



## Putting Your Career First

Ellen Rohr and [Ally Loprete](#)

**Ellen:** Hey, I'm Ellen Rohr, the Plumber's Wife, turned business makeover expert and welcome to Business Makeover 2014. By makeover I mean make better. Make more profitable. Make more fun. Now is the time. This is our opportunity to make this year our best year yet. That was the inspiration behind Business Makeover 2014. Twenty-one experts, 21 days and there are some surprises, so be sure to check your emails and stay in touch with us as this event unfolds. We have much in store for you. Thanks for joining us.

You and me are going to commit that this is our personal and business development time, so be present. Let's go. I'm excited today to introduce you to my friend, Ally Loprete, who is absolutely adorable. You're going to hear her smile over the phone. Ally is the Founder of [OurMilkMoney.com](#), a nationwide online business directory of self-employed parents. We're talking on this topic regarding the history of women in business and building successful businesses from home, I'm happy to introduce Ally.

Ally is also the host of This Little Parent Stayed Home on the iHeart Radio Station and you can get her weekly show on iTunes as well. Ally is on a mission to help others deal with the sometimes overwhelming prospect of leaving a full-time job to start a new business, run a full-time household and raise kids, to try to get all that pulled together in some semblance of balance or fun.

I'm glad you could be with us today, Ally, to tell us how to do it.

**Ally:** Thank you Ellen. I am honored, because of the lineup that you have, just to be a part of this project is so empowering for business owners. You say that I smile and really it's because I match your energy. You make me smile.

**Ellen:** We have fun don't we. We have a little love fest going on and I was sharing with Ally just prior to starting the call that the serendipitous gift from this event is that I have enjoyed these interviews so much. If I were the only one participating, this has been a huge win, I'm so happy to have you on the call today. I've had so much fun with the experts, so this is another rocking show for everyone today. I'm glad you're here.

Ally, you and I share a mission, in that I believe that business is a way to expand freedom... lifestyle freedom and financial freedom, that we can expand peace and prosperity if we engage a business of our own, even if you have a real job or perhaps if you want to quit that real job and be at home, tell me about your story and how you came to be the stay-at-home revolution leader.

**Ally:** Absolutely. I couldn't agree with you more. I believe that entrepreneurship isn't just the means to freedom and progression, but it's a way to personal fulfillment for so many and

who knew, I didn't know that when I ventured into this. My story is this... I was an actress for years and climbing corporate ladders, which I didn't mean to do, but I was in the entertainment industry and I really had a goal to move up until I decided to start a family.

It's so funny because I had no idea what was going to come over me when I had children, I thought that my husband and I would have a kid and they were just going to fit into our lives like a puppy.

**Ellen:** I have one child and became completely overwhelmed with that, but when I had Max I took to the hospital this book that had 1200 pages in it. I thought I would be able to read that book while I took care of things.

**Ally:** Yes, we just thought we would figure it out. We do figure it out but we had no idea of the transformation that would come over us, which is scientific if you think about what actually comes over our bodies and our minds and then suddenly our priorities change. So my goals in climbing the corporate America ladder fell by the wayside because I had a baby boy at home and I didn't want to leave him.

I didn't want to leave him in daycare and everything change. When I went back to work after my maternity leave I was frustrated and resented everyone I worked with, and it wasn't their fault but I was angry that I couldn't be home with my child. Some higher power heard me because I ended up losing my job and when I did I told my husband I don't care how poor we are and we were pretty poor without that second salary.

I said I don't care what happens or if we have to live in a cardboard box, I'm not leaving my child again. We'll figure out a way to survive, it's all about survival and scraping by on the bare minimum because it's more important that I'm here with him and raising him.

**Ellen:** I want to underline that a little bit. I think that even though scraping by can still be a joyful time, if you're doing what you want to do I think joy doesn't have to go out the window just because we're in some lean moments. When you do transition to start a business, and we've had different experts, who have talked about how long it's going to take to get a business to go and what you need to prepare yourself for.

It may take a month or year or two to start living the dream in terms of lifestyle and financial freedom, but it can always be joyful and if you're making decisions based on what you really want, then you can keep that perspective. I think that's coming across with your decision. I'm going to stay home it's okay, we'll make this work because this is really what I want to do.

**Ally:** Yes and the wonderful thing is that you're providing, especially with what you're doing with this summit, all this amazing education out there for people who want to do this and looking back, I was stressed out but I actually didn't have to be. The only reason I was stressed out is because I didn't have the resources that we do now. I was willing to do whatever research and whatever it took for me to get the education I needed to figure out a way to bring my career home and earn a supplemental income. I was willing to do whatever it took, but I didn't need to be as stressed as I was and certainly, for anyone who's venturing in to this right now they have it so much better than I did seven years ago, because of all the resources that are available to them now.

**Ellen:** Let me share a little about my community and we have all kinds of communities coming together for this event. I work with a lot of plumbing, heating, cooling and electrical

contractors, dirty jobs people. We're just starting a sewer/drain franchise and I'm super excited about this, but I am the plumber's wife, so I understand what it's like.

Once upon a time, Ally, I quit my real job and went to work with my husband in the family business, which was home-based and it was pretty awful, at least at first. So, as we share today we'll be talking mainly about moms, women in business and how parents are bringing their careers home, but the message isn't exclusively for women. There is an impact on everyone when we bring the business into the home or if we quit one of the jobs in a two-income family, this is for partners of all shapes and sizes. More specifically, we're women so we get to have that perspective as well today.

So as you came home and decided you were going to create a career, tell me about the early days, did you know what you wanted to do? **How did you decide what you were going to pursue?**

**Ally:** I was transitioning in and out, making lots of mistakes as well as failures, figuring out and trying to get my feet wet. I actually came home and was making jewelry because it was fun and creative. I didn't end up staying with the jewelry but it led me on a path to realize how valuable my products were. I started thinking, if I could sell this necklace that I'm hand making with love right now for \$50, that's probably what this necklace could sell for in a department store.

Then I thought \$50, that department store doesn't need \$50 what are they going to do with \$50 that's a write-off to them, but \$50 to me was a tank of gas, lunches for an entire week, a month of Gymboree classes for me and my baby boy. There were so many things I could do with \$50 and I started thinking about the value behind it because I was a mom who was working at home. I wanted to reach out and find other parents that were doing the same thing. I wanted to give them my hard earned dollars.

I wanted to find parents who were offering shampoo and groceries and whatever I was already spending my money on, I wanted to make that conscious effort to give my money to them and create that mini-economy among all of us that understood what that value was, for us to come home.

Let's face it, we're all coming home to earn a fraction of what we were earning in corporate America for three times the amount of work, but we're happier because we're with our families.

**Ellen:** Let me add to that because I think that some people think, if I'm going to start my own business and it's not going to be the next Starbucks, why should I even bother? The point is that you get to make your dreams come true and maybe your dream is just enough that you don't have to scrimp and save. That instead of putting the vacation on a credit card I could stockpile some money and we could go on a rockin' great vacation, pay for dance lessons or do something else.

The business gets to be whatever the owner of the business wants it to be and there's no wrong in any of it. There's no business too small. There's no dream that's not worthwhile, so I believe much of your message is about giving people permission to have whatever kind of business they want.

**Ally:** Absolutely. What we didn't realize is that society has changed in the last 20-30 years since I was a child. I was raised at home with my mother, but things have changed, and we can talk about the history of how we got here but what's happened is that we need that second income. Most of America needs a double income for an average family to

survive. So, when we said I want to come home and be with my kids, forget all that stuff I said about climbing corporate ladders and doing what I can to prove that I'm equal to a man when it comes to pay rate, pay scale.

Women have worked very hard to really make a lot of changes, but what's happening now is they've said, it's more important that I put my family first, I know you need my income and that society has caught up to that, so we're going to do it our way. We're going to bring that income in and do it our way. What's fantastic is that there's been a shift in entrepreneurship where women have become a force to be reckoned with.

Businesses are booming and I believe that women own 49% of businesses today, and it's my belief that in 2014 they'll surpass the men at the growing rate of opening up new successful businesses. So what that means for us is that we are signing our own paychecks, which is the most stable paycheck that you can possibly have. We don't have glass ceilings. We can grow our businesses as big as Starbucks or not.

Our businesses are scalable, that's another thing. Summer vacations are usually pretty difficult for me to work because I become camp mommy so I'm in charge of entertaining the kids and I always have really fun summer's planned, but they're only in summer camp a few days a week and the rest of the time it's up to me so I have to scale my business back, but I can do that. I can scale my business back. If I were to get pregnant and have another child I can take as long of a maternity leave as I want.

I can play hooky and I do often. I say I'm taking the day off, we're playing hooky and I'm taking the kids to Disney Land. I do it as often as I want because I'm the boss and I can do that.

**Ellen:** Does your husband work with you or does he work at another job?

**Ally:** He works in corporate America for Disney/ABC and he loves it. He's still living his dream as a writer/producer. He's very creative in the entertainment industry, so he loves his career and honestly, we aren't completely against corporate America. If it weren't for his job I never would have been able to come home and sow my oats and find my personal fulfillment through entrepreneurship.

**Ellen:** Let me ask you a question about this. When I worked with my husband, I quit my job to go work for him I didn't start my own business I went to work in his. For us it was awful, because we weren't making enough money and we missed my salary. We had a lot of issues, can you imagine, with bossing me, who was going to be the boss.

What worked for us was to fix our company well enough to sell it and then for each of us to start our own businesses. You work with different clients and you hear stories on your show. **What is advice you can give to people who are working together? How do you help them make it work, when the husband and wife are working together?**

**Ally:** That's interesting. Maybe my husband and I could work together and in fact, we work together everyday with the kids and managing the house. I think that you need to draw out a list of policies, things that work well, things that don't and really be willing to be flexible so that you can revisit things, you can say I originally said I needed this in place and it's not working for me can we change it?

It's okay to change your mind, to have a meeting and say this wasn't working let's try something else, how can we make this work? There are a million possibilities. There are a

million ways to make a goal happen and if you're hitting a roadblock, a wall, then you have to find a way around it. As long as you have that confidence in yourselves you're a team, your marriage... one of the things I love so much about marriage is that for the most part you don't get to walk away, you both have the same goal to work it out.

I love fighting with my husband because there's no fear. We know that the end result is that we're going to fix it we'll figure it out and hit compromise, because that's what makes us great. That's why we got married, we're a good team. So I would think that anyone who ventures into business with their spouse would have to lay down that set of ground rules.

I had a guest on my show, Adrienne Calway, and she owns a franchise business with her husband. She wrote a book called *Sleeping With the Boss* and she talks about how they had to set down ground rules where they clock out at a certain time and they do not discuss business at the dinner table, they make it about their children but when they are in business together they have their roles and they have maximized what they're both very good at.

This person is good with the creative aspect. This person is good with the sales and marketing, so they rely on each other to bring out their best skills and talents for the position.

**Ellen:** How many kids do you have?

**Ally:** I have two and they're both young. One is in second grade and the other is still in pre-school, so I have him most of the day.

**Ellen:** If you're going to work at home, what kind of disciplines do you use? What kinds of systems and structures do you use that you can actually run a business from home without feeling like you're dropping all the balls all the time?

I know we fail everyday but describe to use what you do to add some order to the mix.

**Ally:** I love this question so much and I'm probably going to give you a very long answer, because there's so much that can be said.

**Ellen:** This is what's fun in that we have an hour we get to spend together where we get to go deep.

**Ally:** First, it may surprise you to hear that I really only work about six hours a week. I only have six hours of time that's quiet that I won't be interrupted by my children and that doesn't mean I'm not checking my smart phone here and there, answering a quick email while at the grocery store, I multi-task, but I have six hours of moneymaking time because that's the only time I have when my four-year old goes to pre-school Tuesday and Thursday mornings.

I have to make sure that I have planned accordingly, what I'm going to do in those six hours. Those six hours have got to be strategic in every sense of the word. It has to be right down to the minute, I know what I'm going to be doing in those six hours. With that said, I also get to work occasionally at night. My husband comes home, it took a while for us to get into a rhythm in the first couple of years because I didn't feel that he was taking what I was doing seriously, and I know many women go through that.

That doesn't mean he's a bad man, because he's a wonderful man, but it took some time to really understand why he felt that way and was having a hard time believing that this was a career for me and needed to be respected. We took time to work on that and once I said to him, if I had taken a night job, like a waitress job then I would have to go to work and if you didn't come home than I would lose my job, so you have to take this seriously. So most nights I get to go to work at 8:00 o'clock from 8:00 to 11:00 and he takes over bath time, reading, putting them in bed and that's his job.

He also knows that if he has to work late he needs to put that time back for me. That's okay because I can be flexible, I work for myself and that's what flexible is. However, if you're going to take that time from me then you need to put it back. Give it back on the weekend, take a personal day so I can catch up or whatever and again, my time is more flexible than yours but that's what needs to be done.

The other thing which is kind of a policy that I abide by, that I love and instill in all of the listeners of my radio show and my clients, and that is that we're a new trend. Parents working at home, we're creating our own guidelines. We need to commit to them without apology. If someone wants to call me at the time when I'm being a mom, when my kids are at home and I'm cooking dinner, I'm clear with them that there will be interruptions and I will not apologize for it.

I'm a work at home mom and the income I'm using for my family helps provide for my family, and I won't apologize for the fact that there will be interruptions.

**Ellen:** I have a funny story about that. I worked, as I said, with my husband in the family business and then we decided to sell the company and pursue different businesses and we both started our own careers. At one point I was a subcontractor but I was working for an association of plumbing, heating, cooling contractors as their salesperson.

One night at like 7:00 o'clock when I was talking to this fellow and asking him for \$20k to join this organization and get involved, so it's a big dollar sale. He says to me, what do I hear? I said those are my pork chops. He said you're cooking pork chops? I said yes, I have the heat a little high on them so they're sizzling. I said I need to get them done. It cracked him up and to this day he calls me 'Pork Chop'.

It's the same thing, if we're going to make this work, I wasn't going to say that's the train going by or there's static on the line. I'm making pork chops because this is when we're having a conversation and I have to get dinner together, are you in or out?

**Ally:** You know what's amazing about that story, and I have so many stories like that where people have said what's that in the background? How do you think I'm able to take this call? I'm not mother of the year I've stuck my kids in front of the TV so I can take this call with you and this ties back to something you said which is, when we go through our businesses, careers and our lives with those policies in place without apology, we give other people permission to do the same thing.

So anyone, like your pork chop guy, I'm sure, I'm going to do the same thing I can multi-task and do what I need to do for my family and conduct business. The other rule I have is that I do as much business as I possibly can with other self-employed parents, because I don't have time to explain to everyone why my children might be heard in the background. I don't have time to really tiptoe around them. However, with another parent, not only do they accept it and appreciate it, but it gives them permission to pay it forward and to put their family first.

**Ellen:** There used to be this idea like, do not let, like right before we got on the call today I was putting the dogs out so they don't bark, but if they bark could we survive that? Is it really that big a deal? I think what's most important, what I'm really getting from our call today is that you get to decide what it is I want and how do I want to live my life? Who do I want to populate my time with either as a parent or an entrepreneur or even a consumer?

There isn't any wrong to any of this, so I don't want to insinuate that if you're working full-time and you're a parent, and I got it you have two full-time jobs, because the parenting thing doesn't go away when you're at a corporate job either. This business makeover experience is a chance for all of us to ask questions. Is that what you really want and if it's not what you want then what would like instead?

I love that we get to explore this idea where suppose you did stay at home with your kids and if you could do that without killing them, what would you do? How could you craft a business and a career around that? Don't you find even if the money were not on the table, Ally, that you'd still want to work?

**Ally:** In some ways yes. I have found such fulfillment in my entrepreneurship and for many years I wasn't making money I was out there changing lives. I had my radio show and was out there publicly speaking not getting paid for it, but it was fulfilling and amazing. I was making a contribution to society and this is an incredible time right now. It's a very exciting time, especially in the world of small business. I feel really good that I can be part of it.

**Ellen:** I love that to. You have something you call the five universal laws of putting parent entrepreneurs on top, **do you want to explore those a little?**

**Ally:** Sure. I actually talked about it but I can review.

**Ellen:** Let's do that. What are some things we can remember that are going to help us if we want to be parent entrepreneurs that can help us be successful by our own yardstick as someone who is balancing the family and a career?

**Ally:**

1. The first thing is to always remember that you're the boss, so you make the decisions.

You're the one that gets to say this didn't work so I'm going to try something else. You're the one that says my child is sick and I'm going to have to cancel all my meetings and you do it proudly. You do not apologize for that.

**Ellen:** I love that.

**Ally:**

2. The second thing is to work with other parent entrepreneurs as much as possible.

This doesn't mean that I won't work with somebody who doesn't have children, but I'm going to minimize my stress level as well as non-parents, I'm going to minimize their stress level in working with me by releasing them. There are plenty of non-parent entrepreneurs that they can work with. They're probably not going to like my pace I'm driving in the slow lane.

**Ellen:** I'll get back to you next Thursday because that's the next day that I'm working.

**Ally:** Right. I can say to them I'll have this for you by next Thursday and I will commit to that and get it done. In some possible way I do my commitment and say absolutely, however, I drive in the slow lane and things do come up, so rather than angering someone, working with parents, they actually appreciate it. It actually furthers our mission to work with one another, so work with other self-employed parents as much as possible because it's a good thing for all of us.

3. The third thing is to recognize that there are so many different shapes and sizes now of families.

There's no average American family anymore, everybody comes in different shapes and sizes. There are single parents, gay parents, kids being raised by grandparents and also our businesses and the way we run things, as well as our policies will be different for everyone. In fact, it looks different for me having young children than it does for someone who has older children.

**Ellen:** Exactly. Mine is 28 and I still work from home because I love it so much but I don't have to get dinner together.

**Ally:** Not only that but for someone who has a baby. Children and babies don't speak English so you can't tell them to be quiet. They don't understand they just know they want their bottle and they want it now.

**Ellen:** What's next?

**Ally:** I don't know how you're going to feel about this, because I know you're so good with finance so I'm interested to hear what you think about it.

4. One of the ways I survived so well when I first came home is because I did a lot of barter.

I didn't necessarily barter my business. In fact, when I first came home I didn't have a business yet, but what I found was that we needed to make money fast. We were going through our savings pretty quick, so what I found was that I myself was valuable. I could trade things like walking someone's dog in exchange for getting our car fixed. I could watch someone else's child in exchange for them watching mine. You want to trade.

You can increase the value of what you have in the bank just by offering your services for where you don't have the funds to pay for it. That can get you pretty far in the beginning when you're still looking to build the business before you actually have the funding for that.

**Ellen:** If it were all my opinion it would be the Ellen Rohr show, so as a guest you're here to add the flavor, the sauce and the contrast. As a listener you get to decide what is going to work for you and try different things. I like what you said earlier about trying things because you can change your mind, that what works for you now may not work for you later. At some point exchanging chickens at the movie theater isn't going to work and I have bartered for chickens before, once upon a time. You do what you have to do.

I think the lesson is to be creative. I like businesses that cash flow fast. What can we do that's going to bring money in now, as opposed to my business plan is dependent on a



million dollar infusion of investment capital. Good on you, but what are you going to do that's going to cash flow today so you can buy some time to go get that venture capital? I like what you said about that, it's very creative and it's fast, down and gritty.

**Ally:**

5. The fifth thing is to stop blaming other people and other things for what's in your way.

**Ellen:** I love that.

**Ally:** It's everywhere. We blame this politician or that one and our education system or our spouses or even the fact that we don't have a spouse, but we blame so many other things and we don't even hear ourselves. Sometimes we say I will implement this strategy as soon as my husband gets his bonus. We don't think we're blaming him but we're waiting to take action on things because of an outside resource, an outside factor.

We really need to recognize that we live in a world that has free enterprise, no matter what's happening in the government, and now that we'll have universal healthcare, that cuts our cord to any corporate job we didn't like. I know so many Americans that stayed because of the group health insurance, but they don't have to do that now and the other great thing that's happening as a result of that is that now corporate America is getting a run for their money.

They're not losing their best talent to their competitors the way they were 10-15 years ago. They are losing their best talent to entrepreneurship and self-employment, which means they have to up the ante. They now have to make their positions more flexible and readily available for those of us who do want to put our families first.

**Ellen:** I'm taking tons of notes. Let's talk back real quick about the healthcare question, because again to stop blaming others you may not agree with what's happening in Washington or the laws that are passed, but unless you're going to become a legislature and actually get in the mix, my vote is God bless them, thank you for your service, let's deal with the cards that are on the table. There is always an opportunity in whatever is in front of us and in this country you can still start your own business with relative ease of entry as an option.

I love and applaud what you're saying about that. Don't complain, don't blame because it's not the government or the economy or your city councilman that's keeping you down. What is it you can do to be successful in spite of these challenges? That's the game and therein lies the excitement and joy, so I love that.

**Ally:** Exactly, and I usually find, and we were talking about how our higher power before the call, when you make the decision to say I'm not waiting. I'm not waiting for this bonus to come in or for the tax return and I'm not waiting for them to get it done in Washington. When you say I'm not waiting I'm going to move forward, to take action, I always find that somehow the universe supports that and goes all right we're on board, we're you're team where are you taking us?

It usually works out better that way. For example, I had a transition period, I have a radio show that I've been on for four years and I lost my network and was off the air for five months. It was torture because I loved being on the air. I had five months before I actually got onto iHeart Radio, which is where I'm going to broadcast from now. I kept waiting and it was the week that I said I have important messages to broadcast here I can't wait for a

network to pick me up, I have to start broadcasting my positive energy. It's who I am and what makes me thrive and it's important that I do this, I'm not waiting.

So I started broadcasting those messages every way I could, be it social media. YouTube, and other interviews and other people's radio shows. It was literally a few days after making that decision that iHeart Radio showed up for me.

**Ellen:** That is so awesome. Robin Palmer, who is another one of our experts, she said when I interviewed her that she tries to live in the space above the problem. You get mired in the mud and the people that she's interviewed in her morning wakeup messages where she's had a chance to visit with some very bright minds, like yours, but so often our conversation circled back to the mindset, to you know what, I'm not going to get stuck in the problem I'm going to rise above it and look at it from up here.

Now there's a bunch of opportunities, so I don't feel stuck or bound and there is strength and help from unexpected sources, so then you found a serendipitous broadcaster.

**Ally:** Yes. I have to comment on that because I think that's such a powerful exercise to rise above it, literally when you're feeling stuck, the best thing you can do is to imagine yourself floating above, looking at your life from a birds eye perspective and what you can see is how small and insignificant and that may sound almost backwards, but when you look at your problem as small and insignificant, and then when you look at your goals as just as small, everything becomes simpler.

Then everything falls into place and very often we get so clouded by the stress that is surrounding us and all we have to do is to rise above it to realize it's not quite as bad as we thought.

**Ellen:** That's true. So when you put your radio show together as you've now had the chance, and you've had an opportunity to reflect on it and you're re-launching again, **what is it you like talking about on your radio show? What's the message you're trying to get across?** Summarize for me your mission.

**Ally:** I chuckle because like you, I almost feel selfish in doing these radio shows. I get so much from the interviews. I love meeting people and the guests that I bring on. You've been a guest several times. People are crazy for not listening to this, but if they aren't going to listen at least I'm going to get a ton out of it.

The mission for the radio show goes hand in hand with the organization that I founded [OurMilkMoney.com](http://OurMilkMoney.com), which is a non-profit business directory for self-employed parents. We launched the radio show for all of those people who didn't yet have a business and were looking for all the ways to come home. On this parent stay at home, we talk about every possible way to bring your career home, whether that's buying into a franchise or buying into a direct sales company (business in a box) and we talk about which one is most appropriate for you, because that's not going to be appropriate for everybody.

Are you going to launch a product?

Are you an inventor?

Are you someone who has a skill you learned in corporate America, maybe you're a CPA or great administrative assistant?

All of those things can be brought home and strategically be put together as a business for you, you just have to figure out what's best for you, how much money you want to

make, how much time you have to actually invest in your career it's different for everybody. We also talk about things like the telecommute proposal. Maybe you love your job. Maybe you're torn between wanting to come home and leaving your great job.

We can talk about proposing a telecommute system for your employer that will make them go so wow and crazy that they'll agree to let you work from home three to four times a week.

**Ellen:** Let's talk about that a little because this is a point you made earlier and I wanted to circle back on it. The business environment is changing so much, radio and television are changing, we don't have to have the big three networks anymore. There isn't only cable but there's Internet television. There's also a work environment now where you can literally be connected anywhere you want from across the world, so it opens up all kinds of opportunities, but we get to question this whole standard career path and we get to create the career that we really want, whether it's a business of our own or telecommuting.

I know a lot of people who have quit their jobs, only to make their prior bosses their first customers. That's changing things, but if you're in a job right now you can start to imagine that job as if you were a subcontractor and working independently but then providing those services, and that makes you awfully valuable, when you take that kind of responsibility for the services you're providing.

**Ally:** It really does. What the Internet has given us in this day and age is so much opportunity to do exactly what we want. It really falls on us, because it's not about the opportunities that present themselves to you the way things were 20-30 years ago. Now you really have to be clear on what you want to do and what your purpose is, because you have so many options. For some people it's almost overwhelming. Gosh, you mean I can be anything I want? What do I do with that?

**Ellen:** It's amazing. I'm old enough to remember the very first cell phones that you carried around in a shoulder bag that was the size of a brick and it was like \$3k a month or something outrageous like that, but that cell phone was life changing for me because I remember taking my child to the pool and as the wife of the plumber, I was answering the phones and now I could answer the phone from the pool.

I still remember to this moment, when that phone rang just thinking, this is so liberating and so freeing. I have a friend named April who has four kids. They're hilarious and she puts them all over Facebook, and I love her, but they have a place in her life at her office and even as they moved their office out of their home, they've grown their plumbing company in a location. Her office is kid-friendly.

Let's talk about kids in a business. **Do you get them out of the room or invite them in? How do you use a business of your own in the home as an educational tool?**

**Ally:** I love that question. I'm just now getting into this because my seven-year old is interested. In talking about an office that's kid-friendly and I wish I could take a picture of this, maybe I can and I'll send it to you. My son has an art studio in the corner. The four-year old love to paint, draw and color, so we set up an art studio and he loves working next to mommy. I will do work next to him. The seven-year old wasn't so easy to work with, because he's always loud, has always had questions and is very disruptive, so it didn't work well.

However, he's now at the age where he's fascinated with what I'm doing, so I keep saying to him would you like to learn how to do this. I literally pulled up a Word doc the other day and said look, this is how I type a letter and he was fascinated. I haven't hired him, but I'm getting him involved and showing him what I do. He's been watching me edit my radio shows now that we're uploading all the old content to iHeart Radio and Clear Channel.

I'm grooming him, basically, for later when I can hire him. Of course, I'm not going to force him to do anything he doesn't want...

**Ellen:** No, but there is a way. Another of my friends, Natalie, who has a cleaning and restoration company. She has adorable kids and one of them is 16 and wants to be a filmmaker, so what a cool way for him to explore filmmaking as they put videos together for their cleaning company. You can engage kids in a way that you don't want to make it a grind and I know some people who went to work with their dads when they were young and it was brutal having to get up in the middle of the night to go clear a drain isn't the most romantic work.

I'm not judging because there's something to be said for all these different experiences but if we could create an environment where a kid gets excited about different elements of our work then they may find areas that they want to pursue.

**Ally:** In going along with that too is that I think it's important that you recognize the behaviors that your children are showing in their interests. Sometimes it may come in a different package than you even realize. The other night I was teaching my seven-year old string tricks, like cats in the cradle, etc. and I taught him one that he could do on his own called witches broom. He learned it and practiced it and he loved it. Then he said mommy, can I do a tutorial on YouTube? I want to teach other people how to do this.

It took me a while to connect the dots. He sees me doing a ton of tutorials all the time. I'm constantly posting how-to's on YouTube and this was his way of mimicking his mother's footsteps. My point is that we really need to look at our children's behaviors and say they got that from me, this is what excites them so let's try and encourage them to go more in this direction.

**Ellen:** That reminds me of another one of our experts, which you're going to love, Nancy Michaels. Her daughter put together like how to pass your driver's test. She's 16 and she put together a YouTube video on how to pass your driver's test that has gotten like 300k hits. Something that's absolutely ridiculous and yet wonderful. They aren't at all intimidated by the stuff that gets me nervous.

**Ally:** It's a different generation now. I was asked to speak at a high school about social media. It was the Albert Einstein Business Academy and I was so intimidated because I thought, even though I'm an expert in social media, these kids probably know more than I do because this is their generation. They're growing up in a world now where they don't know what it's like not to have Internet or smart phones, as well as any other information that they need in a matter of seconds.

We used to have to go to the card catalogue in the library to look something up and now you Google it. Google is a girl's best friend, but if you aren't using that as a resource, if you're not YouTubing videos to educate yourself then you really have to question how much you want it, because everything you need is right there for free.

**Ellen:** It is so much fun and it's been a blast to visit with you. You have put together a package for us and I'm excited about it. You guessed it the price is \$97, and this is how you describe it... home free thrive guide and three part audio series, parent productivity pack, and a 30 minute power session spent with you.

I know you can go to the link at [BusinessMakeover2014.com/loprete](http://BusinessMakeover2014.com/loprete).

**Ally, if I were thinking about doing a home business or if I've already started one, how can you be of service to us?**

**Ally:** I love this home free thrive guide. I put it together after I figured everything out. This is a collection of all the resources I used to come home and build a business. For a lot of people who are out there but aren't sure when the time is right, they're trying to put things in order and trying to figure out when they can quit their jobs, there are a lot of questions.

How much money do I need to save before doing that?

How much of a nest egg do I need?

How can I put things in order so I don't have to wait 20 years to come home?

The home free thrive guide talks about all of that. It talks about things that we don't even think we want to talk about, like why isn't my husband supporting me or why doesn't he seem to be supporting me, when he probably is he's just talking a different language than most of us women. How to really work together as a family unit to make your dreams become a reality. These are filled with resources, which is what the productivity package is about.

I have resources so that you can carve out time so that you can be very strategic and get results for all of the hours you're working. I also talk about how to give to yourself the same way you give to everybody else. This is an important factor here. So many women I know have had breakdowns because they work until 4:00 or 5:00 in the morning, the time when the house is quiet, everyone is sleeping and they won't be interrupted.

However, what ends up happening is their bodies end up breaking down because they aren't taking care of themselves. I talk about how to keep yourself healthy mentally, physically, so that you can wear all these different hats. It also comes with a three-part audio series so you can actually follow along with the workbook and listen to me, and I have provided a 30-minute power session that can be used anytime, you just need to talk to me. Any time you're battling a challenge, you're looking for a solution and you need me to work it out with you.

**Ellen:** This is so wonderful. What really struck me today in our conversation was your first universal law about being the boss. We get to decide how this business is going to look. We get to decide if we want to work from home or if we want to make our business family-friendly. We get to choose and without apology lay down the ground rules of this is what's going to work for me, as opposed to thinking, I'm not measuring up by everyone else's standards and then working yourself into some kind of health crisis. I love that law a lot.

**Ally:** You know what I love that goes along with that is, yes we get to decide what everything looks like but you know what's really empowering is that we get to take responsibility for the mistakes we make and we get to fix them. I think that's the most empowering thing of all, to not lay blame on anyone else that feels like they're holding us back. We get to say no that was my bad, but I have the power to fix it. You don't have to wait for anybody else.

**Ellen:** You know what's great about that too, when something happens and you're like oh I didn't see that coming or wow that didn't work, don't you instantly think that's going to be a great story? That's going to be something I can leverage I can't wait to share that one or maybe that's going to turn out to be the best thing, let's let this play out a bit longer. It's fun when you start to relax or rise above what seems to be the worst thing in real life, but it's just another thing.

**Ally:** Yes. We have a saying on my team over here. It's just another page in our book, another chapter.

**Ellen:** That's great and when you do that it just takes the charge off it. You get to change your mind and there are very few things, even with this summit, my team when we were assembling to discuss this I said other than killing a man there's not much we can't undo. I don't think anyone is going to lose their life as a result of some mistake I make in this business makeover 2014 event.

When I work with contractors there is that real possibility that someone could die, I'm not trying to make light of the real risks inherent in business but sometimes we add to the drama when there is no drama to be had by making things that don't have devastating consequences into something more than they really need to be.

Let's take the moments where we have to pay attention seriously because there are lives at stake, our children's and our own, as well as other team members and customers, but there's also a lot of fun, silliness, ridiculousness that will happen as a result of being in business and you seem to thrive on that. Thank you so much.

**Ally:** Who knew, I never thought I was going to be an entrepreneur. It suits me and I'm finding that it suits even more people. It's incredibly exciting and empowering to be able to create the rules of your life, in your career and family, and all of that can be done by just making the decision to do it.

**Ellen:** I have the most fun people. Howard Partridge says that your business exists for one reason only, and that is to serve your life goals, to help you achieve your life goals and that's really what caused you to become an entrepreneur, when you say I really want to stay home. I want to embrace this moment in my kid's lives and in our family and let's see how I can make that work. Hey, a business might be the perfect way to make that happen.

You're living the dream, sister!

**Ally:** I know and I couldn't be more grateful, I love it.

**Ellen:** I totally get it. I hear you smile and your energy. Thank you for inspiring us and for bringing your hope and inspiration and down and dirty tactics. If you get that much done in six hours a week, that's worth paying attention to just from an organizational standpoint. One last tip to share with our listeners today.

**Ally:** You're going to run into roadblocks and challenges, that's to be expected, you're supposed to. You're supposed to meet these challenges and go oh, I was meant to come up with a solution and that solution could actually make you money. You can actually monetize your solutions. In fact, that's what so much of business is nowadays. I figured out a solution and now I'm going to sell that. Meet your challenges with open arms they're gifts for you they simply don't come in pretty little packages with bows. When you do have

that challenge, look to your higher spiritual power, shake your fist and go, is that all you got?

**Ellen:** You are adorable. Thank you for sharing your wisdom, love and energy with us.