



## Mindset for Success in Business

Ellen Rohr and [Darnyelle Jervey](#)

**Ellen:** Hey it's Ellen Rohr; The Plumber's Wife turned Business Makeover Expert. Welcome to Business Makeover 2014. Here we are together, one hour of inspiration and an opportunity to make this year our best year yet. Hey, it takes 21 days. We're going to bring 21 experts and you'll have some new success habits and I've got some more surprises in store. We keep getting more surprises lined up for you, so hang tight and check your email every day.

I'm so happy to spend this time with you and our experts, so be present. Participate in this next hour. I am so excited to introduce you to our guest today. Ladies and gentlemen, this is Darnyelle Jervey and her business is Incredible You. Is that right, Darnyelle, or is Incredible One?

**Darnyelle:** It's Incredible One Enterprises.

**Ellen:** Incredible One Enterprises. That's because you are incredible you. I'm going to just share. Our interview title for today is Mindset for Success in Business and Darnyelle has a rockin' list of points that she wants to share with us today. I want to get into that, but I want to share how you and I met.

We have a mutual friend, Melinda Emerson, The Small Biz Lady, who's also interviewed as part of this program. She does a rockin' job. Melinda asked me to come out and participate in a weekend reinvention event she had. I've done several things like this before. You go and you're on a panel and as you sit down at the panel you have the audience in front of you and you have new friends right next to you, people whom you've just met like Darnyelle. You always think you know, I wonder what they've got. I wonder what their energy is going to be like and you never know.

Well, as soon as we get started, Melinda asked Darnyelle a question and we were off to the races. Your energy, your enthusiasm, your trust, your faith, your belief in business in yourself and in others is so addictive and so contagious that you just had to be part of Business Makeover 2014. So thank you for saying yes.

**Darnyelle:** It's my pleasure. I'm excited to be here.

**Ellen:** Well, let me share a little bit about you. She's an MBA and a sought-after speaker, author, award-winning Certified Business and Executive Coach. She's also a gifted marketer. If you see her website, go to her website and check it out. You can see this information at [BusinessMakeover2014.com/jervey](http://BusinessMakeover2014.com/jervey). That's the link that's going to get you to the offer and details about Darnyelle today. Also, you'll see how to get to her site. What's your direct site [IncredibleOneEnterprises.com](http://IncredibleOneEnterprises.com), right?

**Darnyelle:** Yes, that's it.

**Ellen:** All right. You can check out her site. She really understands how to market online and you're going to learn a lot just by checking her out.

For more than 15 years, Darnyelle has used her vision and insight to help business leaders at various levels for all kinds of companies to accelerate their brand. At her parent company, she teaches authentic and compelling marketing and business-brand optimization strategies to entrepreneurs so they can build solid, thriving, holistically-successful businesses. Amethyst Consulting Group is a division of her parent company, where she teaches emerging and expanding executive business leaders how to align authentic personal brands that advance organizations without selling out, burning out or stressing out.

So, you work one on one with business owners and you also work for big companies. I've been laughing. Amethyst Consulting is perfect because you always wear purple.

**Darnyelle:** I try to.

**Ellen:** You've written five books, you've been featured in O Magazine, Essence, Black Enterprise, all over the place. You're famous, sister, and I'm so happy to have you. So let's get started.

For those folks on the line who are just meeting Darnyelle for the first time, tell me your story. This whole event is about breakthrough, makeover. I feel like I'm too old to go slow, too old to waste time. I'm not much of a timewaster, but I feel like I really need to accelerate my life, get simpler, get more focused, get going in the direction of what I really, really want and that is very much my motivation and inspiration for this event. As you reflect back on your history and your story, underline the moments in your life that were breakthrough, makeover, reinvention moments for you, too.

**Darnyelle:** Okay, this is interesting. This is going to be a great conversation because I feel like my path to where I am today has been filled with makeovers and breakthroughs from one level to another. I'll start by quickly saying this. My professional background probably starts like many of your listeners. I started in Corporate America. I graduated from high school, went to college; graduated from college, took a job at a financial services company; progressed rather quickly and within about three years I was a vice president for that company.

Nearing my 10<sup>th</sup> year (I call it my 10<sup>th</sup>-year itch); I started to get a little frustrated coming to work for someone else every single day. It was when the thought or the prospect of being an entrepreneur started to become exciting for me. I was going through a lot of changes in my personal life as well as professionally in my career and the thought of sitting behind someone else's desk for one more day started to make me sick to my stomach and so I did what I wouldn't highly-recommend anybody else do and walked away from my very lucrative six-figure salary to pursue my passion and at that time my passion was Mary Kay Cosmetics.

**Ellen:** Which is one of the reasons why you are so beautiful. The fun part about this Business Makeover event is there are people from all over the place. In my world, Darnyelle, there's a lot of plumbing, cooling, heating, and electrical. I'm very proud of the 'Dirty Jobs' moniker that Mike Rowe started about dirty jobs. I work with a lot of people work with their hands not always folks who went to college or worked for a corporation. Although, there are lots of folks like that, too, so there's a big mix on our listenership.

However, I think a lot of people can relate. Anybody can relate to that 10-year itch. Maybe you're working for daddy. Maybe you're working in a business that you built, but it's starting to wear on you and 'that making you sick' will happen. It will make you sick if you need a change.

**Darnyelle:** Absolutely.

**Ellen:** Sometimes sickness becomes the catalyst for change. So carry on.

**Darnyelle:** It's interesting. I, literally, was just about to say that because I know that a lot of your people are in those types of professions, but at the end of the day it all comes down to this. When you get to that point when the thought of staying the same becomes far less than the pain of change, you'll change. So I quit the job, I stepped out on faith to see if I had what it took.

I started out with Mary Kay, got some great success there and then, eventually, I found what I call the crossroad experience – my road less traveled – and I did it again. Then I started my own company Incredible One Enterprises. Here's the breakdown. Here's the makeover.

When I started my business, although I already held this advanced degree, MBA, blah, blah, blah, I started a business and I didn't have a clue on how to do it correctly and so I was broke. The very first year we made \$20,000 in our business. About 63.52% of small business owners never make more than \$25,000, so I was right in the gist of the statistic and I was struggling.

**Ellen:** Wow!

**Darnyelle:** Yes that's the statistic. So I was really struggling with probably a lot of the things that those who are listening are struggling with and the reason why they need this makeover. I was also and, hopefully, this isn't your fault, of course it's not your fault because you're here, I had a big ego. Because I came from this corporate background and was a hotshot and had this advanced degree, I didn't think I needed any help. I thought I could do it all by myself.

**Ellen:** You know I live on 'Know-it-All Lane', Darnyelle. The name of my street is Know-it-All Lane. I have made a career of getting rid of that know-it-all mess.

**Darnyelle:** Yes. I'm so grateful that I did eventually get rid of it, but for the first year and a half in my business I thought I knew it all so I wasn't getting help. I wasn't doing what I knew I was create to do and so, eventually, I was able to hear enough to say okay, maybe there is somebody else who can help me.

One of my favorite quotes today is from Jim Rohn. "It's hard to see the picture when you are the frame." So I decided to let someone else look at my picture because I was the frame and that was the beginning of really changing my business. Now, what I do, I couldn't do for myself. We can't coach ourselves. We can't propel ourselves to the level of seeing beyond what we know because we're always going to gravitate back to what's comfortable. I was at the point of destitution, bankrupt, no income coming in and I made the investment. I didn't even know how I was going to pay the investment, but I truly did. I stepped out on faith and it was the best thing that ever happened.

In getting someone else to help me turn my business into what I knew it was suppose to be when I wrote my business plan, everything began to change for me. So if I had to share anything about who I am in my own words, today I'm a woman who is extremely impassioned by helping people understand their innate gifts and talents and how to use those gifts and talents in order to change the world and I've chosen entrepreneurship as the primary vehicle that I like to utilize to help people take their gifts to the point of serving other people and creating wealth for their families.

**Ellen:** I love that. I love what you said. In fact, I just posted this on Twitter. I don't help people do what I do, I help them do what they want to do and that was what you just shared. You help them bring their gifts, talents, and dreams to the party and I think that's really important. Reach out for help, but don't model yourself after someone else. Reach for help so that they can help you become the best 'you' you can be.

**Darnyelle:** Absolutely.

**Ellen:** What next? Did you continue on with Mary Kay or did you decide no, I've got to embrace this?

**Darnyelle:** No, I sent my pink Cadillac back to the company. I started Incredible One Enterprises in late 2007 and then I sent my pick Cadillac back to the company in 2008. I let my beauty consultants go to the annual event called Career Conference because they had worked really, really hard. We were No. 1 in our state and they had worked really hard for that. So once we came back from Career Conference in April, I sent my car back to the company and that's when Incredible One was official doing what it was supposed to do.

We're going to have a conversation about mindset and how essential it is to being able to really get what you want in your life and in your business. I wouldn't have had that seed planted were it not for Mary Kay. So I'm very, very grateful for that, but I knew very early on the process that that wasn't my forever, that it was just the bridge to get me using my true, pure, innate gifts and talents to be able to really usher transformation into the lives of others.

**Ellen:** Let me ask you to comment on this. Do you find that at the time you can't see why you enter this career in Corporate America and then you went to Mary Kay? You hadn't found where you were going to land yet, but it all adds up. I can imagine there were things you learned in both of those career moments that really you're leveraging today in your current path, right?

**Darnyelle:** Absolutely. I wouldn't be the businesswoman that I am today were it not for 10 years in a Fortune 500 financial services company and five years in Mary Kay Cosmetics, absolutely not. It's a part of me.

**Ellen:** Yes, so it all builds.

**Darnyelle:** Many of the strategies that I utilized to get to the top of Mary Kay are what I've utilized to build this multiple six-figure business, so absolutely.

**Ellen:** Yes. Sometimes we think we're on the wrong track, but it all leads to where we're supposed to be if we keep asking the right questions and working on our business and our personal development. Okay, go on. You started your business in 2007, what have been some aha moments or breakthrough moments with your business. When you started out it was kind of thin and then you started to get focused. What are some moments that you look back on that you can say yeah, that was a real breakthrough for me or a moment I knew I needed to make another change?

**Darnyelle:** Right. So, of course, with the work that I do I work with various stage entrepreneurs and when I first started I was a generalist. What that meant is I would help anybody do anything. If you need it, I had it, which is so wrong. So the first breakthrough really came in getting crystal clear about what it is that I'm best at. There are many things I can do, but there are only a few things that I do extremely well better than anyone else. Because you're the one who is in it every single day, you can't see it well enough to be able to depict it for yourself. So by hiring the very

first coach that I hired in 2009, in a very short period of time she helped me get crystal clear about what I do best.

Here I was when I first started my business trying to be a life coach. Don't get me wrong, life coaching is great, but where I've always excelled in my life is in business and, specially, in marketing and branding and packaging and positioning. That has always been my area of brilliance because I am a genius with words, but I was so busy on the phone talking to clients who wanted to lose weight or didn't understand why they were single. That was not my area to excel. So not only was I not excited about it, but I wasn't helping them to get revolutionary breakthroughs that would shift them.

In being able to do that very first work and having somebody else look at my picture really began to create the amazing breakthrough that is what I am today. By making that slight shift and really focusing on my core area of brilliance, my business immediately went from \$20,000 that first year to \$88,000 the next year, just from getting clear on who I should be targeting.

So the lesson here for those of you who are listening is regardless of your field of entry, if you're a HVAC, if you're a plumber, if you're not in those hands-on types of professions, although you can do it for everyone, figuring out where you really want to segment and where you want to become a specialist is going to be very important to the process of experiencing a makeover in your business. So that was probably the very first breakthrough.

**Ellen:** I just want to interrupt to underline that one because there'll be a one-man band and he does plumbing, heating, cooling, electrical, commercial, residential. One call does it all and he's not going to do it well. He's not going to do it well. So you could get big and create those vertical niches, but you're so much better served to start by identifying what it is that you do so very well and who you would work for who would really appreciate that. This is gold.

**Darnyelle:** Yes and you can eventually decide to diversify your portfolio and bring other offerings in, but you may not be the one who performs the service. As an example, for a small contingent of my clients we provide done-for-you marketing support. Well, I don't do websites and graphic design; however, I have aligned my company with amazing website designers and graphic designers. I can help you with the marketing copy and creating the effective message and then I can transfer you to someone else within the lineage of my company, so to speak, to do those other pieces.

So I'm not saying you can't have a diversified offering, but my recommendation is that you be a specialist because no one hires generalists. Even in the general contracting space, we look at those who specialize in roofing vs. those who specialize in doors vs. those who specialize in wood floor. So you want to make sure that you're crystal clear where you're a specialist because that's going to help you rise to the top and become that obvious choice for those who are seeking that service when they see you consistently through your marketing efforts.

**Ellen:** You rock! Let's kind of turn our attention into marketing and branding. You discovered that this was your niche. Tell me more about that discovery. How did you embrace it and what are the areas that you have your genius? I love the way you lay claim to your genius, too. You don't apologize for it at all.

**Darnyelle:** Thank you. This is the value of working with a coach because the first person I hired was a coach. Now, coaching is the process by which the answers that are inside of you are made obvious and known to you. Coaches do not tell you what to do, period. So my very first coach asked me those deep and probing questions and helped me to uncover what's been inside of me all along.

Here's the thing. You already have it. You have everything you need to build the most amazing life possible in your right now. Unfortunately or fortunately, depending upon how you look at it, we are seldom able to unlock all of the pieces ourselves. Ninety to 95% of our success is tied to our mindset, the six inches between our ears, but we only spend five to 10% on the things around our mind. We want to spend all this time on all the external pieces instead of going inward and doing our inner work, which is why we're trapped and we don't get the breakthroughs.

So in working with this coach and having her really help me drill down on what I do amazingly, immediately, Ellen, it became crystal clear, immediately. The light came on, I got excited or, as I like to say, I got tickled purple and I immediately began shifting everything in my business to focus on offering insight and direction from a marketing and branding perspective for my clients.

Now, I will say this. When my clients come to me, we don't just make sure you have a sound marketing message. We are holistic, so I do look at your numbers. I do make sure that you're thinking like a CEO and not like a hobbyist who happens to have a business on the side. I do make sure that you're making operational decisions to advance the business, but what brings my clients through the door is the recognition that they have a marketing problem. We know if there are no clients and no revenue is coming in that's a problem, but I like to plug all of the holes.

Part of the problem, typically, is either the marketing message or the consistency of their marketing, but another piece of the problem is really looking at how all of these pieces synergize, especially when we have so many, like you called them, one-man shows in the world. Of the 28 million businesses they are, roughly 22 million of them are solopreneurs. That's the bulk of the people in the small business space and they're not thinking about how they are inhibiting their business from being successful because they're trying to do everything themselves.

**Ellen:** You know what I'm hearing, too? One of the things that you're willing to do is integrate the marketing and the brand with the results and the numbers. Your experience in Corporate America was in Finance?

**Darnyelle:** Business Development.

**Ellen:** Business Development, but you looked at balance sheet, profit and loss?

**Darnyelle:** Right.

**Ellen:** You're cool with the money, honey?

**Darnyelle:** Yes, I am.

**Ellen:** See, I think so many times there is this idea that well, my business isn't working because I don't have enough in sales or I'm not getting the right customers through the door and, absolutely, that's one piece of the problem. One of my mentors told me that business is an engineering problem. There are a lot of variables in business and another variable is are you priced right? Are you paying attention to the numbers? Is your debt sucking every last bit of cash out of you?

I love that you're not afraid to also explore those numbers. Now, a lot of people who are really creative like you are don't like the numbers. Was that an issue for you or have you always been able to reconcile the two?

**Darnyelle:** I am not a numbers genius. I mean I can get you to a point, but I know enough about the numbers because I like to have money to count. So I have to know enough to know what I'm looking at, but I'm not a numbers genius.

**Ellen:** It doesn't have to be that complicated, so that's a good way to say it.

**Darnyelle:** It doesn't. I know the uncomplicated piece, but I also know when to borrow from Kenny Rogers. I know when to hold 'em and I know when to fold 'em. I know enough to help my clients really understand what their numbers are supposed to be. I know how to read it, tell them what numbers need to be there and that's because I've done the work myself.

It's not my primary background. My undergraduate degree is in English, so it's not my background. However, I think if we really want to be effective, we learn what we need to learn and we become... What is the word I'm trying to use? Competent was the word that popped in, but that's not I really want to say. We become good enough at what we need to know and then we know at which point we need to engage someone else to help us.

**Ellen:** I can identify with that education you had in English, as well, because you are very erudite and you use really great words. All of this built to help you become this marketing genius; however, the biggest issue is the mindset. Let's go there for a minute because I want to talk about your discovery of mindset. Well, let me share it this way.

A lot of times I'm working with clients and we all know what needs to be done, but the block to getting it done has to do with relationships, has to do with beliefs and philosophies, fear and a lack of self-esteem, and all those other issues that go on between the ears like you say. How did this discovery about mindset as being so important come to you? Also, let's talk about some tips for addressing what goes on between your two ears.

**Darnyelle:** Yes, absolutely. So how did I get it? I've always been very enamored by thought processes and in order to really tell the story I'm going to go back into some of my story a little bit. I come from a very chaotic, at best, situation. I was born into a family where my parents were drug addicts. My mom went to jail when I was very young. My brothers got all caught up in that. That was my community. That's kind of where I came from. I'm one of seven children and I'm the only one who graduated from high school and went on to college and I'm asked all the time how is it that you made it out.

I've always been extremely fond of words. From the age of 10 I've loved words. I've had a love affair with words and so I read a lot. I read a book a week, Ellen. So I really began at a very early age to use my mind to get me out of the chaos that I lived in every single day. By being able to take control of that, it positioned me to look at my situation from a different vantage point. I would venture to guess if we were to have a conversation with my brothers and sisters right now, they would tell you a totally different story than the one I would tell about our upbringing and where we come from because of what I chose to place my mind on.

Now, the average person has 60,000 thoughts a day, 3,000 of those thoughts are conscious. That means we are completely in control. It's volitional. We get to choose right or wrong, yes or no. Then we have 57,000 thoughts a day that are habitual. They're going on whether we're involved in them or not. Our subconscious mind really has the ability to control our conscious mind. The few conscious thoughts that we do have over the course of the day are largely governed by what happens in our subconscious mind.

Now, we can shift and change this, but without any knowledge of that the things that we do every single day are based on our fears and beliefs because of what we learned, believe it or not, Ellen,

in our first seven years of living. The first seven years your entire script was written and you will replicate.

It's so amazing some of the work I get to do with my clients. We chart out their first seven years and then we see where the patterns repeat themselves every seven years in their life. As an example, if as a child you experienced like I did being poor. We were very, very poor. There was not a lot of money. I can remember playing the tape over and over again where my dad says you have to work hard for money. Money does not grow on a tree out back.

I can remember even my young adult self taking that to mean something entirely different, so when I got money and I got it easy I felt like there was something wrong with the money. I should have to struggle in order to have money because that was my situation. So in doing work with my own coach and figuring out what my patterns are and then being able to reset those patterns, I was able to shift and change.

The long and the short of it, without getting too technical and losing everybody who's listening right now...

**Ellen:** Oh, I am absolutely fascinated by your story.

**Darnyelle:** Oh, good.

**Ellen:** Before you go there, let me just ask a question about reading. Reading had such a big impact on me and still does. I remember reading those P.L. Travers novels about Mary Poppins, who was very different in the book than she was on the Disney screen. There's a movie coming about about this, too, but she was kind of mean, Mary Poppins, in a really attractive way.

What happened to me when I read that book was that that was the moment I learned to love reading. I was supposed to read and everything else, but I remember all of a sudden becoming obsessed with reading and that really triggered all sorts of other adventures for me. Do you remember a book that really spoke to you that allowed you to see that your imagination could change things?

**Darnyelle:** Oh, wow. That is a great question.

**Ellen:** If it dawns on you. I wasn't planning to ask, but reading is big for me, too.

**Darnyelle:** This wasn't imagination, but the book that was really big for me was *The Catcher in the Rye* and being able to speak about the things that weren't so positive. One of the other stories I kept telling myself growing up -- and I think it's part of the reason why I'm so vocal about it today -- was you can't tell your business. Nobody can know what you really come from and what you've experienced.

Of course, I've come to realize it is in being vulnerable and being transparent and helping people to see the light through your experience that you really have the ability to shift and change people. So that catharsis that *Catcher in the Rye* was really powerful for me. I remember reading that in high school, but younger I read a lot of Judy Bloom books.

**Ellen:** She had a little edge to her, too, that was really like wow. It just made me see that other people think things like this. I hear what you say. Not that we want to dwell on negativity, but to bring stuff to the light takes the charge off of it and gets it out of us. Let's talk more about mindset



and maybe some exercises you've used personally or that you also use with your clients to help 'take the charge off' is the expression I'm thinking of. You know, get rid of what's holding them back.

**Darnyelle:** Yeah. Let's talk about fear because fear is the big one. We're only born with two fears, Ellen. We're born with the fear of falling and the fear of loud noise. If you have an infant near you and make a loud noise they're going to jump because that's innate in them. I don't want you to drop a baby, but if you are preparing to shift a baby they're going to jump because that's innate in them.

Every other fear we have is something we inherited somewhere. It's not what was given to use at birth. But fear is huge. Fear of rejection. Fear of they won't be able to afford my prices. Fear of becoming too big. Fear of what other people will think about me. Fear of feast or famine. The fears go on and on, so I what I like to have people do is make a list of the fears. Make a list of the five biggest things that you fear.

When I'm doing a workshop, I actually list out the fears. I conducted this experiment and I called it The Box of Limitations. Everywhere I went to speak for a year, I had people give me their limitations, their fear of things that were holding them back and asked them for permission to take them with me so that they would be free to go forth and create. I've captured all of these fears and I now use it in an exercise that I do at my event.

So I want you to write down the biggest fear. The first fear that pops into your heart, I want you to write that down. Then what I'm going to do is ask you a series of questions to insure that we can invalidate this fear. Everybody has heard the false evidence of being real. I like to say fear fights every alternative to reality. There's no sense in fear, we're holding on to something that is not true. We're either looking back into the past of something that already happened to us or we're extending into the future and thinking about what might be possible. But if you keep yourself in the present there is no fear, so write the fear down.

**Ellen:** Okay.

**Darnyelle:** The first question I'm going to ask you is where does this fear come from? You have to be able to determine where it comes from. Well, when I was 12 I stood up in front of the class and everybody laughed at me. So let's say you have the fear of embarrassment, everybody laughed at me. We need to figure out where the fear comes from and then we need to make the fear real for today. So, is there any evidence to support that today that fear is valid. Today, in this moment right now is it valid? The answer is, typically, going to be no and here's why. Fear is in the past or it's in the future. It's never in the moment.

**Ellen:** Okay.

**Darnyelle:** So once we invalidate the fear in this moment, that it's not true, we then have to shift ourselves to start insuring that we continue to move past the fear so here's what I recommend. The number one thing you have to do in the present is to recall who you are. Who are you today? Today I'm a business owner. Today I have clients. My name is Darnyelle. I'm this year old. I've done this. I live in this place. Who are you at this very moment?

I'm a very visual person, so we give our clients a little journal where they write down accomplishments they have made or compliments that people have given them. So whenever they get into a space of fear, they look back at who they really are. You really are talented. You really are funny. You really are bright. You really are a great businessperson. People have told

you that. There's evidence to support that more than there is evidence to support this fear that they're not going to want to buy from you is actually valid.

So we get back to the present and then I like to recall moments where I've felt loved, safe and in control of what I could control because that gives me my power back. When I'm in fear I am powerless, but if I'm thinking about when someone loved on me, when someone told me that I was exactly what they needed, I get my power back. My shoulders stand up a little bit stronger. Then the very last thing I recommend that you do is that you get to gratitude. Find something to be grateful for because you can't be afraid and grateful at the same time.

**Ellen:** I love this so much because it's a workable exercise. It's a discipline. You start to feel yourself getting wound up and if you go through this process you're going to feel better. Sometimes we're in the moment, we know we're beating ourselves up, but then we don't know how to get unstuck. So having an exercise like this we identify the fear, we go back into where it might have come from and then we get into the present moment. I'm trying to recap from my notes here.

- Get into a present moment.
- Is that fear collapsing on us right this minute? The answer is usually no.
- Even if we feel like it's right around the corner, is it happening right this second? No.
- Get into the now.
- Remember that we're capable.
- It's all fine.
- People love us.
- We are wonderful and beautiful and have our own genius, and then
- Find something to be thankful for.

**Did I capture it?**

**Darnyelle:** Yes, that's exactly it.

**Ellen:** It feels good reading it.

**Darnyelle:** If you do that and own it...

**Ellen:** Just even going through it as quickly as we just did, I thought of my own fear. I'm better with it, but I still need some discipline. On a bad day I'll think I'm running out of time. That's the one that I'm afraid of. I'm not going to get it all done. I've been on waiting on some things a long time, but then when I look at what I've been able to accomplish why wouldn't everything I have on my list still have plenty of time. Yeah, it could be. So you start to wind back up. I'm so grateful for all that I have accomplished and so grateful for all the adventures yet to come. What if I did have it all done, that wouldn't be any fun either.

You can start to bring yourself back with an exercise. I love an exercise. I've brought this up a couple times in these interviews. I used to hate the word discipline because I just didn't want to have any kind of plan or any kind of pressure or any kind of anything, but then I found that disciplines allow you to expand time, to not waste time on nonsense and to quickly go from where you are to where you want to be, which is happier.

**Darnyelle:** Right.

**Ellen:** I love that. What else do you want to share about this?

**Darnielle:** Like I said, I'm extremely visual so I would highly recommend that everybody create their own derivative. I'm literally sitting in my office right now talking to you and I love my office. It's such an eclectic energy space. I hired an organizer and she came in and and was like oh, my gosh, your office is a mess! I was like; do not touch my office because I love it?

To my right I'm looking at my Wall of Fame. It has every award I've ever won. It's got magazine clippings I've been in. It's got thank you notes from clients. It's got testimonial letters from clients. Everything that I've ever accomplished is on this wall. So my diploma, my degree, everything is there.

So whenever I'm about to get on the phone to do sales calls, I'm looking at how great I am. I'm looking at my brilliance. Not my brilliance in my own head, my brilliance visualized because I've been in magazines, because people have written me letters to tell me how great I am and how I helped them and changed their life. Having that and looking at that immediately shifts my energy so that I no longer think they're going to say no. I say why wouldn't they say yes? It just shifts everything, so if you can create something visual.

Another thing, like I said, we give all of our clients a small journal where they can write down every time they get a compliment from someone. It's what I call a Compliment Journal. So whenever someone says something to you -- 'Oh, Ellen, those shoes are great or Ellen, that was amazing what you just said. You just changed everything for me' -- you're writing these things down. Then when you have a moment like that you flip back through it and read what other people have had to say about you. That is huge for instantly pumping you back up and giving you the power to step into whatever it is you know you need to do.

If we want to grow our businesses, we are going to have to make sales calls. We're going to have to ask people for the sale. We know our numbers and we know what we should be charging. I love 'you charge more than it costs'. Once we are charging more than it costs, we're going to have to tell that to somebody so that they can write us a check or give us their credit card, right? Instantly, whenever we get to that moment I recognize it all the time.

I have my clients record their sales conversations and then send them to me to listen so that I can give them feedback and almost every single time when we first start working together, before I've had an opportunity to really help them to make some strides in that area, you notice the distractions they create when they're talking about the price. They start coughing or oh, wait a minute, let me get a glass of water. They start deviating from the fact that they need to now tell this person how much it's going to cost for them to solve their problem.

So when we have these visual representations or we have something that tells us how great we are, it will stop us from selling ourselves short or discounting our incredible factor, as I like to call it, and really help us to stand in our power that that's what it's going to cost if they want the amazing customer service that only we can provide for them.

**Ellen:** Let me interrupt. I wanted to share two points that I wrote down as you were visiting. One is that Wall of Fame is about building yourself up, but the extra sauce that's in there is it's going to make you feel better, you're going to present better, but on the other side of things your clients wants you to show up. They want an expert. They want someone with the confidence and the expertise that you have. So you not only do yourself a favor, that's what your customer is looking for. I want the guy. I want the gal. That's really, really important. I can definitely feel that energy come across.

Another thing you said about that distraction when it comes across the price, I've this so many times, too, because I will ride along with the plumbing guy, the chimney sweep or the electrician

and I'll just watch. He will follow a procedure for diagnosing the problem, for getting to know the customer, for asking good questions and listening and then it will get to presenting the price and procedure goes out the window. The order, the structure of the call is all of a sudden abandoned because this piece of it makes them so uncomfortable.

Procedure, order, questions and checklists can take you through the whole process, just include those moments where you say the investment will be this and if you want this we can do it for this, what would you like me to do? It's all part of it, not this big outside of it. Does that make sense?

**Darynelle:** Absolutely.

**Ellen:** Yes! You're getting me excited about this whole conversation and I appreciate it. Let's get to some more tips that you can offer to help our listeners as part of their Business Makeover. I love this meat and potatoes approach you take to business and to mindset. It isn't all ethereal. It's matter of fact, let's go. What else have you got?

**Darynelle:** I would say another thing I think is really, really important is to maximize the first 20 minutes when you wake up. So when you first wake up in the morning, what the average American does is they immediately either reach for their cell phone and see what happened on Facebook or they turn on the news. Well, the first 20 minutes when you wake up you're still in your alpha brainwave state. What that means is that's the point where your subconscious mind is alive and well. When we're dreaming it's our subconscious mind.

Now, your subconscious mind can't tell the difference between true and false, In fact, in reality it takes everything that's presented to it as fact. So in that first 20 minutes in the morning, you have the ability to shift the reality that your subconscious mind will make relevant for you throughout the course of your day. You can jump up and hit the ground running, as they say, or you can ease into your day. I like to call it giving yourself some grace the first thing in the morning. It's the least we can do for ourselves. We do everything for everyone else throughout the course of the day. We need to take some time for us.

So for that first 20 minutes my recommendation, first and foremost, is as soon as your eyes pop open, you close them again and just start being grateful. The more time you spend in gratitude, the more you get of that in your life. So just be grateful. If you don't have anything that readily comes to your mind to be grateful for, be grateful that you woke up this morning because somebody somewhere didn't. So just spend some time being grateful and if you can't think of anything to be grateful for just keep saying thank you. Just keep saying thank you, it serves the same purpose. It creates a ricochet in the Universe so that things begin shifting on your behalf just by saying that you. So that's the very first thing.

The second thing I always recommend that people do is I actually have my clients go through an exercise where they create what I call Goal Cards. So they all write down their top-10 goals they want to accomplish. Typically, we do them 90 days at a time. In the next 90 days, they'll write them down and the first thing they'll do, once they've finished being thankful, pray, whatever your normal routine, how you connect to your spirituality, is they'll read their Goal Cards because we're still in the state where our subconscious mind can tell the difference between true and false. It's going to take everything that's presented to it as true and you can begin to get the things you want.

So you start with finding whatever those goals are and the goals could be as simple as I am so happy and grateful now that I've attracted 10 new clients or it could be a little bit more in-depth. I'm so happy and grateful now that I've attracted the love of my life. That's one of mine because

I'm single. But it's spending time really just reinforcing what it is you're asking the Universe for, brining those things into your life, giving yourself some grace, because throughout the day you're going to have happy clients, screaming clients, traffic, if you have kids, you're going to have screaming kids.

Everything is going go awry and those 20 minutes is your chance to really establish and set an intention, which is the third thing I would want you to do in these 20 minutes – set an intention for your day. Today we're going to close this many clients. Today we're going to finish this big job over here and get a referral for another job. Today, I'm going to have a conversation with our team and get everybody excited about the expansion plan.

Whatever it is, but really just set some clear intentions of what you want your day to be because I know that whatever we speak about is what we bring about and anything that we ask for is rendered unto us. So if we're not crystal clear and if we're making casual covenants instead of being precise and intended about what it is we want to experience in our life, that's what we are going to get.

**Ellen:** I love this.

**Darnyelle:** That shift is huge if you can invite yourself to 20 minutes of grace every single day.

**Ellen:** During the course of the day then do you hear yourself? One of the things I'll catch myself doing is starting to list what I have to do. I've got to do this and I've got to do this. Enough, time out! I will tell myself time out. Unfortunately or maybe fortunately, I've started doing it to other people, too. Enough! Stop. What would you rather have? Are you bossy when it comes to the words other people put on you?

**Darnyelle:** Yes and that they put on themselves. If I'm in earshot and I hear people say something crazy, I am always stopping them. I'm like oh, wait a minute. You just made a casual covenant. They don't even know me sometimes, Ellen, but I'm like no. Do you realize what you just said? No, we've got to take that back.

**Ellen:** Oh, that guy is sneezing over there. Now I'm going to get a cold. Wait! Is that true?

**Darnyelle:** No, we can't say that kind of stuff. So, yes, I'm very tuned in to the words that we speak. Even myself, yes, if I catch myself I stop. I just stop in mid-thought because, remember, our subconscious mind has these 57,000 thoughts a day. So we're not going to catch every single one of them, but the more in tune you are and giving yourself grace in the morning is going to make you more in tune. The more in tune you are, the easier it will be for you to be able to catch yourself and then become very, very confident in what it is you want to experience instead.

**Ellen:** I get accused sometimes of being a Pollyanna, but I am really aware. I don't like to feel bad. I like to be happy and so I'm going to discipline myself along those lines, but sometimes that can be perceived as dismissive. So this opportunity to work through those points to get beyond fear, that exercise actually lets you dive in to it a little bit, long enough that your inner voice gets heard and then start to transition to something that's going to be more powerful and positive, right?

**Darnyelle:** Right.

**Ellen:** I love that. Sometimes we're like why does this keep coming up. Maybe I should sit with it. Maybe that's a good reason to talk to a coach, too?

**Darnyelle:** Yes, absolutely. I am truly of the belief that everybody needs to have a coach. Everybody needs to have somebody. I have a coach. I would never coach people without a coach. My programs are what I call a Strategic Blend. They're a strategic blend of coaching and consulting. There are times when I recognize that you need to be coached and I coach you. Then there are times when I'm consulting you and telling you what you need to do in order to drive your business.

Not everybody has the skill sets to do both, so one of my USPs is that I'm able to do both. I have certifications and training in both so I'm able to effectively do both, but it is important to have an objective third party, someone who is vested in your success, but not afraid to call you on your mess to participate in the process with you so that you can get out of your own way and on to your next level.

**Ellen:** You put together a really awesome package for folks and I've been so inspired talking to you. Can you believe that we're getting close to an hour here together?

**Darnyelle:** It went by so fast.

**Ellen:** Isn't this fun? I love you so much. I think you're so fantastic.

**Darnyelle:** Thank you.

**Ellen:** Your energy is so contagious, powerful and positive that I just love being around you. Describe this package because it's a neat introductory package that goes deep. The rule is that it had to be \$97 and Darnyelle you've put together a rockin' lineup for us. So describe that for us, please.

**Darnyelle:** Absolutely. One of the things you've heard me talking about already that I think is pivotal if you want to be a success in your business and you truly want to makeover your business is you've got to makeover your mind. So I have a program which I call Unleash: 7 Steps to Your Next Breakthrough. It's all mindset. It's actually so fun, Ellen. I know people are like mindset work, fun? It is really fun because it's work you can do on your own to get out of your own way. It's self-guided.

One of the things I do in my products is I create them like I'm literally right there with you. So we're having a conversation, but it's on audio and you can stop the recording and listen back and so forth and so on. We take you through the seven steps that are really pivotal to helping you to get out of your own way, to get you to unleash, to come unraveled. People say get out of the box, I say burn the box. It helps you to think a different thought and really position yourself to move in the direction towards that which you want to bring into your life.

So we walk you through each of the seven steps. They can be done a day at a time over the course of seven days. That's typically what I do. When a person becomes a client with me, one of the very first things they get is my 7-Day Unleash Kickstart. It takes them through seven days of really just shifting their mindset, before we even have our first call together, so we can make sure that they're in the right place.

There's a journal that comes along with it so you get to write down what you're experiencing. There are activities, questions. It goes deep in introspective and the great thing about it is that it's just between you and your heart. It creates an environment for you to get the breakthrough without having to have an audience. You can do it all by yourself. So it's seven steps, the audio and worksheets that go with each step to really get you positioned to go into your next level.

I love to share success stories about people who have been through the program and the first one that just kind of popped into my head as I was beginning to talk about it is a person who actually lives in Seattle, Washington. Her name is Shayla and Shayla went through the seven steps of the program. Prior to starting the program she had one business, but she was not doing a business that she loved. She was doing a business that she should do because it was going to create money for her family, but she hated it.

Here's the thing. You're never going to offer amazing service and build clients and customers for life if you don't love what you're doing and so she went through the Unleash Program and at the end of the seven days not only had she shifted the focus of her business, but she had attracted two new clients that were paying her the rates that she was worth. She was operating in her brilliance. In seven days she went from generalist to specialist and began doing what she really, really loved. So it's very powerful what happens if you do the seven days in a row.

We've created it so it's affordable. It's a no-brainer, like why wouldn't you get it. If you could shift your life in seven days and position yourself to get closer to that which you truly desire and are wanting, who wouldn't? So that's what we've created. It's utterly amazing. It's going to allow you to tap into me because I'm leading you through it like I'm literally sitting right next to you and it's going to be really, really fun to help you get the breakthroughs you need to take your business to the next level. Remember, if there's a problem in your business it's because there's a problem in your life.

**Ellen:** I so get that. This is what this program is all about, okay? What can I do to make sure that this year doesn't slip away? How fast did 2013 go? Wow! Two-thousand fourteen is looming in front of us and it's going to be the end of this year in 15 minutes. That's how fast it goes, unless we consciously stop and think new thoughts, choose new things, take inspired action and make a difference.

I love what you said about unless your heart is aligned with what you're doing you're never going to be a rockin' success. Now, I tell people that do what you love and the money will follow is myth, but it doesn't mean that doing what you love isn't an essential part of the process. You have to do what you love and make lots of money, but the one will prohibit the other. You can do both and both of them take some attention, but you make really easy and you have such confidence about your process. It really comes across. Thank you so much.

What else do you want to share with us today? This is your chance to talk about whatever you want. Give us some tidbits of wisdom or another tactic to tackle and then we can wrap up the call.

**Darnyelle:** If I could leave you guys with anything I would just want to leave you with this. First and foremost, you are already incredible. You're already incredible, you were born that way. I am truly of the belief that before you were formed in your mother's womb you were gifted with every talent and ability you need to serve the world. You may have gone to school to learn how to repair air conditioners, but there was a natural talent in you with your hands from the onset of you doing the work. It became easy and natural for you, as an example. You already have it. It's already there. You just need to take the time and do the work to unearth it so that you can really get to what it is that you're wanting.

I am of the belief also that abundance is your birthright. We are not created to struggle. We should not be in businesses that struggle. Often we're struggling because we think we can do it by ourselves and we're not gaining access to the recourses that have been created to help us get beyond the struggle. But that's not you because (A) you're tapped into this amazing Ellen Rohr and you're listening to me and other amazing experts that are helping you realize that things can change quickly. So own the fact that you are brilliant, that you know what you're doing, recognize

where you need help and be unafraid and unapologetic to get the help you need because it isn't about you and your ego, it's about the lives that will be changed because of your work.

If you're thinking as an air conditioning person you're not changing people's lives, you are. I remember a year and a half ago my heater broke and the man dropped everything to come and fix it. We were having the worst weather ever in Delaware at that particular point in time and without him coming and coming immediately, I wouldn't have been able to do what I needed to do to prepare my clients to do the things they needed to do so that they can change the world.

Your work matters and it makes a difference. So recognize that, own that, be excited about that and do what you know you need to do in order to have the Business Makeover. It's within your reach. Ask for the help that you need. Take every opportunity that's presented to you, even if it looks like work, even if it scares you a little bit. Do what you know you need to do so that you can serve who you know you were created to serve.

**Ellen:** Oh, I am so inspired. I have enjoyed our conversation so much. Your journey is amazing and I love the way you lay claim to who you are and your brilliance.

**Darnyelle:** Thank you very, very much.

**Ellen:** Good for you. Thank you. Thank you. I am grateful for you today. My intention today was let's make this our time. Let's just start right now and make this the best year yet, the best year of the best year of the best years that are yet to come. You are helping us make that happen and I'm so appreciative.

It's time to say goodbye. I wish you love, love, love, love, love. It's been a blast. So I'm going to play the sexy outro music now, okay? Good bye everyone, thanks for joining us. We'll see you tomorrow, Business Makeover 2014.