with none. I teach this in my magnetic list-building course. We put up an opt-in page, which is a squeeze page and everybody has seen those online by now where they ask for your name and your email in exchange for a report or a video or other information and so we started that way and we sent out notes to some of our other clients just to let them know that was there. We actually thought that was going to be a pretty big draw, but the fact is from our own existing clients, we didn't get that many new names, and so we created a viral movie and it is "TheBossMovie.com". The movie got passed around and passed around and posted in different places, and really that was probably the largest source of drawing people to us, other than, once we started publishing our

newsletter, it kind of got passed around too. Those are a couple of the ways that we drew people to us.

Birgit: I just want to tell everybody, make sure you go watch "TheBossMovie.com" because it is so inspirational. You will really love it. You will be drawn to Carrie and her organization.

Now what about what you do in a typical day. Because you have so many businesses going and I know people wonder, "How does she get all of that stuff done?"

Carrie: That is a good question. I also have 4 young children. When I started my first business, I only had 2 and now we have 4 and they range in ages from a toddler to 13 years old, so we are busy, busy.

The fact is; you start out and it is just you. As you grow and as you develop your business, you need to find more systems. For instance, I have a housekeeper who is here right now. She comes every other week for a really, really deep clean on the house, because it doesn't make sense for me to spend my time doing that right now when I could be accomplishing something in our business or spending time with the kids. I have a Mom's helper that comes part-time that helps me with the kids while I am here working. I am always here with them, so I really have the best of all worlds; I am always here with them, but if I have a conference call like this or if I need to really be focused on writing, then I know that they are safe and entertained and diapers are getting changed and all of that kind of thing. I also have some VA's that help me with technology and those kinds of things. Again; they don't do anything for me that I don't know how to do myself. I started out doing it all myself, but as I grew and developed other business interests, I just needed more help. I do have a really great team and I don't do my own books; my husband is an accountant and he handles all my books and the money and those kinds of things because it just really helps me focus on doing the things that I am best at, which is connections and networking and content creation and writing and marketing. So when I get bogged down in details of little things, like tweaking webpages and that, it really takes away from my productivity.

Birgit: Where did you find your VA's and also you said you have a couple of them. Do you split up the types of jobs that each of them does and can you share with us what kind of jobs those are?

Carrie: Sure. I just acquired a new one, so I actually have 4. I have gotten them all through word-of-mouth. I have tried going through a service, I have tried putting out ads, I have tried looking myself, and it just doesn't seem to work, so I find people who really seem thrilled with theirs and then I grill them and I hire people based on word-of-mouth.

I have one that does primarily technical things; webpages, autoresponders; those kind of things that are all technical and she is a premium price, but I'll tell you what; she saves me a lot of time and a lot of headache, so that is all she does. She doesn't do any administrative or any customer service; any of that. She is primarily technical.

I have one that is focused just on one of my businesses, so that way what she does doesn't bleed into what everybody else does. She is just primarily administrative for that one business. She does the unsubscribes, she makes sure the links are working, she plugs in the quotes to the daily service and she screens emails and she also can help with follow-up greeting cards and those kind of things.

Then I have one who is my Barefoot Executive main assistant and she is really key to everything that I do. She does phone calls, customer service, billing issues, adds content to the website, screens interview requests, sets up all of my calendar stuff, does travel arrangements; all of those kind of things, and I really use her quite a bit.

Then I have another that I just brought on who has been my transcriptionist primarily, and just did some random fulfillment things, but now she is going to be moving into being the primary VA for my association. She will be the go-to for the association as we develop and grow that.

Birgit: When you said that the one assistant writes up the autoresponders or handles them; does she actually write up the autoresponders or you write up the messages; how does that work?

Carrie: I do most of my own writing and she just handles the technical part of it. I have had an autoresponder series written by a copywriter, and those kinds of outsourcers are not people I am working with on a daily basis, but yes; I work with copywriters too and a design team and all of those things for bigger projects, but for most of my content autoresponders, those are primarily me.

Birgit: When you say that you reach out sometimes to copywriters or design teams; do you always use the same one or will you go to a certain source and get different people at different times?

Carrie: That is a great question. Ideally I would work with one all the time, but I have not found THE one that is the best fit yet, although I am working with someone on another project and I loved the copy that they did for that, so much so that I hunted down their copywriter and I said, "Do you mind if I use them?" They seemed... I hate hyped copy, I hate...I will not use false or misleading copy. I don't like all of the youth cart salesman techniques and I have kind of positioned myself as the authentic or transparent marketer and some of those techniques just don't work for me, so traditional copywriters are not always a great fit, but I think I found someone who is going to be a really great fit, and I am hoping to be able to use them from now on, because it just cuts down on the learning curve with them figuring out your voice and your motive and your audience. If I could work with the same person all the time, that would be really a great thing.

Birgit: How much does a copywriter cost? Say a copywriter is going to do an entire project; do they charge by the hour or by the sales page? How do they work?

Carrie: It depends on the copywriter. What I have found is a range of different things. Typically it is a package. If you have launch copy, a sales page, autoresponders; you can pay them per project for the package, and sometimes they even want a percentage of the conversion on the backend depending on who you are working with or how their front fees are. It really just depends. I have not ever worked with one that charged by the hour, but typically they have all charged per project.

Birgit: Back to the VA; how do you pay for them? Is that done by the hour? Is that done like a normal employee; you give them a contract for a year or...?

Carrie: The VA; all of the ones I have worked with have been hourly, but typically they need a minimum retainer, meaning you have to guarantee them so many hours/month. Say you have a 10/hour retainer and you only choose to use them for 5 hours; you still have to pay them for the 10 hours. It is always best to start off conservative with your retainer and then add if necessary later. My VA's don't tend to have that problem. My VA's I tend to use more even than what my retainer is. They are all on different hourly

rates depending on their specialty and the fact of the matter is, you just have to find one you are comfortable with, although I will caution you not to shop for a VA based on their rate. It is not bargain shopping. This is for your business and you need to think of them as a business partner and not as an employee or... You don't shop for them the same way you shop for vanilla ice cream; it just doesn't work.

Birgit: What is a price range?

Carrie: I pay anywhere from \$12-\$65/hour and it depends on what they do for me and it also depends on what country they are based. You can obviously pay less to use someone out of the country, but all of my VA's are US-based and all of mine are women. That is not because I have chosen to go that route, although I do like to support work-at-home women, but because these are just a really great fit for what I am doing. I have to say that I work so well with my VA's that we are all big mutual fans; they are big fans of mine and I am big fan of theirs and we really are a team. It is not like I am their boss; we are a team.

Birgit: Do the VA's work with one another; like the ones that you have?

Carrie: Yes; especially the technical one. I will say, "Get with Karen and make sure you have what you need..." or "Karen; when you have that, make sure you forward that to the rest of the team." Other people may do that very differently, but if you are working on a team concept, then I believe the more you can integrate your team, the more they feel part of something. People really want to be part of something, especially when they work at home. They are a little isolated, so Team Barefoot is actually something that people are proud to be part of and really they work very hard to make sure that we do well.

Birgit: One question that everybody always wants to know is where does the money come from? How do you make the money? Does it come from products...? What does it come from?

Carrie: Again; I have several different business models, but in Barefoot Executive, I have a membership site that they have to pay to be a part of and I also do monthly tele-classes that sometimes we charge tuition for, and sometimes we sell information products on the backend. I also do coaching groups; Barefoot Bootcamp where we do that about once a quarter, and that is a good revenue source, and just most recently, we formed our own mastermind group. It is 18 high-level business owners that are masterminding 4 times/year in person and then 12 times on the

phone and so that is a source of revenue also. Plus affiliate commissions and I do quite a bit of speaking, which is very lucrative, and my book, and all those sorts of things.

Birgit: Affiliate commissions; what types of things do you sell for that?

Carrie: It just depends. Because of my audience, if I interview a CPA on tax strategies for the work-at-home force, then she may promote her book or service or product, and so I would affiliate for that. I don't promote anything that is not directly related to what we are doing. Just because I have a lot of mom's in my audience, I get a lot of people that will say, "Oh I have this great Mom product..." or "... this great kid thing that your audience would love..." My audience might love it, but that is not why they came to me. They didn't come to me looking for great solutions for their house. They didn't come to me looking for how to entertain their kids. They came to me looking for business solutions and support in their business, so I try to maintain the integrity of that relationship with my list by only bringing them things that support them in what they are doing.

Birgit: How do you keep all of that organized?

Carrie: The truth is, when you start out, people always get really caught up in, "Well you have help; you can afford to have help because you are doing this volume..." or "Great; you have teams but I am not paying my bills. How do you keep all of that organized?" The truth is, you don't start with 15 affiliate programs or 20 affiliate programs; you start one at a time. You build your system as you go, whether it is a spreadsheet or an email folder or having your assistant track it, or even a separate email; affiliates@... whatever your domain name is .com. That is something that, I could tell you my system, but my system is probably not going to work for you.

For instance, just as an example, mind-mapping is really big in the industry right now; a lot of people love mind-mapping and they think that it just helps them clarity and all of that. I will tell you that mind-mapping makes me nuts. I can't read one and I can't draw one and I can't do one. My system is... We basically track things on a spreadsheet and we have Google Alerts to remind us on payment days and those kinds of things, but I don't have a form affiliate tracking system, I don't have any big guru way to do it. I just kind of keep track as I can.

Birgit: How about for schedule time? Do you use a day-timer that you write on or use one online or one of your assistants use one online...?

Carrie: I really hate when people ask me if I am organized. I really am not a very organized person, but I went to a revolutionary new system this year; this is my big secret. I went to a paper calendar this year. I have been trying to do things on my Blackberry and try to have my assistant do all of my scheduling, and this year we still are doing the Google calendar, but I also have a paper calendar. I almost wish you could have a webcam so you could see what my calendar looks like, because it is a big, crazy scribbled on mess, but it is helping me not to overbook and over-schedule and it is also helping my family stay on the same page. I got this tip from a great friend; Mr. Video at Askmrvideo.com and he uses a wall calendar which is 4x4; two months by two months so you can see 4 months at a time, and that way when you are planning your travel or conference dates or your publishing dates or your class dates, you don't overbook yourself. Or the same thing; you can go backwards; you can book three months ahead and then back it up and say, "What do I need to schedule before then to make that happen?"

Birgit: Is this on a whiteboard or is this written down on a hard-copy calendar?

Carrie: It is on his wall; it is a big laminated calendar on his wall, but then once December is over, you erase December and you put the next month until you have your 4 months rotating all of the time. To add to that, I also use colored wipe-off markers because I have 4 kids and so everybody has their own color and that helps us a little bit too.

Birgit: That is great. Organizing is always such a hard part. Another thing you also probably draw on is your VA to keep you organized because I know for myself, that is what I totally rely on, because I like to be busy doing all of the work out there and I need someone to just keep me on track.

Carrie: Exactly; especially when you are speaking and you are very public, you have a lot of requests for interviews and a lot of requests for time demands and article publishing and those kinds of things, and she helps filter that. That does not all come directly through me anymore, because I just can't juggle it. She is also better at saying, "No" than I am.

Birgit: You mentioned articles; did you use article marketing a lot to get yourself going and to build part of your list?

Carrie: You know; I have not. I still have not. I do some, but I generate at least 1 to 2 articles a week for my newsletter; that is like forced publishing, and then I put those on my site. I have a woman that helps me submit those to directories and keeps those out there, but I have not used article

marketing with keywords and all of that technical sort of stuff. I just have not taken the time to figure it out and I probably should just pay someone to do it, but I am just not there yet. Our list-building is going fine and our traffic is fine through the strategies that we are using and that will be something that we probably tack on in 2009, but I just don't have the energy to devote the mind space to it right now.

Birgit: With the list-building, that comes from your video mostly; right, and the newsletter?

Carrie: That is how I started was with the video, but primarily now it comes through my weekly newsletter and my involvement in social media and my JV's with other people, cross promotions, and once you have a list of a pretty good size, it is kind of a self-perpetuating thing.

Birgit: How do you use social media; you brought that up. What does that mean and how are you using that?

Carrie: Social media, what I mean is like Facebook or Twitter or blogs or interaction in forums on other sites. I am pretty involved on Twitter right now; it is the one I started investigating first. Twitter.com is a free service; it is micro-blogging and it is like your blog except it is 140 characters or less and there are literally over half a million users and they predict a million users by the end of January this year I believe, and all sorts of marketers are there; all sorts of people from any audience or any niche are there. It is just a big cocktail party is what it is; a non-alcoholic cocktail party. You get on there and you have your picture in your profile and you can connect with people. It is a call series in and of itself, and so if people are not familiar with that medium, I invite them to go to Twitterbarefoot.com, which is how you get to my Twitter page, and follow me, watch what I do and watch how I interact with people and how people interact with me and also how I promote business through there and I think that will help people get a better understanding of that.

Birgit: Do you have your own blog?

Carrie: Yes I have two. I have Momflict.com; that is just a general Mom blog about all of the things that we juggle, and then I have blogbarefoot.com.

Birgit: What about for traffic; how do you bring traffic to your sites and do you have different methods for your different blogs or your different sites?

Carrie: No. I just stick primarily with my list-building and social media; I mention articles and I mention them in my newsletter, when I do cross promotions or interviews like this; this is traffic generation, and so I don't do any paid traffic, I don't do any banner traffic, I don't do any of that sort of thing yet, all I do at this moment are the methods through my list-building. I do have videos on YouTube; my channel name is barefootexec and if you go to YouTube.com/barefootexec, videos are good for driving traffic and I am implementing a lot more of that this year, but basically with my newsletter and my movie and my promotions and being involved in social media, that is about the traffic that we can handle right now. I may explore some paid traffic this year because I have some new products coming out for more mass market, but I don't have a strategy on that yet. I am working with John Reese and Mike Hill on some traffic strategies and I will let you know how those come out.

Birgit: You know what your hidden secret is on how you get traffic? It is your personality. When people get to know you and they interact with you, you just naturally draw people to you. You are exciting and you have great things to say and people always like to associate with someone like that. To me, that is what I see as your key strength. You are just being you; who you are and everything just naturally comes and gets drawn to you.

Carrie: I call that "magnetic list-building" or "magnetic marketing"; when you are YOU and when you have something that people want to be in the space of, which nowadays it is as simple as having energy and a smile. When people know that you know what you are talking about too, it is irresistible to them. It has nothing to do with paid traffic. It has nothing to do with me having an MBA because I don't. It doesn't have anything to do with me running multi-million dollar corporations, because until now, I have not. It has to do with; I am friendly and I care about people and I am connecting people to other people and connecting people to me, and that does become magnetic. You are so right. It becomes where you draw people to you instead of having to chase people down. Those are words that we hear a lot; magic, magnetic... Some people will call it The Law of Attraction or whatever, and you know that is not a big thing with me. I believe that people are drawn to people that they feel like are concerned and who care and who are real. They are tired of fake and fluff, really. If we can be fun and if we can be informative and if we can be connected at the same time, then you are right; it keeps people around and they tend to dig that.

Birgit: You tend to share your life and what is going on in it. Last year I think you went to NY for shopping and that was a lot of fun. Tell us a bit about that, because I am sure that helped too to get some traffic and to get some attention.

Carrie: What I have found is that people are a little voyeuristic in nature; they like to watch what other people are doing. This is why TV is so popular and this is why those dumb realty shows are so popular. We think everybody else's life is more interesting than ours, and the truth of the matter is, our life is more interesting than most people because most people are going to work and they are coming home at the same time. They are fixing the same 5 meals every week and eating out twice at the same two places and ordering the same thing off the menu every time. They are going home with the same people and then they are watching the same TV shows that they can't miss, and if they do have to miss them, they TIVO them so that they can watch them later so they can be more involved in those character's lives than they are in their own lives. They plan more around those TV shows than they plan around their own goals and their own dreams, and so their life is boring and they are tired of it, and yet they are not uncomfortable enough to make a change.

They watch people like me and they say, "Oh wow! Look! Carrie is doing something!" You know what Carrie is not doing? Carrie is not watching TV and not TIVO-ing anything and not watching a reality show; I don't know any of the shows or any of the character's names and I could care less who is competing on American Idol; that does not affect my life. I am married so The Bachelor doesn't interest me... The Biggest Loser; that is great for them, but that is not making my butt any smaller, so until I get up and do something, then I am not interesting.

What sets me apart from other people and why people like to watch is because I am doing something. So yes; last year, and as you know I have lost 100 pounds and we have gotten out of over \$100,000 worth of debt and other people are amazed by that, but the truth is, it is the same as if someone loses 20 pounds; it is one choice at a time and one pound at a time and one step at a time, one snack at a time; whatever it is; it is just making the choice to make a difference.

To reward myself for that, I went to NY and I did one of those ultimate make-overs and I treated myself. Now it was kind of treat and kind of torture too because I hate to shop; I really hate to shop, and that probably comes from years of me not liking my size... years of not having money or

whatever. I went and I put myself totally in these people's hands, I let them re-do my hair, re-do my make-up and I had two full days and we shopped and they brought stuff to the fitting room and stuff I never would have normally picked out for myself, but really kind of reinvented myself. Now the fact of the matter is, I am still me and I still had veto power and so there were some of those things that I absolutely was not leaving with, but it was fun and rewarding for me and we shot two days of video of it and we Twittered about it while I was there, and everybody got to watch the new look and the new me; the new whatever.

That was fun and people were very involved and interested in that, and of course I turned it into business too. I had some business appointments while I was there and I got to hang out with a great friend some while I was there and see NY and see some shows and that was fun, and for other people, they wanted to watch because that is something they would not have done for themselves.

Six months ago that is not something I would have done for myself either, so it is about stepping out of your comfort zone and making a change because you deserve and you need it and you need to keep your audience connected in some way.

I was really pleased with my new look; still I kept... they made me very, very, very blond and I kept it and I am really liking the blonde, and my hair is growing out longer, which was the plan. We had like a 6-month plan that he told me how to tell my hairstylist to cut it and do it, and those clothes are great, but now they are getting too big because I am losing weight again, but it was a great experience. You are right; I was so amazed at how people were so involved with that; people on Twitter that I didn't know that would say, "Make sure they don't do anything radical to your hair... we love your hair!" They were so involved and it was really kind of crazy, but that is why I am so open in social media and so open in my newsletters and that connects people to me, because people want to do business with someone they know, someone they like, and someone they trust and somebody they feel connected to.

It is really easy to quit doing business with Best Buy or Circuit City or a company that is nameless and faceless; you are not really attached to them, but for someone to disconnect from Carrie Wilkerson, the Barefoot Executive; their coach; someone who believes in them; someone who in my class I say, "OK; Look at the webcam and look me in the eyes and I want you to listen to me. I believe you can do this. I know you can do this

and I care about you and the steps that you are taking.” That is powerful and people have a hard time disconnecting from that, and so I keep them in my space as long as I possibly can.

Birgit: How do you actually keep yourself motivated? You are continuing to lose weight and I guess possibly it would go back to how you even made the shift from deciding that; “You know what? I am going to lose weight. I am going to get out of debt and I am going to change my life.” How did that come about? Was there any profound moment or an occurrence that happened?

Carrie: I think we tend to wait for the big “A-ha” moment, but sometimes you just have to wake up and put on your boots and say, “Enough is enough is enough. I will not be a victim. I am tired of hating my clothes. I am tired of not having energy. I am tired of not recognizing myself in the mirror; enough is enough and nobody can change this but me.” There is no magic pill. There is no magic pill or magic surgery. There is no magic solution. It is one choice at a time.

It is the same about getting out of debt. We could have filed for bankruptcy, and we could have done all sorts of things, but the fact is that we chose to get out one dollar at a time and pay the people what we owed them on the debt that we had acquired in different areas. So you have to quit beating yourself up and you have to say, “I deserve the change” and you have to recognize that it is work; it is not magic. People think, “Oh; I am going to file bankruptcy and then this will never happen to me again. I have learned my lesson.” The truth is that most of us have not learned our lesson until we have had severe consequences and until we have done some serious effort and some serious work to get out of the mess we have gotten ourselves in.

My mom used to tease me about, “Your prayer life is always best when you are in a mess... Dear God please help me get out of this mess that I have created for myself...again.” The fact is that nobody is going to bail you out. You have to fix it yourself.

How do I keep myself motivated? The fact of the matter is; I am motivated like everybody else is motivated. Nobody can motivate you for you. Motivate means, “Move to action.” Nobody can move you to action; nobody. They can inspire you, they can give you hope and they can a role model for you and set an example for you, but no one can motivate you. I hate the term, “Motivational speaker” and I hate the term “Motivational

materials” and I think it is a misnomer. The fact is that only you can motivate yourself.

What motivates me? What motivates me that I only keep clothes in my closet that fit now? When they start to get tight or when I start to feel not cute and then it is time to do something else. I am motivated by the fact that this year I put a pool in. I am not really motivated by material things, but I live in Texas and it is just daggum hot and I have 4 kids and so a pool is a very good investment for us because my kids spend a lot of time in it. They love it and it gives them something to do, and I have a son who is not really built for athletics and is not really built to gain muscle mass, but swimming is something he can feel very successful at, and so for a mom to be able to say, “This is the choice I want to make. I don’t want to have to tell my kids “no” we can’t do this because money is an issue; money is choices. Money is not happiness but money is choices. So to be able to do that for my kids was really powerful motivation for me. Being out of debt is a huge motivation for me. I don’t like to owe people money; period. I don’t like it. I am motivated in a sense by hindsight; by that painful place where I was and the painful debt I was in and knowing I will never be in that place again; never.

I am also motivated and inspired by the women and men that I work with that tell me I am making a difference or the stories that they send me, or how grateful they are that they got to stay home and hear the baby’s first words or see the baby’s first steps or be able to buy the daughter the prom dress she wanted; or whatever. I am inspired by those things, but as far as motivated? Only I can motivate myself to do take action.

This morning was a cold, gray, windy day and the kids are out of school and we stayed in bed a little longer than we normally do, and we hung out and we enjoyed that space, but at the same time I had things to do, and so I had to make myself get out of bed. I work for myself and I could totally justify taking the whole day off; no boss is going to make me work today, but because of the things that I know I am accomplishing this week and the change I want to make this week and the impact I choose to have this week, I motivate myself to action.

Birgit: You put your focus onto how you are going to make profit I imagine originally. You had to figure out some type of a business and once you got that going, everything else just was created out of it. Would you say that is how you started out is to start thinking about how you are going to

make money or did you think about how can you serve people...? How did you start to make some money?

Carrie: I think everyone's motives are different when they start. With some people, income is not the issue. Some people it is because they are passionate about something and they want to make a change or they have a product that they are passionate about or they just want to do something in their spare time or be more social or whatever. So that is some people's motive, and some other people's motive is definitely to replace their income; their full-time income, and so they need to be income focused and also work smart with their systems.

My focus was staying home with my kids and replacing my salary, because I had just quit without a plan. I had to come up with cash, and then especially at the point of after a couple of years of my first business and because of several reasons ended up in even more debt, I had done well in that business, but still had amassed more debt in business building and lifestyle and those kinds of things, and then it became a critical cash need and so it was not about what I was excited about. It was not about "How can I make a million dollars?" It was about "How can I pay my bills plus interest?" How can I cover my costs of doing business and what skills do I have? What technology do I have? What can I do right now; right now to generate some cash?" My goals were very small; I just needed enough. As women we tend to get stuck there. I just wanted enough to pay those bills. I just wanted enough to stay home. If I could just have this many clients... If I could just meet this income goal, then I would be OK and I would be happy..." and so I really focused on marketing and serving that need, even though I wasn't enjoying that business per say, I was getting a lot of satisfaction out of serving those people and a lot of satisfaction out of generating a paycheck and knowing that I was paying those bills off was so empowering; so satisfying, so exciting.

I wasn't motivated by passion and first I was motivated by profit. That does evolve as you are in business; your motives tend to change, because the truth of the matter is, once you are profitable and once you are meeting your needs and you have gotten to just enough, then money really ceases to motivate you. You have to look deeper and you have to look for your "why?" What are you passionate about? Why would more money help with different choices or why would more influence help with more people?

I think that evolves and I think you need to give yourself the freedom to know that your passion and your driving force is going to change. It may be profits initially, but then it will reach into... Once you get profitable, then it reaches into purpose more so.

Birgit: If I were to start out right now trying to make money in internet marketing, how fast do you think I could make money? Would it take me 6 months or a couple of weeks? How would I do that?

Carrie: That comes back to the fact that I really hate that term; "Internet marketing", because internet marketing is not a product or a service. Internet marketing is a way to market your product or service and deliver it, and so it would depend. You have to have a niche; you have to have a group you are going to serve. Is it in crafting or is it in parenting or teaching or do you have a skill you can teach? With internet marketing, it boils down to; you can't just say, "Hey I am going to have a business in internet marketing" and you are going to jump in. You have to know first what your business is, and then how can internet marketing help grow your business?

It is like saying "I am going to go into business as a storefront owner," without knowing what is in the storefront and without knowing what you are going to sell or who you are going to serve. I believe you can get to cash fairly quickly, but you have to be kind of clear on who you are blogging to and who you are affiliate marketing to and who you are serving, and then you can start doing affiliate promotions or banner ads or whatever, but you can't do anything until you have an audience, and you can't have an audience until you know why you are serving who you are serving because you can't just market to everybody; you have to market to a group.

Birgit: You have your own mastermind group and I wonder; did you have mentors to train you and how did you even learn how to do some of the technical things in internet marketing or how did you even learn the process?

Carrie: Yes I absolutely had mentors. That is why I feel like I have progressed as fast as I have; one because I study and I implement fairly quickly, but I also realized early on that I needed to position myself with people who had been there and done that already and that was in the form of a mentor in a mastermind group. I have done some coaching with Yanik Silver; I am part of Yanik Silver's mastermind group. I have bought a couple of his

products and then I decided, “Rather than just study his products, I am going to put myself directly in his space.” I am one of 18 business owners that meets with him several times a year in person and also on the phone every other month and then I have email access to him as well, so that if I have an idea or something, he can say, “No that is not going to work and here is why....” or “Yes that would work; let’s tweak it this way...” That has really cut my learning curve a lot. Also these other 18 business owners are in the space of what we are doing and so we learn from each other. I am a really great listbuilder and some of them are not and some of them are really great at the sales process and the backend process or the technical process and I am not, and so we learn from each other. It is not enough just to learn; you have to do.

It is like I always tell people; you can buy every course in the world or every video in the world, but you will not be wearing smaller jeans because you bought an exercise video and watched it. You have to do it. You have to implement it. You have to work out with it more than once. You have to be consistent and you have to do it correctly and more than once.

It is the same with information products and working with a group. You have to be willing to learn; yes; but you also have to implement. Yanik silver has been one that I have primarily worked with this year, but I also studied the membership owner Bootcamp with Tim Kerber and Ryan Lee and so Tim Kerber has been a mentor with me this year; unofficially a mentor. Also I have connected with some people on Twitter who have been willing to mentor me offline because they saw some gaps in what I was doing that they wanted to help me with and that is because I am taking action and making things exciting. Ken McArthur, I was in his coaching group, and while I didn’t do much coaching in that group, he has been a really great mentor for me and he has introduced me to a lot people and he has put me on stage a few times which I love; I love to speak and I love to teach and so that has helped with connections in other ways. You absolutely have to... If you can do this alone, you are brilliant. You are smart, you are an action-taker and you are a studier. You can do this alone, but why would you when you could study with someone who has been there and done that, is where you want to be, already has a proven method of success and can take you with them?

Birgit: That makes me think too of JV partners because that is probably how you get some. Maybe you could share with everyone how you find JV partners and how do you use them in your business?

Carrie: There are two different terms; there are affiliates and JV partners and JV partners I tend to think of you doing co-product creation and helping each other that way, and I have not really had any formal JV partners. I have had several affiliates, and even then, I don't have a lot because with the work-at-home woman market, there are not a lot of outstanding female affiliates. However, in the internet marketing space, I am gaining more affiliates and guy marketers that are doing more that way. I think affiliates want to see a couple of things. One; they like it when you promote their product and two; they like it when you know what you are talking about and when you take action, but three; they are most impressed by your list and your responsiveness of your list; your audience, and if you don't have an audience, they are a little more hesitant about that because you might be eager and action taking and all of that, but if you don't have a list that is going to buy, then they don't really have a vested interest in being involved with you. It is all in leveraging your list and leveraging your skills and gifts that you bring to the table.

Birgit: Why do you think that some people make so little in internet marketing and then others end up making so much?

Carrie: It is just like anything. There are a lot of people doing very little and there are very few people doing a lot. A lot of people want it to be magic. They want it to be magic and push-button marketing and they want it to be easy and they want to sit behind their computer and eat ice cream out of the container and make money while they refresh their computer screen, and that is just not realistic. It is work; hard work and initially it is a lot more work than it is later. There are some things you can put on recurring and passive later, but initially there is a learning curve and there is implementation, and anybody that tells you any different is trying to sell you something. I will never tell anybody that it is "get rich quick". I will never tell anybody that it is "instant money overnight" ever; I don't think it is realistic.

Birgit: That is what it says on all of those sales letters I read.

Carrie: Yes; those people are selling you something. On my sales letters and my videos, I will say, "I don't know how to tell you how to get rich quick overnight; I have not done that. I have not found a way to get rich quick overnight." I can make a lot of money in a short time now, but it has taken me awhile to leverage my list and I still have to work behind it.

The reason so many are doing so little is the same reason we still have so many people overweight and the same reason we have so many people going through the drive-thru and the same reason we have so many people in debt; it is because we want instant gratification and we don't want to put the effort behind it. The diet industry is at an all-time high; supplements and exercise equipment and videos... If you want to make money, get into that industry. It is because people are looking for the fix. There are a whole lot of people doing very little but the reason the success stories stand out is because those people stuck with it and they are were consistent and they did the right things.

Birgit: They took action.

Carrie: They took massive action with a mentor or a mastermind group and they work hard. We work hard! That is not sexy to say that, but we work hard and sometimes we work a lot of hours. There are a lot of people that are making just a small income with internet marketing because they choose to; they only want to work a few hours and that is fine, but I choose for massive action and massive profits.

Birgit: Can you tell us about your membership site? What you have on there and what would I get out of it if I joined?

Carrie: We are actually revamping that a lot as we speak. I am working with a copywriter and a consultant this week, but Barefoot-executive.com is the definitive resource for work-at-home women. There are forums where you can connect with other work-at-home women and we do monthly classes where we bring experts to you that teach different business models or bring you resources like CPAs or legal advice. There are over 75 articles on there about different areas of business; marketing and getting started and avenues of income; all of those kind of things and you also get discounts on purchases in the shopping cart, you are on the hot list for when we have bootcamps or masterminds and you get invited first... It is really just a good connected environment. But again; some of those benefits are about to change as we launch this parallel association. We are adding a coaching level now for monthly coaching because we have had such a need for that, and I just can't coach one-on-one as much anymore, so we are implementing some ongoing group coaching and those kinds of things.

Birgit: What do you do in your Bootcamp and when do you hold it?

Carrie: I can't even really answer that because the Bootcamp changes every time. The Bootcamp is an interactive course; group coaching that we do with different focuses. We have done it for direct sales market, we have done it for internet marketing...

Birgit: So it is online, not in person?

Carrie: Right; it is online. Everything I do, except for live speaking is online, because women that work at home don't want to leave home to leave their kids. Some of them have jobs or husbands or whatever, and so we try to do as much as we can virtually.

Birgit: I'm sorry I interrupted you. Continue on what the Bootcamp is.

Carrie: The Bootcamp what I was saying is that it has just been different programs for different markets, so Barefoot Bootcamp is the format, but it serves different markets. There is more information about that for internet marketing at barefootbootcamp.com, but again; it will just take you to a notification list because we don't have one going on right now. We are developing the home-study version and working to expand that.

Birgit: Do you have some other products that I could get from you?

Carrie: We also have magnetic list building which talks about how to grow your list and your audience and it is a free video course at magneticlistbuilding.com and also at the Barefoot Executive site, there is a product area with different resources and reports that we have there and then Barefoot Bootcamp is the notification list for your group coaching.

Birgit: What is the website to find all of that?

Carrie: Magnetic list-building is at magneticlistbuilding.com, and Barefoot Bootcamp is at barefootbootcamp.com...

Birgit: Is there an underscore in there or anything?

Carrie: No; and the membership site is Barefoot-executive.com.

Birgit: I am sure that many of our listeners would love to stay in touch with you, so that will be a great way for them to find where you are.

I also tell everyone; go see that video; "The Boss Movie", because it is just so inspirational.

Carrie: At the end of the “The Boss Movie” it gives them the option to be on our free newsletter list, and so that is another way they can stay connected to me and always see what we have going on; we email that weekly.

Birgit: When I started this project, I did it because when I was in the internet marketing seminars, there were really no women onstage, and then in the audience there were very few women too, and I thought, “Don’t tell me that this whole industry is dominated by men. There has to be some great women out there doing the same thing. What do you have to say about why the women are not onstage and why the women are not at the conferences? Do you think that there are a lot of women in this business?”

Carrie: I think there are absolutely a lot of women that are monetizing the internet at home. The reason there are not more onstage, and the reason there are not more at the conferences are what I mentioned earlier; they don’t want to leave their family. Women tend to choose lifestyle over profit. They want to make enough; enough to stay home or enough to meet their needs. They don’t necessarily have the aspirations as a whole; and yes; I am stereotyping and don’t send me hate mail, but as a whole, they tend to be satisfied with the smaller income so that they can only work a few hours a day and that is fine; that is great. The reason there are not more women onstage is because I think that a lot of the guy marketers tend to see the high profile guy marketers. They don’t see a lot of women taking action and they don’t see a lot of women in their mastermind groups, they don’t see a lot of women doing massive profits, and so they tend to stick with the people that can paint the bigger picture.

But what I have also seen, and I hate the male/female debate. I am really not all about that, and I mentor as many men as I do women, honestly, and what I really think is that, when you are a woman in this space, you actually have a benefit because you stand out more, when you are a woman that is taking massive action or when you are woman who can speak effectively from stage, or when you are a woman who can show them that you are not intimidated by them, but you are very open to learning from them, then they will gladly give you the microphone. They will gladly position themselves with you, they will gladly JV with you and co-brand with you. They have been very open and I have not had any prejudice in this industry and I have not had any obstacles in this industry because of my gender; period. If anything, it has been an advantage because I stand out. They say, “Wow! Who is this mom and what is she doing? Wow! There is this cute little mom over there, but does she really know what she is talking about?” Then I open my mouth and talk about

list segmentation or social media marketing or conversions or autoresponders and they say, "Holy Cow! She is speaking our language. She gets it. She knows what we are doing." They love it; they really love it and they love the dynamic of a chick in the space. They really do.

I encourage more women to get involved. Don't think it is going to be easy, but at the same time, I hate that argument that we have to be 10 times as successful as them to get noticed; that is absolute bull. You just have to be open to coaching and you have to be open to the atmosphere and you have to study and know what you are doing. Now they don't expect you to just get by on being cute. You have to know what you are talking about.

I think we are seeing a lot more women onstage. We have Maury Smith in social media and we have Allie Brown who is an internet marketer and we have Lori Morgan Ferraro with Red Hot Copy and we have Lynn Terry who is a super affiliate marketer and we have Alexis Martinelli who is just really brilliant in law and using internet marketing to leverage that. We have so many women who are embracing this space and moving forward, that I think with the addition of social media and the leveraging of social networking, I think you will be seeing more and more women rising to high profile levels, because it is not going to be all about traveling and being onstage anymore; it is so much more about virtual presence and virtual rapport and as chicks we totally get that. We can work those relationships. I think you need to know that the landscape is changing.

Birgit: Do you attend a lot of seminars yourself every year?

Carrie: I try not to attend unless they are income producing for me. There is absolutely one that I will not miss and that is the Underground Online Seminar that Yanik Silver hosts and that is a really outstanding event that sets itself apart. Now I try to limit myself to maybe one major conference a year where I am not speaking and then I will try to do 2 or 3 where I am speaking, but I have my mastermind group... I also speak at non-internet marketing events. I am an in-demand in other arenas, so I really kind of have to limit how much I do and where I go. I am not like some of the guys that they really can just pick up and go every weekend because their wife has the kids and has it all handled. It is a little different when you are a woman traveling in this space; especially when you are a mom and a wife. You have to be considerate of all of the little people.

Guys do have the advantage there, but you know what? That is OK. I wouldn't trade my spot for that.

Birgit: You still have to have a very supportive husband.

Carrie: Yes; very. Also that is where it helps to have staff also; that is where it helps to have a Mommy's helper on the weekend or grandparents close by or whatever.

Birgit: Do you think that you could go away and travel for 2 months and just leave your business?

Carrie: Probably not this year. The fact is; I can take my business. I can take my laptop with me. We do travel a lot and we just take our business with us, but could I just walk away and ignore my business for 2 months? One; I wouldn't. Ten days at Christmas I took off and it was really hard for me, and not because it was falling apart, because it wasn't, but because I missed it. I missed the interaction and it feeds me; it is part of who I am. At some point I guess that probably will be possible, but when you really love what you do, I just can't imagine taking 2 months off and not being fueled by that, but I don't have to be in my office for 2 months, if that makes sense. I can take it anywhere.

Birgit: Back to making money; if someone is making \$500/month, how can they get to \$50,000 and then \$100,000/year? What do they need to implement in order to accomplish that?

Carrie: The truth is that you can only do so much and so you have to look at ways to layer your income, whether it is group coaching or masterminding, massive info-product distribution or affiliate marketing. Again; it is a really broad question and it depends on what your business model is, but we maximized our profits when we started adding in group coaching rather than just individual coaching and adding more passive products in that we could funnel people to.

Birgit: One question that I just want to backtrack on. Before we were talking about getting a designer to help; what do you need a designer for?

Carrie: Header design, like when you have the header of your webpages or your self pages, like when you look at Barefoot Bootcamp you will see the graphics we have there, a designer has to do that. I am not skilled to do that. I don't want to do that and they can knock it out in way less time than I can do it. So the unique look of all of our webpages, like

Barefootbootcamp.com, you will see that there and you will see that at magneticlistbuilding.com; the header is even different. Barefoot-executive.com is even different and so it is just having someone that can implement your graphics and your banners and those kinds of things.

Birgit: How much does that cost and where do you find them?

Carrie: I use the same guy over and over, but there is another one I have used for a long time; ecoverbox.com. His name is Sam and he does a nice job. It is pretty reasonable and it just depends on what you need; if you need buttons or just need a banner, but you can get a nice little graphics package pre-standard for your website I think for like \$97. You can also go to 99designs.com and have designers bid their work against each other for whatever you decide to set the price on.

Birgit: That can go anywhere from \$150 to \$500?

Carrie: Yes.

Birgit: Carrie thank you so much for all of the information that you have given us. If we want to keep in touch, you mentioned that the website to go to is www.barefoot-executive.com?

Carrie: Probably the best way is for them to watch the movie and get on the newsletter list; thebossmovie.com and then they can also go to blogbarefoot.com.

Birgit: Thanks so much.