

Reclaim Your Freedom
Shirley Dalton interview with Debbie Allen
How to Position Yourself as an Expert in Your Niche Market

Shirley Dalton: Hello and welcome, you're listening to Reclaim Your Freedom, and I'm your host, Shirley Dalton. I'm on a mission to help you create your ideal business lifestyle. As a business strategist and executive leadership coach, I help you get your business under control, grow yourself and your team, so that your business works for you and your team, giving you more money, more time and less stress. If you'd like to know more, I invite you to visit shirleydalton.com.

In my role as radio and TV show host, I bring you additional experts to help you improve your business and your life. And today, we're talking with the market positioning expert, Debbie Allen. Welcome, Debbie.

Debbie Allen: Oh, my pleasure to be with you on this show, and boy do I believe in your mission and your message about business freedom lifestyle. That's what I'm all about.

Shirley Dalton: Yes. And as we'll get into it, Debbie, I know you've been able to manage that for yourself, and we were just talking before we started that I actually first met you a number of years ago in Australia, so I know that you've travelled the world and you're having a really good time with what you're doing.

Debbie Allen: Most definitely.

Shirley Dalton: So, Debbie, I'd like to start by giving our audience a little bit of your background, just so that they can feel closer to you and get to know you. You're a business and brand strategist, best-selling author of *The Highly Paid Expert*, and mentor to business owners and entrepreneurs around the globe.

You're a business strategist in the fields of business growth, branding and expert positioning marketing. You're also an award-winning entrepreneur who has built and sold numerous million-dollar companies. You possess the unique ability to instantly solve any business problem, and leverage solutions and marketing trends that earn authority, domination around your brand. With over four decades of business building wisdom, you easily understand the dynamics of making big money in any economy by leveraging expert positioning marketing.

Listeners, you can learn more about Debbie from her website, debbieallen.com. Today, we're focusing on how to become a highly-paid expert and dominate how. How can someone become a highly-paid expert in their niche market fast?

Debbie Allen: Fast. Well, that's the thing, yeah. Overnight success, right? The thing is that it actually becomes pretty fast. I say fast, I would say six months is pretty fast. And I have clients that come to me either with a business idea and say, "Hey, can you

brand me? Can you get me going? Can you position me and build my website and do all of this stuff?" From an idea. And actually, a lot of [inaudible 00:02:46] clients and they want to create that financial lifestyle. That and say, "Hey, I want to do something that gives me more freedom but makes me a lot."

The reason we can go faster is because I've basically been doing this for well over 20 years. And what I'm sharing professional speaker for about 25 years. I did the traditional speaker model, you know, paid speaker model, one gig to the next for many, many years. And then I discovered a way to position myself more as an expert who speaks professionally, and then create multiple streams of income.

So, the reason I can do it faster is because I have a system that has worked for me and many of my clients. Patient first. So, with the support to build a foundation as an ... expert positioning. And then from there, hey, then you can start marketing, going for it, but the foundation's a critical piece. Whether you are starting out or have been in your business for a number of years...

Shirley Dalton: So much is realistic, I'm thinking that ...

Debbie Allen: Say if you have help, everything's lined up, like that is totally record time. So that's fast, when you said fast ... It's where do I position myself and then you try something or this is a [inaudible 00:04:03] expert materials, online, offline when you launch or relaunch yourself. You can't be cheap and then expect to make a lot of money. Shirley, a thing that I love about this and why I love teaching it, is because this is the most profitable business I have ever been in. In my introduction you mentioned, I have built and sold numerous million dollar companies. I've been an entrepreneur, some time ago, nothing as profitable and as free as the lifestyle of what I teach as a highly paid expert, so I get really jazzed about creating this lifestyle for people.

Shirley Dalton: I can sense that and I love that quote that you used, you said, "You can't be cheap and expect to make a lot of money." Sometimes you work or you want to work with people and they go, "Oh, I don't want to pay that or I can't afford it." And you think wow, that's because it is an investment.

Debbie Allen: Yeah you can't afford not to. Even though I've never ... I wasn't a good student in high school, I barely passed high school. Never applied for a J-O-B in my life. I have never gone a day of college, but I have a master's degree many, many times over with all of the mentors that I've invested in. So, I just went to go, logically, to me was going, "Hey. Do I want to stay in school and learn from a professor that isn't making as much money as I want to make and doesn't have the success I want." Or I might want to hire a millionaire or multi-millionaires that have already done it and are kind of scrappy entrepreneurs and said, "Hey you can do it too. I'm going to show you how." And they're going to shortcut, and that's always the way I've always felt. I can't say that I'm self-taught

because I'm taught by many mentors. So probably have a master's degree many times over in entrepreneurialism and investing in that way.

I mean, if you think about it, I've invested probably easily a hundred grand in mentors, and that to me isn't very much because you think about a college degree and \$100,000 investing in a college degree, you get out and you've got this college loan that you've got to pay off and you don't even know if you've got a job, and you don't even know if you like the job. So, I'm all about that really more of an entrepreneur lifestyle. I push people in that direction. Not everybody has that direction to go to, I know. Maybe they didn't have that background. But I didn't come from entrepreneurial parents. I think that it's a personality you have, as an entrepreneur that understands that mindset, and it's not everybody. If that isn't for you then get a job. If not, and you want the financial lifestyle, you have to have a certain personality that, say I'm going to do whatever it takes. I'm going to invest in whatever it takes, and any obstacle that gets in front of me, I'm just going to push it down, knock it over, climb over. My goal is too important.

The thing about an expert is, your mission is much bigger than you because when you commit to being an expert in something, an expert is someone that teaches other people how to do something quicker, better, more effective than they can learn it by themselves. And you have a bit of knowledge, or a bit of experience that you're sharing with somebody else, and because you have that, they'll pay you. And the thing is that, when you have that opportunity to do that, you also have a responsibility to change the world. I can't quit because I have to help people learn this. And I had to learn it through all that I've done to share my life's work. It would be so selfish of me to quit or give up when things got hard because, I have a mission.

And I think when you get to that place in your life when you're on a mission to help other people, you make a really good expert and nothing gets in your way of making it happen.

Shirley Dalton: I'm just thinking about what you're saying and I would agree with that, that it is selfish of you if you have that mission and you have that knowledge to be able to help people and then you don't continue with that, then there are so many people who miss out on that. One of the things that you mentioned earlier was in this niche market of being a highly paid expert, you had mentioning about multiple streams of income. So, sharing some of your wisdom here.

Debbie Allen: Yeah, you know Shirley, you said we met about six years ago, and it's really interesting that then I was doing multiple streams of income. I had already discovered that being a paid professional speaker and an author, that was great, but it was really mostly one stream of income. And I was ... When we had the major US economic crash in 2008, 50% of the meetings were cut off, and in my industry, at that time I was speaking in retail, and real estate, and mortgage. So now, we're talking 3/4 of the business is cut off. I'm one of the highest paid

women speakers, probably in the world at the time. I paid my dues and thought I have arrived. Well, no. The economy said something else.

I actually reinvented myself six years ago. I was on almost a four year world tour speaking. And while I was over there doing that international travel, I needed money in multiple streams of income. And then I started adding more of the consulting part of the business. I started adding more different type of event business and just changing my business model, so that there wasn't just this one stream because it was pretty devastating. It didn't last for one year, it lasted for a number of years. I can turn things up to the budding international travel that I did. I've spent a lot of time in the Middle East and people opened their arms and embraced my expertise. And so I started really thinking about and just bringing my wisdom to the world, so I'm so glad that challenge happened to open my eyes to the multiple streams.

While how to do it because you don't know what's out of your control, but if you have one page business point and then break it down by all the streams of income, and I think it's great to have just some visual business plan in front of you that is realistic and that you can start creating these streams.

Shirley Dalton: I think that's really, the important point that's made there, number one is that, don't be afraid to reinvent yourself, to have the multiple forms of income.

And welcome back. Wow. Listening to Debbie Allen, the marketing positioning expert, and Debbie has been an entrepreneur since the age of 19 and has seen hardships come and go, just as many of our listeners would have done, and has been able to reinvent herself and now has an effective strategy for helping you to become a highly paid expert in your niche market. So Debbie, how can someone effectively launch their expert frame of mind?

Debbie Allen: Okay, so I'm going to tell you first, Shirley, what people do wrong and that's why there's struggle. Okay, so they don't pick a path. Okay, pick a path. Pick a very clear focused path, what you're gonna be an expert at, right? You can't be a sales and a marketing expert. You gotta be a marketing expert, or a sales expert. So you pick marketing expert. What about marketing that you're an expert at? What piece that you do, that nobody else does, and how do you do it differently? You got to break it down, break it down, break it down.

And so the smaller your niche, or your niche, however we say that, is the more focused it is, and actually the smaller it is, the more business you'll get. And you'd think, a lot of people won't do that because especially when they're starting out, or just starting to ramp up, they go, "Well I don't want to turn any business away." Well, you got to turn business away, because you don't want everybody to do business with. There's not everybody you want. So I focus on the top 20% of my very targeted market, and that's all I need is the top 20% to make a heck of a lot of money. And so it's really thinking about it very narrow niche.

Now, what gets in the way of people's focus is, you might call it bright shiny object syndrome. I call it squirrels. (laughing) And I love squirrels. I use my squirrels a lot, even when I do my Highly Paid Expert Workshop. I throw squirrels out to the audience, and I have squirrels on my slides, because squirrels are not real ... They are focused, because they know how to go get the nuts and gather the nuts, what they need. But they're a little ADD. They're a little all out there.

Shirley Dalton: Mm-hmm (affirmative)

Debbie Allen: And so that's the way we are. A squirrel comes by and we go, "Oh, maybe I should go over here." So you got to be really focused on what it's gonna be. And the thing is, we are so close to what we do that we don't often see the most obvious. So you want to get somebody to help you on the clarity of the brand. And so then, where you get the clarity. Now, I'm gonna give you an example. I just started working with three new clients yesterday. And so I'm trying to think which one I could tell you one.

Okay. Here's a really good one. My oldest client ever. Her name is Ann, she's 87 years old, runs a foundation for children that are in need. They're poor and don't have a lot, and she grew up in that environment, and she has three generations behind her that took care of children, that were in need. Her family was very poor growing up, and they took in four orphans. And so this woman has continued to carry the passion and the legacy, and she is not gonna leave this earth without fighting her way to the top, literally, to make a difference in the world. And so she hired me to do a brand for the foundation. Because she's trying to do it word of mouth, and little bits and this. And I'm like, "You're gonna go for it." Guinness Book of World Records the second time around, she's getting a little smarter. We had to raise some funds for this.

And so I have amazing people like this that, whether it's to build a foundation and leave a legacy, or whether it's to change a business that you have right now, everything still needs a brand. It still needs people to understand it. Because she would go out and she'd explain, "Well I have this foundation for children," and people didn't quite get it, and they'd think, "Oh your story's great," but she didn't raise any money. And so we need to create a really strong brand, and a visual online presence, before she goes on that next trip, so that we can raise the funds and the awareness to blow this foundation up the way she wants it to.

So it can be any part, whether like I said it's a business or a legacy or whatever it is. But no matter how incredible a story is, no matter what experience you have, you have to be very clear on your message. And people have to get it within the first three to five seconds. Your name, one of the things I do for her right away, I say, "We need to change your name." I like to come with a business name that is keyword-rich in a domain, so that we can lock up all the domains that describe what your expertise is, and then launch or relaunch.

And so that was really clear. Because she had initials of something, you couldn't understand it. So we use keyword-rich strategy by using those domains, and also keyword-rich strategy on video. You're going to get listed very high on the search engines very quickly, so that speeds up promoting your expert brand as well.

Shirley Dalton: Wow, okay. I'd say there's definitely a system in there, and so looking for a business name which is keyword-rich, and looking up the domains and describing your expertise in keywords rich strategy.

Okay. So Debbie Allen [crosstalk 00:16:25]-

Debbie Allen: You did nail it there. You said system, and that is, because a lot of people think, "I just need to come up with a name and a logo, and throw it on a business card." No, it is a very specific system. So you did nail that. Of course.

Shirley Dalton: (laughing) And I can give you an embarrassing example. When my husband and I thought that we were in business, oh gosh going back lots and lots of years ago and, I don't even want to say how many ... And we went and got some letterhead printed, some stationery with our business name on it, and some business cards, and that was our marketing. (laughing) No wonder that business failed. Quickly.

Debbie Allen: It's a little more detailed now with all the online ... And people spend, "How much time should I spend on social media? How much time should I do all this?" No you just get your brand, your foundation right, get some Google Analytics going, and SEO, and all of this stuff from the ... That with ... What you're doing, and then people are gonna find you anyways. Then you utilise that to expand your social media. So people, most people got it backwards.

Shirley Dalton: Mm-hmm (affirmative). Yeah, okay. And I think that's a really good point there too, starting out with your branding and starting out with that message. And I like what you said then about having a [inaudible 00:17:39] that people get it within three to five seconds. And a lot of people they meander around the path and at the end of it you think, "Well what the hell are you selling? How can you help me?"

Debbie Allen: Yep, exactly. And then they just click a ... Especially online, there's no relationship built, so they're just, click away and go to the next website.

Shirley Dalton: Mm-hmm (affirmative). So Debbie tell us then how is expert positioning marketing different from traditional marketing, and then how can you use it to gain more high-value clients?

Debbie Allen: Okay so huge in the expert positioning marketing. Everything you do is focused on featuring yourself as that expert out there, that go-to expert within your industry. The authority within your industry. We grow up, at a very young age,

trusting authority, and believing in authority. And so automatically if you could be at the top of your game, how do you position yourself online, you're gonna move away from the sea of sameness, and your competition trying to compete. If you're trying to compete, it's because you haven't done anything to position yourself as the expert within that industry.

And I have clients that, they're carpet cleaners, they're financial advisers, they're coaches, that ... All these different types of businesses, but everybody has the same thing in common, is they want to get more clients. They want to get high-value clients. And they want to compete above their competition, easily. Now I've always looked at competition as connectors. And I get a lot of business from my competition, and build relationships with them. And I've always felt that way. Because I've always been one step ahead of them in the marketing game.

And so taking the time to move away from the traditional marketing efforts that everybody else was doing, and learn how to personally position yourself, that is going to guarantee you that you're gonna get more high-value clients, because ... For example I have a great website now. There's nothing wrong with it, and it's been there maybe ... I probably reinvented the whole thing again last year, or maybe a year and a half ago. And I'm doing the whole thing again, because I want a website that shows business freedom lifestyle. I want to show more personality. So these are things that have changed even in the last year, that's really on the cutting edge, is not just information, not just promotional things online. We're adding a lot more video, we're adding a lot more personality and images, that when you actually read about this person's business, you're reading a story, or you're hearing a story. I told you the story about Ann, and you'll remember her story more than you'll remember anything else.

And that's what you want to bring in is more the personality. So I'm revamping my entire website, which includes a full-blown image photo shoot, two days of video, on-site video production company coming to my home to shoot my business lifestyle. Because I actually created a home, where my clients come and learn here. I have a conference room where they learn small groups, I have a guest house where they come for VIP day experiences, I've created this whole lifestyle. And so I'm now gonna show this on my videos.

So whatever it is that you do that's really unique in your business, you can show that personality, and what you do that's different. That's gonna position you, and really make a huge difference. And I'll tell you I know it works, because I recently just did a joint venture connection with some gal that I saw online. I didn't even hear of her before. And I'm very selective on my joint venture partners. I went to her website, and her personality was just screaming through the website. I was like I knew her, after seeing the website, I'm like, "I need to meet this person."

Shirley Dalton: Mm-hmm (affirmative)

Debbie Allen: And so that's where it's going now. And there's just a handful of people that are really embracing that, and if you're truly the expert and you embrace that concept I think that is definitely gonna get you the high-value client. Because you have to look the part of a high value, to get high value. Does that make sense?

Shirley Dalton: Yeah. And that's interesting that you say that. Recently a friend of mine is building a house and her husband is a builder, like a bricklayer. But they're building this million-dollar house and so it's really important to her who she gets to build it. And she said there was nowhere where she could find it, even when she went to the website, there was not a lot of information. And she really wanted to get a sense of who the person was behind the company. And that's exactly what you're saying, is to let people know who you are and to get a glimpse of you, and ... We're just gonna take a short break now and let our listeners think about that. Think about yourself. Are you the expert in your industry? Is your business [inaudible 00:22:46] to you as the expert? And what's your branding and marketing like? Can people see your personality like Debbie said, where this other person's personality came through and she said, "I want to work with that person. I want to meet that person." And if not, well you know what you can do about it. Stay with us, and we'll be right-

You've spent the time thinking about your business, your branding, and your marketing, because wow we're certainly getting a host of information here from Debbie Allen, who is the marketing positioning expert. And she's certainly demonstrating that to us today. So Debbie, tell us. How could an expert quickly create product to sell, that also showcases their talents and expertise both on and offline?

Debbie Allen: Okay so I'm gonna talk about online now, because you're gonna probably ask me about books going forward, I know, so ... Because that's part of what an expert does. But let's talk about online. Everybody wants that online passive income. [inaudible 00:23:44] product, that is either an online audio series, a video series, a webinar series ... And also it would include some templates and handouts. Okay?

Shirley Dalton: Mm-hmm (affirmative)

Debbie Allen: Templates, handouts. Templates could be PDFs of something that you're teaching, in a deeper level. Okay so this is how I like to do it. I think it's the easiest way. Let's say, I like the number seven. It's a good lucky marketing number. Say we're gonna take seven things we're gonna be teaching. Say you're an expert on how to ... the care and feeding of hummingbirds. Okay? Something really obscure because I have three hummingbird feeders outside of my office in the courtyard here, and I see them coming and going, so ... That caught my eye. There are little babies. We got them little feeders. They're very well taken care of. And so we've learned a lot about humming birds. So let's say you want to teach this, and so I'm gonna ... That would be the care and feeding of your

hummingbird friends. And then, we could break it into seven parts. And so maybe the first part is getting the right feeder. And then part two is getting the right mix, where they'll come back and keep drinking away. And then, on and on and on, right?

So let's say we got seven things, we broke it down, that we're gonna be teaching. So all you need to do is make ... Get the titles. Almost like you write a book, but get the title. You want a good benefit-rich title. You want, then, good benefit-rich titles for all seven of these you're gonna break it into. And then you're gonna make some notes about each one of those. What's great about an audio ... I use free conference call, they're different around the country. Wherever your country is, what you might use for free conferencing call, just Google it and find out. Very simple. You record it, and you talk into it. You don't even have to have anybody on there if you don't want to. Just record it. Or record it some other way. And then give it to a ... You could even go to Rev, rev.com online, and have it transcribed.

And so now you've got an audio, or seven different audios or five different audios, whatever your number is, right?

Shirley Dalton: Mm-hmm (affirmative)

Debbie Allen: So you've done the audios, transcribed the audios. Now you create some video to open up the training. Teach people how they're gonna go through the training. Just do an opening video. That's all you need. Maybe one or two videos that gets them on board. A video that's going to pre-sell it, and a video that gets the buyer to take action and start using the product.

You could do the same if you wanted to do it on a ... If you want visuals, you could do it as a webinar. Again, you could have different handouts that you want to send. You just have that all on one page, on your website, which we call a portal, okay? So if you're a newbie at this, you can do all this on an existing website, but you have to have some password in your portal that would host all this information. But it's the easiest way to do it, to start out with that because you're recording it, nobody else is around, you've got notes, if you mess it up do it again ...

And it's a great way to get a jumpstart to writing a book, because that's what I did when I wrote *The Highly Paid Expert*. I did my seven audios, broke it into the different divisions I was teaching. Then I had it transcribed, and that was a good chunk of the book to start with. And it's a great place to start with the ... Having the online programme. So the online programme first, then it became a book, then it became a live workshop. So it was kind of like, all you're doing is communicating in different formats, and allowing people to invest at different levels.

Shirley Dalton: Mm-hmm (affirmative). So the communicating in different formats and different levels and really the way that you describe that there, if you've got the expertise in an area, then it's really not difficult for you to talk into the recording and talk as if you were speaking to somebody, sharing your expertise and then as you mentioned getting it transcribed. And we also use rev.com. I can say that they're wonderful and I'm not an affiliate, I'm just happy to recommend them. And then getting that, as you say, you can put some video with that, put it on your website and then make that into a book, and ... Which leads us in, Debbie, you've written eight books, and you're also a best-selling author. So can you tell us how you started out sharing your expertise in a book, or have we just answered that?

Debbie Allen: No that's, that was the last one, so I'll start from the beginning with that, because ... [inaudible 00:28:36] that you're either a speaker, or an author, and either one goes back and forth. Because if you wrote a book, they want you to speak on it. And if you're a speaker you want to be an author. So that was where I started out speaking. I thought, "I don't want to write a book, oh my gosh, but I have to." Right? So I wrote the first book, which was a self-published, 110-page book that wasn't very good. And back then there wasn't even print-on-demand. I had to print 1500 copies from my local printer, and when you opened up the book, pages would fall out. It was just awful. It was a real tough start. It took me seven years to sell those books, because I didn't believe in the book, because I didn't believe I was an author, it was really ... And so, that was a tough go. But after I wrote that book I said, "I'll never write another book, that was so painful."

But then I had a great idea for a book, and I came up with an amazing title. And I still didn't think I was a good author, so I did another book that was interviews. My first book was interview format. My second book was interview format. Second book was called Confessions of Shameless Self-Promoters.

Shirley Dalton: Mm-hmm (affirmative)

Debbie Allen: Which also became a best-seller, and it was such an amazing brand that it launched me into a tonne of business, tonne of speaking business. You would not believe how many people need to learn how to be shameless. (laughing) Shamelessly promote themselves. It got me a lot of business, got me a lot of media attention, and I actually self-published that book. But I interviewed some really successfully, shamelessly successful marketers. And I put together this amazing book because they were awesome. And they loved it so much. And they were all at high levels, Mark Victor Hansen, Joe Vitale, big names in the marketing business. I didn't even know them then. I just wrote a really good proposal to get them. They loved the book. It was a little edgy and they liked that, and so they bought, just dozens and dozens. Hundreds of copies. So I made that a best-seller even self-published.

And then this odd thing happened. A New York agent Googled me, because I was obviously positioned to be an expert online, found me on Google, and wrote to me and wanted me to write a book on sales. And I said, "Well, you know, I don't know if I want to write a book on sales, but I want to redo this Confessions of Shameless Self-Promoter book a little bit, and I'd like to get a major publisher for that." Well, she actually did sell that book, and she sold another book on sales, and I made a mistake by saying yes to the sales book because it really softened my brand. Because remember I said you can't be a sales and marketing expert.

Shirley Dalton: Mm-hmm (affirmative)

Debbie Allen: Even though I can be good at sales, I moved away from that. And that kind of hurt my brand a little bit. And so then the next book, I did a Chicken Soup series of confessions, Confessions of Shameless Internet Promoters, Confessions of Shameless Dating. That one was probably never should have been written. (laughing) Don't always have the best books, right? And then I wrote the Skyrocketing Sales! which probably shouldn't ever been written either. Then I wrote The Highly Paid Expert which now again, best-seller, I hit it hard on that one. Again, launched that as an audio programme, and an online programme, and a live event. Everything, it went full-blown, and that's been carrying me for four and a half years and it's totally doing awesome.

Shirley Dalton: Mm-hmm (affirmative)

Debbie Allen: Then I wrote another book that happened by just chance, because my Highly Paid Expert book, The Highly Paid Expert it's called, The Highly Paid Expert, you get it on Amazon. It did so well that one of my colleagues that lives in Perth, Australia, said, "Hey, can we use some of your articles in our book, called Insider Secrets of International Speaking?" And I said, "Well of course." So I sent them a bunch of articles, and then I said, "Hey, we got to tell the story of how we met. You're on the other side of the world and then we met and you were gonna be in Phoenix, Arizona, where I live, and you live in Perth, and one email." And I met him two weeks later because he was in Phoenix. And then we shared so much business back and forth for years. It was unbelievable, from one email and a Google search.

Shirley Dalton: Mm-hmm (affirmative)

Debbie Allen: So then he said, "I want to see if you like the cover of the book." So he sent it to me, and my name was on the cover. So that was pretty cool. That was the easiest book ever to write, because I didn't have to do much and it was a major publisher, was located in Singapore, and he already had that lined up. So that was pretty much a no-brainer.

And then the book I'm writing right now is ... I don't write a book until I'm passionately burning to share a message, or ... Number one. Must have a

business plan for the book. Because if you don't have a direct business plan that fits into your brand, your marketing, your message and what you want to do, don't write the book. Because that's all it is. It's a marketing tool to get people to the next step to follow you. Right? And then the next thing, they're gonna do the next thing, right? And I've had people read my The Highly Paid Expert book, and buy into my highest-level consulting programme I have without even meeting me. So I know, because it's set up as a marketing tool, right?

Shirley Dalton: Mm-hmm (affirmative)

Debbie Allen: It gives the whole system [inaudible 00:33:57] everything. And so my newest book that I'm just in the process of putting together, is called Big Vision for Small Business. And the reason I'm interested in writing that is because I believe so strongly in visioning what you want, and really spelling that out in your mind, and writing it out and seeing it through vision boards, through support in that way. And I also believe that, that's probably the only thing I don't teach my clients is once we get all their business set up, is to really keep going with it, and making it really grow to the biggest level it could be.

Shirley Dalton: Okay, well on that, just have a break and let our listeners really digest all of that information because you've just given us so much there, particularly about using your book as your marketing tool. So stay with us, and we'll be right back.

And welcome back. Wow. I don't know about you but I'm sitting here thinking about my business and my branding, and writing a book to have it as a marketing tool. What Debbie Allen is sharing with us today is absolutely gold. And just before we went on the break Debbie, you mentioned that your ninth book that you're writing at the moment is called Big Vision for Small Business. And I really want to go back to that because the topic really intrigues me and I think there is so much in there, for people as entrepreneurs and small business owners. But share a little bit more about that please.

Debbie Allen: Well, my passion to write that is because, you can give people a system. I can walk them through the process. I can create the marketing position. I can create the website, I can create ... All of that for them. And step by step checklist. But I can't change their vision if it's especially limited, right? It was even better.

Shirley Dalton: Mm-hmm (affirmative)

Debbie Allen: And I did the same thing to find my husband. I've done it all my life. I've done the same thing to write books, to get clients. It's just amazing how it works, right? So I was single for 20 years, and going through lots of different people, and I'm like, "I'm not gonna settle."

Shirley Dalton: (laughing)

Debbie Allen: And I had a couple trial husbands in between there, right? I know. And then 20 years single, and I'm like, "Okay, my next one, if I ever do this again it's gonna be right." And I read a book by Goldie Hawn. And Shirley, I've never shared this story with anybody, so I'm ... Especially not on a radio show, but I'm letting myself go out there, because it'll probably be written in the book. But you're the first to hear it, because I've not shared anything about The Big Vision for Small Business with any other radio show yet. So you guys are the first to hear this.

Shirley Dalton: Mm-hmm (affirmative)

Debbie Allen: So I read this book by Goldie Hawn, and she was single, looking, and she's got her career going. I felt kind of the same way, I'm this person that's out there, and then how am I gonna find somebody that's gonna be with a strong woman that travels a lot, and has her act together, doesn't really need you, but she wants you in her life. Right? You've got to be amazing.

And so she met Kurt Russell. And she tells the whole story about how she met Kurt Russell, and their experience, and she had this statement. I can't remember what the statement was now, I'll have to dig it out. And how she believed in this man that was gonna come. And then she saw Kurt Russell, driving up on his motorcycle while she was on set with him in a movie, and she was like, "That's him. Oh my gosh, like the knight in shining armour." Right? And so I took this picture of Goldie and Kurt, and I put it on my vision board, and I thought, "You know, it doesn't even have to be a marriage. It's just a good relationship, and two people that are successful and there's no limitations and they're still very independent and cool." And I'm like, "That's what I want."

And then my Kurt Russell came. He even looks like Kurt Russell a little bit.

Shirley Dalton: (laughing)

Debbie Allen: And I knew it, the day I met him. Meeting so many different people, and I just knew it, and I called my mom and I said, "I met this amazing ... This is the person. He's amazing to his core, I don't know if I'm gonna get the friend card or if he's interested, but if he's interested I think I met my man." It was like the first tone. And it was because the vision was so strong instilled in my mind ... It was funny that he actually turned out looking close to him, right? Great hair, and tall ... I don't know if I ... I don't know how tall Kurt is, but anyways. My husband's probably taller, I don't know. Even better looking, I don't know.

But he, it was a belief. So the thing about the big vision is, you've got to have this dream and you've got to believe it, and you've got to watch for self-limiting beliefs and self-sabotage. You've also got to watch this self-worthiness, because if you don't have self-worthiness, that you deserve to have something in your business, something in your personal life, then you're gonna make excuses. And then you're going to blame other people, and the blame game's the absolute worst. Or you're just gonna stay in your comfort zone because you think that's

comfortable. But let me tell you, the comfort zone is the most uncomfortable place ever, because you're not growing, you're not learning, and you're really not getting what you really want.

The other thing about the book is that I want to eliminate the difference between dreamers and action-takers. So it's great to have a vision, and to have a dream. But you must take action, and serious action, and strategic action, to actually get there. Right? So nobody ... The thing about the movie *The Secret*, and the power of the universe providing you all this, yeah, there's energy. We all put out energy. If we put out negative limiting energy, we're gonna get more negative limited opportunities. If we put out big vision and possibilities and beliefs, we're gonna get more of that.

But the thing that was missing in that message was, you got to be a strong action-taker. You really want something, you got to go for it. Not 50%, not 75%, 150%. And you don't give up. And that's the part that I really want to stress in this book, is to really propel people to have more than they have now, and when they're reading it, to leave and have this motivation to say, "I can get more, and I can achieve this, no matter where I'm at right now." That the help is there, and if it's not there, it could be the next person you meet, that's in front of you, that's ... I don't know Shirley, you've probably had this happen in your life where you just kind of want something or to meet something, or you want a body of knowledge or wisdom, and then this person appears and you're like, "Oh my gosh. How did they ... How did this happen?" Right? You manifest it.

Shirley Dalton: (laughing) Yeah. And I'm a big believer in manifestation, so I'm loving this. Yeah, absolutely.

Debbie Allen: Well, and you paid attention to it. When you pay attention, you ignite your visions. And when you ignite your visions and you take action, you turn them into reality. And then once you've achieved that, you achieve the next one, the next thing. And it becomes almost like a business tool, a business skill that you have. And I'm talking about ... Another thing that's so ... Passionate, I'm not, passionate about right now is that, business freedom lifestyle.

Shirley Dalton: Mm-hmm (affirmative)

Debbie Allen: So I want people that are, even if they're a wantrepreneur or they're a real entrepreneur, is to say that you can have business, and you can have your life, on your own terms. And that's a pretty cool thing. And both me and my husband have both achieved it in different businesses. It's on our own terms. It's what we love, and we get up every day and say, "Oh my gosh, we get to ... We love, love love what we do, and we love the people we're working with, and we love the opportunities and the challenges, and everything that goes with that."

Shirley Dalton: Mm-hmm (affirmative)

Debbie Allen: And we also have really big choices. I go, "Okay, well let's just go take off and go to another country next month." Because we can do our business from anywhere. And that's a pretty cool thing.

Shirley Dalton: And talking about loving what you do, how can people find out more about you, or how can they get to go to one of your workshops?

Debbie Allen: Okay so I do two live workshops a year, where I train all three days. So it's a three-day workshop, and it's called Highly Paid Expert Workshop. What a good name, right? It goes with the brand.

Shirley Dalton: (laughing)

Debbie Allen: So I am going to gift your attendees ... I know you've got people from all over the world, but I'm gonna gift you the ticket, okay? It's a \$2000 ticket that I am gifting you. So when you think, "I can't fly across the world, or I gotta go-" People come from all over the world to go to this event, because if you're serious about learning this business, as an expert, a highly profitable business, you want to be there.

So I'm gonna give you the guest pass. I'll pay for the ticket. You've just got to get there, and take care of that part, and I guarantee you you're gonna be blown away by what you learn. And I just share everything. I'm very open book, very authentic, and I share my life's work with you, and let you leave with the business plan in place, and what I call a quick cash action plan so that you have, go out there and start making money right away, that you never realised you could with the knowledge and expertise you have.

Okay so here is the guest pass link. And I'm give you the easy one. Highly ... it's highlypaidexpertworkshop.com/guest ... highlypaidexpertworkshop.com/guest ... That gets you to an application page. So you have to fill out the application, and you have to mention Shirley's radio show, Shirley Dalton, or just put Shirley's Reclaim Your Freedom radio show, and you will get the pass, and we'll follow up from you from there.

Shirley Dalton: Okay. Thank you so much, and I really hate to rush it but we really are out of time, and so ... Wow. If that doesn't convince you listeners that you need to be seen as an expert in your field, or you may already be an expert but do others know about you, then gosh I don't know what will. Thank you so much, Debbie, for sharing with our audience today. I know I certainly learned a lot as well.

Debbie Allen: Well thanks Shirley. My pleasure, and I hope to see you when I'm over in your part of the world soon.

Shirley Dalton: Absolutely. Wow. Well time goes so fast, that's all we have time for today. Listeners, as always, I encourage you to implement what Debbie has shared with you today, so that you can continue to create your ideal business lifestyle.