

MILLION\$ Party Girl®

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SECRET # 5 Inside Every Woman Lives A Million \$ Party Girl

“Whatever you choose, however many roads you travel, I hope that you choose not to be a lady. I hope you will find some way to break the rules and make a little trouble out there. And I also hope that you will choose to make some of that trouble on behalf of women.” Nora Ephron

Speaking with thousands of Entrepreneurs and Leaders over the last twenty-two years has revealed a common thread; most women don't know the difference between a vision and a goal. According to an article entitled “Women and the Vision Thing” in the Harvard Business Review, “Women scored lower on envisioning—the ability to recognize new opportunities and trends in the environment and develop a new strategic direction for an enterprise.”

Like many of my friends, I was taught at a young age that nice girls don't toot their own horn. We were supposed to act like a lady.

My mom's generation sacrificed for family, God, and country while men took charge of business. How many women Entrepreneurs with vision did you learn about in history class? Right off the top of my head, I can't think of any. John D. Rockefeller, Thomas Edison, and Andrew Carnegie are the first that come to mind when I think of Entrepreneurs with vision. I would have loved to have heard the story of Coco Chanel (born in 1883) as I was sitting in sixth-grade social studies; however, businessmen dominated the pages of my history book. My role models were women who changed history such as Helen Keller, Susan B. Anthony, and Harriet Tubman. We need more Visionistas in the history books. Even when I was researching success quotes for this book I found that the majority of quotes in the "Googleverse" are from men. To find quotes from women, I had to search by their specific name. It's our time to step out, take center stage, and make some noise.

One day, while enjoying my newfound mommy-ness, inspiration appeared at the drive-through window, as I picked up Happy Meals for Lauren and Alyssa. The sign over the big yellow arch appeared in front of me like a flashing billboard: BILLIONS and BILLIONS SERVED.

When you're open to receiving inspired thoughts, they can come from a very unlikely source, even from a fast-food restaurant. That was it! I had to put my vision on a "sign" and share it with others! No matter what you think about McDonald's food, Ray Kroc was an innovative genius. There had to be something I could glean from his example. As soon as the kids got through lunch, we were off to the library (Google wasn't born yet) so that I could learn as much as possible about Ray Kroc's story. (It turns out that hamburgers and candles have a lot in common.)

There are five lessons Ray Kroc taught me that inspired me to rock my inner Visionista:

1. **You don't need to invent a new or innovative product.** What you do need is passion! Candles and hamburgers are not new products. Burgers have been around since the late 1800s, and candles date back to the Egyptians. Ray Kroc didn't even invent McDonald's. He was selling milk shake machines when he walked into the McDonald's brothers' restaurant and had his "Aha!" moment. Inspired by Henry Ford's assembly line process, Ray Kroc was passionate about the systems the McDonald brothers created, and the potential for sharing the business concept with others. "When I saw it working that day in 1954, I felt like some latter-day Newton who'd just had an Idaho potato caromed off his skull," Ray Kroc said. "That night in my motel room I did a lot of heavy thinking about what I'd seen during the day. Visions of McDonald's restaurants dotting crossroads all over the country paraded through my brain." (That was exactly how I felt when I walked into that party smelling those raspberry candles.)
2. **It's never too late to get started.** Ray Kroc was fifty-two years old when he opened his first McDonald's franchise. He bought the rights to the business a few years later. Thanks to Ray Kroc, I knew I had plenty of time to leave my mark on the world. Even now, after turning fifty this year, I feel like I am just getting started. Isn't fifty the new thirty?
3. **We succeed by empowering others to succeed.** Ray Kroc believed that it was up to him to support every business owner, and he poured his energy into developing people. He succeeded by giving his franchisees the tools and training they needed to succeed, as if he worked for them. Imagine if corporate managers embraced this concept with their

employees? It would revolutionize most businesses. In other words, “A candle loses none of its light by lighting another candle.” He was speaking to me.

4. **Create your vision and put it on a sign for the world to see.** The McDonald’s sign was Ray Kroc at his best. It takes a lot of chutzpah to put your vision out there in such a big way that everyone knows who you are and, more importantly, where you’re going. There was always an expectation that the number on the McDonald’s sign would go up. We’d drive by as kids and look with eager anticipation to see how many more burgers were served. The entire nation was rooting for McDonald’s to be a success. Today the sign simply says, Billions and Billions Served.

5. **Visionaries change the world.** Inspired by Ray Kroc’s philanthropy, the local Philadelphia franchises donated the proceeds of the Shamrock Shake to build the first Ronald McDonald House in 1974. Today there are more than 300 Ronald McDonald Houses all over the world, providing comfort, care, and support to families. The abundance we create is like throwing a rock in a pond. The ripple starts small but gains size and momentum as it grows past the center. The lives you touch can impact thousands, if not millions of people.

I didn’t get the Million \$ Party Girl Starter Kit, I got the same one everyone else did. It’s not what you have; it’s what you do with it. After nine months in business, I was ready to give birth to a new vision. But I was at a loss when people asked me, “What do you do?” Today, that’s called your elevator pitch. In 1990, a pitch was something girls did playing softball. Therefore, as a women Entrepreneur, I had no idea of where to start. How could I introduce

myself so that people took me seriously and really “got” where I was going? Many of my mentors called themselves a Candle Lady or a Demonstrator (yuck). That was so 1970s. Hadn’t we come a long way, baby? As a business owner, I recruited, coached, and trained a sales team, developed Leaders, planned events, created a marketing strategy, and gave motivational speeches, all while selling candles and home decor at home parties. I was going for something bigger. Entrepreneur? Mom-Preneur? Work-at-home mom? What was I?

All I knew was that my vision was to share my glow, and empower hundreds of women to discover theirs. I decided on the title of “Nationwide Developer.” Hey, I was the CEO, so why not give myself a title deserving of my skills? After all, my energy was focused on looking for talented, motivated, candle-loving Entrepreneurs to join my growing (and glowing) team. We had no territories—the nation was our oyster. My new title drew people in and encouraged them to find out more about me. Now I just had to figure out how to communicate my vision to the masses.

If Ray Kroc could start a new biz at the age of fifty-two, my expectations were even bigger at age thirty. I was ready to break some rules! At that time, no one in my area had built a million-dollar business within his or her first few years, but that didn’t mean it couldn’t be done. Someone had to be the first. I needed a visual, my version of the golden arches. I grabbed a magic marker and poster board and drew what a million-dollar business would look like in my world. My poster had eight circles on it to represent each future new Leader (we didn’t have any—yet) who would be joining me on the journey to creating a million-dollar business. It called out like a “Leaders with Vision” wanted sign. I invited everyone over to announce my new vision and share how it would impact our team—each woman’s success would lead the way for others to follow. We were going to be trailblazers; create a new region, and generate one

million in annual revenue! Woo-hoo! Two unexpected things happened: (1) my vision inspired people to act and (2) people wanted to follow a Leader who was going to take them somewhere. One by one, the women came up to take the black marker and write their name in one of the circles. They claimed their right to dream big! It was an empowering and powerful moment.

Each future Leader received their own poster to create their vision on. They drew out what it would take to move up and build their teams, using circles to represent their dream team. The momentum had begun! We were propelled by forward motion, and there was no stopping us. Who is on your dream team that will propel your vision forward? Who do you still need to find?

I shared my vision at every opportunity. When someone asked me, “What do you do?” I passionately announced that I was a Talent Scout, building a million-dollar sales team in New Jersey. If I was in Philly, I said I was developing Pennsylvania. If I was in Maryland, I was developing Maryland. I was the same person whether I introduced myself as a Candle Lady or a Talent Scout, developing an entire state (or the United States for that matter). I didn’t change. People’s perception of me changed.

If you’re an Entrepreneur, you’re the CEO, so make up your own title that communicates where you’re going. Your self-worth determines your net-worth. By changing the way I introduced myself, I attracted more motivated Entrepreneurs to my team. People perceived me to be more successful, and wanted to do business with me. Perception became reality.

You’re reading this book, so you already have a million-dollar vision to develop your business locally, regionally, nationwide, or worldwide (even if you don’t know it). Introduce yourself as “that”

person. Because, you are! Meaning: dress and introduce yourself as if your vision has already become a reality, so that you are perceived to be that person. Ray Kroc knew in his heart that the number on his sign would continue to go up. We all believed because he believed. You stand a little taller and straighter when the world can see what you see. Make your vision part of your “pitch.” There’s a Million \$ Party Girl in all of us, waiting to rock our vision and have fun while we’re doing it! People are visual, matching up what we see to what we hear. A Visionista better look like a Visionista. Perception will also vary from generation to generation. When I told my seventy-four-year-old dad the title of my book, he remarked (in his dad voice), “People will think you're a call girl.” I responded with a big grin, “Sex sells!”

OK, so right about now you’re having a conversation with yourself about putting your vision out there. Maybe you picked up the wrong book. What will your friends and family think? What if you fail (we’ll get to that in the next chapter). How are you going to make that happen? Should you really put yourself out there like that? How will you find the time when you have a family that needs you? Remove your head for a minute, and think with your heart. Women are the “what if” Queens. We take the wind out of our own sails before we even get started.

Think of this: What if you built a million-dollar business? Change your “What if” I don’t (fill in the blank) question to “What if” I do (fill in the blank). It’s a simple change in mindset that can change your entire world.

Start by focusing on a past success. If you did it before, you can do it again. I never had success in direct selling; I had never sold candles, coached a team, developed Leaders, spoke in public, or built a million-dollar business. However, I did overcome a lot of

obstacles to succeed in retail and corporate sales. I'm passionate about supporting women Entrepreneurs to achieve their big dreams. Look at me now, I'm writing a book! I didn't know I could do that either. What are your success stories, and what obstacles have you overcome? Play them over and over again to build the belief in yourself you need today. You can do this!

So, what if your vision builds a million-dollar business? Think of the abundance you will be creating. That's what really gets me fired up! It's not just about wealth for you, it's wealth for everyone you inspire, because you stepped out and created something BIGGER. Here's a simple example. Last year my team held 5,590 home parties—with more than 36,000 guests in attendance. Think about the impact on the economy and the abundance my vision created. That includes supermarkets that sold food that was served at the parties, lighters purchased to light the candles, purchases made with the income entrepreneurs earned, etc. It's a ripple that just keeps going! And that doesn't even count the number of UPS workers that delivered the products! You're welcome UPS!

Break out of your comfort zone and try something really "crazy," like telling someone about a dream that's been your best-kept secret. Whether it's getting up the courage to call someone you want to do business with, putting your vision out there for the world to see, or telling a family member you've found your passion, let your purpose be your guide. Grab some poster board and markers and start creating a vision that inspires others to act. When JFK announced his vision of putting a man on the moon, he had no idea how it was going to happen, but he inspired an entire nation to figure it out. That's how you know that you're on the right path—it should sound a little crazy.

A vision inspires, energizes, and motivates! Goals are the little steps that will take you there. Start with a map of the United States. Then, visualize your business growing in a specific state, region, or throughout the country, whichever is appropriate for your business model. Put a star (or whatever speaks to you) on the new areas you are developing, based on what makes the most sense. For example, my good friend and lawyer, Lynda Hinkle, branched out and opened offices in three counties (all within thirty minutes of each other) to make her vision of “a growing small firm that is a powerful advocate for its clients and also is an active participant in its community,” a reality. She could have easily serviced clients from one office, but her vision guided her to expand to three.

Head out in the world and go where no woman has gone before! But don't go alone; being a solo-preneur can be very isolating. Team up with like-minded people and form a Mastermind group of women from different industries who can share their unique perspective, talent, and vision.

Napoleon Hill, author of *Think and Grow Rich* (*Chapter 3) introduced the concept of the Mastermind principle as “The coordination of knowledge and effort of two or more people, who work toward a definite purpose, in the spirit of harmony.” Simply put, two (or ten) heads are better than one. I start my day with a Mastermind, walking three miles around a lake with my best friend and fellow Visionista, Robin. Creative thoughts flow as we walk and talk. We get inspiration from nature while we keep the middle-aged pounds off. It's exercise for our mind, soul, and body.

You can find or create a group by networking (see Resource Guide at the end of this book), joining LinkedIn groups, Facebook/ Twitter search, and web search. Mastermind with Leaders whose vision is in line with yours and who will be committed to showing

up. Mastermind groups are for the “will be’s,” not the “wannabes.” Women love to socialize and connect, so include at least fifteen minutes in the beginning of your Mastermind meeting for mix and mingle. When it’s time to get down to business, go around the room and ask each person to address any issues or opportunities. Allow time for discussion and feedback. I recommend that you pick someone to lead the discussion, and delegate a timekeeper.

Create a community of Visionistas who support each other with respect, integrity, and a passion to live an abundant life.

I hope you’ve enjoyed this chapter from Success Secrets of a Million Dollar Party Girl. Hungry for more? [Read the entire book via the kindle app for just \\$4.99!](#)

Amazon Review:

"This book is a "how to" manual for stoking that fire in your heart into an actual blaze of commitment. Lynn Bardowski inspires confidence and offers lessons that can be put to use for any business including the multilevel empire she has built. You will find yourself constantly rereading parts of this book and actually using the wonderful resources she includes."