



# CHAPTER 1

## YOU CAN DO THIS!

### WHAT IS IN YOUR WAY IS THE WAY

- 🕒 **SUGGESTED TIME TO COMPLETE:** Twenty minutes.
- ✅ **WHEN YOU COMPLETE THIS EXERCISE,** you will have moved your fears and worries about starting a business out of your head and onto paper. You will be able to state them in specific and solvable terms.
- ❌ **IF YOU SKIP THIS EXERCISE,** you commit an act of self-sabotage. Instead of identifying and solving your fears and challenges, you will dwell on them. As a result, you will hold yourself back from making progress toward the life you want.

Take a minute to jot down your concerns. What worries you about starting a business? About parenting? What are your fears about trying to do both?

Permit yourself the freedom to get this out of your head and down on paper. You aren't trying to solve the challenges in this exercise; you are just documenting them. As you do, try to state your concerns in precise terms and to avoid "always" and "never" statements. If you think of your challenges in those terms, which are unrealistic, you give them too much power.

TOO BROAD	SPECIFIC (AND SOLVABLE!)
If I start a business, I will never spend enough time with my kids.	I am worried I will be so busy that I'll need after-school care for my kids; I want to have afternoons and evenings with my family.  I am afraid I won't be there for bedtime each night.  I am worried I won't be able to volunteer in the classroom.

As you work through this book, you will read examples and get ideas from other mom entrepreneurs. And you will find that often, the problem they faced *became the solution*. For example, Julie is a periodontist who has her whole practice operating on a 3:00 p.m. stop time so she can be with her daughter in the afternoons. Her

employees (many of whom are also parents) love it, and her clients appreciate the early start times. So, as you read this book, permit yourself to think differently. You might just figure out how something that was in the way becomes the way.

⌚ **FAST FIVE:** If you are short on time, write down just *one* specific challenge or fear on a sticky note or small slip of paper. Tuck it between these pages and keep reading. When you find a solution, come back to this page, remove the note, and destroy it. You're going to bust through those challenges!