



**9 Keys  to
Success for
Midlife Women
and
Women Over
50**

**WOMEN
ENTREPRENEURS**

Includes Worksheets

HI SISTERFRIEND!



You can have the fulfilling life and business you desire. However, you must incorporate certain things into your life. These 9 keys are these "certain things."

-Carmin Wharton, Business & Life Coach to Midlife Women & Women Over 50

Whether you are or desire to be a one-woman show ('solopreneur' is what it's called I believe) or whether you desire to start a multi-million dollar industry from your home, there are some keys to success that apply to you, regardless of your business form (sole proprietorship, incorporation, LLC or partnership), your age, ethnicity, industry – whatever, these 9 keys apply to you as a women entrepreneur.

These nine (9) keys will allow you to take your business and your life to the next level.

These nine (9) keys are a large part of the reason for my success.

These nine (9) keys helped get me off the merry-go-round of hoping, wishing, doubting and wanting to actually taking action toward creating the business and life I wanted.



Carmin Wharton

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KEY ONE: DREAM BIG



Before we go one step further, let me assure you of ONE thing!

You are not too old to accomplish your dream of building a profitable business!!!

Now that we've established that fact, let's move on.

Women entrepreneurs are one of the fastest growing segments of our population and interestingly, women of color are jumping into the entrepreneurial pool at a rate faster than her sisters of other ethnicities.

I don't know if we are socialized this way or what, but we women tend to limit ourselves more than men. Most men start a business dreaming of and expecting to be a huge success; they don't expect failure. I'm speaking from experience here. Women tend to stop and start and look back toward working for someone else when the going gets tough. Or, rather than planning for big business growth, we tend to hold back a bit or we turn ideas for growth that could explode our business over and over in our mind until we talk ourselves out of these great ideas.

If your business dream does not scare you, you are not dreaming big enough.

After years of coaching women entrepreneurs I know that we as women are our own worst enemy when it comes to accomplishing our dreams. We doubt ourselves, we fear success and failure - all of which can keep you stuck!

On the bright side, we are very intuitive and can sense behaviors, emotions, and societal trends. Use your intuition to help build our business and life. Then, go out and help others achieve their dreams.

Remind yourself about a big important goal that you accomplished in the past. I bet it took courage. Use that same courage and allow yourself to dream big in your business and then take one action step at a time toward fulfilling your big business dream!

KEY ONE WORKSHEET



What is your big dream?

A large, empty rectangular area with a light orange background, intended for writing the answer to the question above.

What is ONE thing you will commit to do in the next 24 hours that will take you in the direction of your dream?

A large, empty rectangular area with a light orange background, intended for writing the answer to the question above.

KEY TWO - CREATE A VISION STATEMENT



If you don't create a vision statement for your business, you will feel like giving up more than you will feel like pushing forward. Why? Because you will forget why you went into business in the first place and who you desired to serve that made you start the business.

A vision statement will help you make critical decisions about your business. If you know what your business is, why you are in business and who you are serving (your target or niche market), you will only make decisions and become involved in things that will grow your business.

Your vision statement will also help manifest your dream life. Within your vision statement, write your life as you wish to see it.

What type of clients are you serving?

What information products have you developed? What products are you selling?

How much money are you making a year and what are all the wonderful things you will do with that money?

What's really important at this step is to feel, really allow your emotions to feel like it has already happened. The more you are able to really feel like it's already happened in your spirit, the quicker it will happen.

You don't think you can do this?

No matter what the lying critic in your head is telling you, you can do this! How do I know? Because I did it and I'm not smarter or stronger than you are.

I just decided to choose myself. I began to believe in me and my: gifts, imagination, worth, etc.

Have you ever looked at an action, drama or love movie at home or at the theater? Have you ever felt your heart race, head pound or tears roll down your face while looking a movie?

Do you know why these things happened?

They happened because your great imagination tricked your mind into believing what you were viewing on the television or screen was real and you bought into it. So do the same thing with your vision for your business and your life.

See, that wasn't that hard was it?

There was a time I was about to give up on my coaching business because while a lot of people were booking free consultations, when it came to purchasing a coaching session, they went ghost (LOL).

When I did have a client who was willing to invest in themselves and pay, I was allowing myself to try to be everything to the client. It was wearing me out and I was about ready to throw in the towel and go back into the workforce. Then, I pulled away for a few days and just prayed and collected myself a remembered

why I invested in studying to become a certified personal coach. I became a coach so that I could teach women how to start and grow an online business and how to create a life they REALLY want. These two things are now the focus of my business.

Now that I have the vision and am focused on the vision every day, I feel powerful and invincible and like I can help millions of women realize their dream of entrepreneurship and a satisfying balanced and authentic life.

Do I still have moments and days when doubt rears its ugly head? Sure I do; I'd be lying if I said I didn't but to silence the enemy within – the harsh lying critic – I review my vision statement and I pray and I release the fear.



KEY TWO WORKSHEET



Use this space to write your vision statement for your personal life:

A large, empty rectangular area with a light orange background, intended for writing a vision statement for personal life.

Use this space to write your vision statement for your business life:

A large, empty rectangular area with a light orange background, intended for writing a vision statement for business life.

KEY THREE - INVEST IN YOURSELF



Don't ever stop learning. You must continue to attend webinars and workshops and you must continue to purchase online courses, books, e-books and reports to help you stay on top of your game!

Technology and the internet are changing so rapidly, if you don't remain up-to-date, you, your website and your business will soon be like the American buffalo – you will become extinct.

I am constantly on the lookout for new trends and ideas that I can provide to my audience.

One of the greatest investments you can make for your business is to hire a trusted and knowledgeable business coach or mentor. [Click here](#) to learn how I can help you.

One word of caution: don't continually chase after the latest bright, shiny way to make tons of money on the internet. What you want to do is look for new and cutting edge ways to help you manage, market and build your business easier and faster. You want to stay on the look out for ways you can help your clients and customers; find things that benefit them and they will be your customers for life.

Tip: Remember, many of the items you purchase to stay on top of your game regarding your industry may be tax deductible (consult your tax professional)! Even more reason to invest in YOU.

KEY THREE WORKSHEET



What one activity, event or tangible object will you invest in during the next 30 days to help develop your business?

Where will you get the money from to invest in this activity, event or tangible object (think credit card, giving up a recreational activity, your morning latte, having your nails done, etc.)?

KEY FOUR- JOIN A GROUP



Create or join a mastermind group, coaching group or a success team. We as women must not be afraid to share and mentor other women. When you openly and freely share information, your talents and gifts, you get back what you have shared ten-fold. Quit thinking you can do everything yourself.

Surround yourself with people who are big dreamers like you and are leaders in their industry. Social networking sites are fine but what I'm talking about here is a group of heavy hitting women who are serious about their business and taking their life to the next level. Agree to meet often and share business ideas and techniques that you have learned. Share your successes and failures. Don't be afraid to ask others how they overcame some problem.

Facebook groups are ideal! You can learn a lot from the host and other members, receive free training in your industry and, depending on the rules of the group, you may be able to advertise or share your product or service! Just don't go overboard. I suggest joining no more than 3 groups which are directly related to your business and industry. **I hope you'll join my Facebook group, [Business & Life Coaching for Midlife Women](#).**

Having a support system will also make you accountable. Your group can help you keep you on the path to accomplishing your most cherished goals. It's been proven that when you have an exercise buddy, you are more likely to exercise on a regular basis. It's the same with your business mastermind group or success team

KEY FOUR WORKSHEET



Which friend(s) or business acquaintance(s) can you ask to hold you accountable to do something specific to move your business forward in the next 30 days?

Which Facebook group(s) will you join? Since you have this eBook in your hands, you might want to check out my Facebook group! [Click here to join!](#)

KEY FIVE -OVERCOME OBSTACLES & SETBACKS



Challenges and change are guaranteed in life. Don't allow obstacles, challenges or change to throw you a curve ball. If you get knocked down, get back up – immediately.

If you are sincere and really want your business to succeed and do everything in your power to make it happen, pray and leave the rest (even your enemies or the player haters) to God. I'm telling you this works. There have been times where I thought financial hurdles were just too large to overcome and every single time, once I stopped being fearful and acting out of fear, a way would be made. I'd get a new client or somebody would purchase a course or eBook.

Even on days that you don't 'feel like it' do it anyway; whatever 'it' is. Market your business everyday whether you see results or not. Participate in social network marketing forums and attend live networking events in your community whether you see any results or not. Make those sales calls whether you see any results or not. If you will just keep pushing forward, your efforts will pay off.

Before you build your online business or get too deeply into your already created online business, I strongly urge you to have contingency plans in place for when a setback or obstacle presents itself because (believe me), you will face a setback or obstacle eventually. So have your plan in place so your business can continue to grow and operate in spite of the obstacle or challenge.

KEY FIVE WORKSHEET



Be honest with yourself. What obstacle (s) or challenge (s) do you already see as a possible problem for you while building and growing your online business?

What is your contingency plan (Plan B) when an obstacle or challenge presents itself?

KEY SIX -BE REAL



I bet I'm not the only one who regularly sees claims all over the internet about internet marketers who are making thousands of dollars a month online. If that's you and its true – great! I am not saying this is not happening and frankly there is nothing and I mean nothing wrong with wanting to be wealthy and becoming wealthy. It is a goal of mine, for sure. But if that's not you yet – be real about it. Admit where you are in your business and your life. If you need help, ask for it.

Make sure your passion is real about your business. If you are no longer passionate about your business, don't try to fake it. Get out of the business, enter another business or rejoin the workforce but be real about who you are and what you want.

If you are not passionate about your career, get a new career, learn new skills. Do what you know you need to do to get yourself to the right place.

If you're in a relationship (romantic or otherwise) that isn't working any longer, while it may be tough, move on. Remember, as long as the wrong person or people are in your life, there's no room for the right person or people to enter your life.

I once saw a bumper sticker that read: "Life is not a dress rehearsal; this is the real deal. Live your life to the fullest."

Be you. Do you. Be real.

KEY SIX WORKSHEET



Where in your life are you not being true to yourself? Are you in the wrong business, career, living space or relationship?



What steps will you take to live a more authentic life that is more in line with who you really are and where you're going?

KEY SEVEN-STOP COMPARING YOURSELF TO OTHER PEOPLE



God made you unique. If you were given an idea for a business and there are thousands of businesses similar to yours, guess what? Your business is still unique because you are unique. You wouldn't be inspired to start the business if there was not a place for you in your industry.

You must evaluate your skills, knowledge and experience and figure out what skills, knowledge or experience people will pay for. Once you decide that, you want to spy on the competition and find a gap in what competitors are not offering and what people need. Find a need (no matter how small or different) and fill that need.

Decide what you want to accomplish in your business. Decide how much money you want to make in your business and by what date. While earning \$5,000 a month may be perfect for you, another person may believe they must earn \$100,000 a month. Don't compare your accomplishments, achievements or where you are in your life or business to other people because it will either make you miserable or egotistical; neither of which is healthy for you and your business.

Everything that you see on social media isn't real. Yep, there are people who are fronting, wearing masks but the reality of their business and life is anything but pleasing.

While you can learn from others and definitely be inspired by others, make sure that you don't compare yourself to others. Do you, be you. I once saw a bumper sticker that read: "Life is not a dress rehearsal; this is the real deal. Live your life to the fullest."

KEY SEVEN WORKSHEET



What is your unique selling position (your USP)? What spin or twist can you put on your business that competitors have missed?

How much money do you want to earn in your business the remainder of this year – be specific; list either a weekly, monthly or annual amount?

How much do you think your service or product is worth per hour of your time?

KEY EIGHT-FOLLOW YOUR DREAM & PASSION BUT NOT MONEY



If you are in your business just to earn money, get out – now. You must be in your business because you love what you do and you are passionate about what you do. If you follow this advice, before you know it, you will have more customers and clients that you know what to do with.

We are spiritual beings and because of that, we can detect when someone is in it for the money or if they really want to help us. If you are in business just for the money, you may fool a few people for a long time or a lot of people for a little while but you will not enjoy the great amount of success that you could have enjoyed had you been in the business because you loved what you were doing and you were passionate about what you were doing and the people you are serving.

Now don't get me wrong. One of the main reasons that you should be in business is to become wealthy. However, don't allow the desire for wealth to overshadow your stronger desire to share your talents and skills with your ideal clients.

I dare you to ask anyone who is a success in business if they love what they do and can't wait to get out of bed in the morning. If they are hugely successful, if you keep talking to them you'll discover they weren't in it just for the money.

KEY EIGHT WORKSHEET



What task that is tied to your business brings you pure joy and you would do it for free if you had to?

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If you were working your business full-time, what would your ideal day look like?

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KEY NINE-MAKE A DECISION AND ACT FAST!



When you are trying to decide on a direction to take in your business or when you are presented with a flash of inspiration to do something, decide fast and act fast. Take inspired action quickly.

I held off for a long time presenting live events because I was trying to make sure everything was perfect. Perfection is a form of procrastination; pure and simple. In my case, I knew I had a lot of great content and experience to share but I kept telling myself that I didn't have a large enough audience to do live streams or host a webinar. Isn't that silly? Once I just decided to do it, people begin to register for events and many of them became clients.

Another thing that could stop you dead in your tracks is to fool yourself into thinking you have to 'learn more' or 'research more' or 'gather more information.' Of course, you want to be well versed in your industry but make sure you are not using the 'gather more information' thought to stop you from really moving forward. This was a big problem for me (confession is good for the soul).

It's amazing what fear of success and fear of failure can do to stop us dead in our tracks.

Take inspired action - quickly!

KEY NINE WORKSHEET



What have you been putting off doing thinking you are not enough of an expert or are you constantly “improving” your product or service before you launch it?

What will you decide, implement and do in the next 24 hours to build or grow your business?

WHAT'S NEXT?



While the nine (9) keys in this eBook are critical to your success, as you know lovely lady, there's still so much more to starting and growing an online business!

Do you want some help in starting or growing your online business?

Click
here to
get help!

Let's Do This Girl!