

MARYELLEN TRIBBY

BESTSELLING COAUTHOR OF *CHANGING THE CHANNEL*

REINVENTING

the

ENTREPRENEUR

**TURNING
YOUR
DREAM BUSINESS
INTO A
REALITY**

WILEY

Additional Praise for
Reinventing the Entrepreneur

“*Reinventing the Entrepreneur: Turning Your Dream Business into a Reality* is not just an elegant roadmap of excellent business building skills . . . it’s also a pathway to making them available to you—right here, right now. You’ll be inspired by MaryEllen’s teachings, and then get motivated to act and create a dream business of your own.”

—Kristi Frank, star of Season 1 of Donald Trump’s *The Apprentice*, well-known for helping entrepreneurs start and grow their businesses

“MaryEllen Tribby, the consummate entrepreneur, has written a valuable book on how to start, run, and manage a successful small business. It teaches a clear, step-by-step process for growing your own business to seven and eight figure revenues.”

—Bob Bly, copywriter

“Entrepreneurs help meet our needs, fulfill our wants, and solve our problems. And they often get deservedly rich in the process. MaryEllen Tribby’s excellent *Reinventing the Entrepreneur* is exactly the kind of practical, no-nonsense advice that can turn your own entrepreneurial dreams into reality. Highly recommended.”

—Alexander Green, author of *Beyond Wealth*, *The Secret of Shelter Island*, and *The Gone Fishin’ Portfolio*

“MaryEllen’s passion for helping people succeed always comes through in everything she does. The same is true with her book. For those who don’t know or can’t afford to spend time with MaryEllen, this book is the next best thing to having a personal one-on-one with her. It’s as if she were there in front of you, revealing the secrets she’s learned for success.”

—Sandy Franks, Publisher, Bonner and Partners

“MaryEllen Tribby takes you step by step through the process of turning your passions and expertise into a real money making business. Everything you need to know is laid out for you in this book. You will read it and then use it as resource guide as you realize your dream of creating and growing your own profitable business doing what you love.”

—David Lindahl, author, *Six Figure Second Income*

“Never before has anyone broken down the entire process from A to Z on how to start, build, and grow a successful online business with such simplicity. MaryEllen hits the nail on the head when she stresses the importance of building rapport and mutually beneficial relationships. This is truly a step-by-step book that any serious entrepreneur looking for consistent profit should have and refer to often.”

—Vicki Irvin, CEO, Superwoman Lifestyle,
www.Superwomanlifestyle.com

“*Reinventing the Entrepreneur* proves once and for all that Mom knows best. MaryEllen Tribby, the hardest working mom on the planet, has written the ultimate roadmap for just about anyone who wants to start their own inbox magazine with a complete business model around it—soup to nuts . . . and no cooking required. Knowing MaryEllen’s history and experience crushing it offline and then bringing a career of one success after another to the world of online marketing, there is no better person to write this blueprint. When your work is your play, life is most blissful . . . and *Reinventing the Entrepreneur* will give you all you need to make your dreams come true with a career that matches your core values and interests. It doesn’t get better than that.”

—Brian Kurtz, Executive Vice President, Boardroom Inc.

“Everyone touts their success online, and with the advent of *internet marketer metrics*, it is often difficult to distinguish real success from hydrogenated hyperbole. Does a ‘Like’ *really* translate into the bottom line? If so, what is the path to achieve that? How do you convert a person’s clicks into income? In the 10-plus years I’ve known MaryEllen, she consistently brings practical, smart, and proven marketing ideas to bear in business. MaryEllen is a phenomenal marketer, a fantastic team builder, and her ability to deliver strong results so consistently is enduring.”

—David Cross, direct marketer and organic farmer

“Once you’re clear on your passions, the next step is discovering your dream career. MaryEllen Tribby has provided a roadmap for anyone who is committed to living a passionate life and making a great living at the same time.”

—Janet Bray Attwood and Chris Attwood, co-authors of the
New York Times bestseller *The Passion Test—The Effortless Path to Discovering Your Life Purpose*

“This is the book that I wish was available when I first made the decision to start, build, and grow my online business. Not just filled with theory, MaryEllen has taken years of practical, real world experience and turned it into a step-by-step road map that anyone can follow to create a successful online presence. If you’re looking to turn your passion into profit and leverage the power of the internet using a proven business model, then I highly recommend reading *Reinventing the Entrepreneur* by MaryEllen Tribby.”

—Brian T. Edmondson, Publisher,
InternetIncomeCoach.com

“Today’s ‘we-centric’ society no longer follows big, unattainable dreams. People today are interested in taking small actions to make their dreams a reality. MaryEllen Tribby’s invigorating new book, *Reinventing the Entrepreneur*, is all about small actions and big results. If you are an entrepreneur who’s serious about turning your dream business into reality, *Reinventing the Entrepreneur* gives you a nuts-and-bolts process to build that dream, one small step at a time.”

—Michael Drew, co-author of *Pendulum: How Past Generations Shape Our Present and Predict Our Future*

“Trying to build a business without the fundamentals is like trying to build a home without a foundation. In *Reinventing the Entrepreneur*, MaryEllen Tribby teaches business fundamentals that can mean the difference between success and failure. Read this book, use it, and profit from it!”

—Noah St. John, inventor of Affirmations and author of *The Book of Affirmations*®

“Finally, a true step-by-step blueprint for turning your passion into a real business. I devoured it in one night! If you have dreams of running your own business (or want to grow your current one), then get this book today.”

—Ryan Lee, entrepreneur, author, speaker, coach;
ryanlee.com

“MaryEllen Tribby’s *Reinventing the Entrepreneur: Turning Your Dream Business into a Reality* is a must read for anyone who is seeking to expand and shift their business mindset so the vision they have becomes their reality. In a changing world where the solo-preneur is being encouraged to become the conduit for ideas and innovations that are changing the face of how we do business, MaryEllen Tribby is a powerful force of inspiration who delivers her compelling wisdom, knowledge, and real-life success in a way that anyone can understand and most importantly, can use immediately. The successful entrepreneur can no longer stand for ‘Business As Usual’ and MaryEllen will show you why. Read this book now, or be left behind!”

—Paul Hoffman, Chief Creative and Inspiration Visionary,
The Success Creation Institute

Reinventing the Entrepreneur

**TURNING YOUR DREAM BUSINESS
INTO A REALITY**

MaryEllen Tribby

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*This book is dedicated to the brave individuals
who battled the unknown with no guarantees
of success, who endured the heavy burden of
failure constantly looming while relentlessly
pursuing their dreams.*

*These individuals are known as
ENTREPRENEURS.*

*To all of them who have followed their
passion, embraced their purpose, who have
honored their core values all the while working
uncompromisingly to make the world a better place.*

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Acknowledgments

Writing a book never “just happens.” It is a journey. One filled with intent, joy, frustration, commitment, compromise, inspiration, and, at times, isolation.

—MaryEllen Tribby

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I have a final thank you to Wallace Wang. Your insights and work ethic helped this book come to life!

Introduction: Turning Someday into Payday

The future belongs to those who believe in the beauty of their dreams.

—Eleanor Roosevelt

At this point we cannot rule out malignancy.” Those were the doctor’s exact words.

From that moment on, my life seemed like I was watching a silent movie. I felt my husband take my hand. I saw his mouth moving, asking the doctor a question. I saw the doctor’s mouth move to answer my husband. I think this went on for some time.

But I’m not sure because I heard nothing. . . .

All I could think of were my three precious children.

My oldest was 10 years old at the time. I thought about all of our “girl” moments. I thought about the three breast cancer walks we had done together. I vividly recalled her questions about “walking in honor” of someone and why so many women had no hair, and explained what a “survivor” was. And I thought to myself, there would be no sugar coating this.

Quickly, my mind shifted to my son, only 8 years old at the time. I reflected on his love for baseball and how he relived each moment of his glory after each game. But I knew in his heart, he was a mama’s boy. It made me reflect on all the beautiful Mother’s Day cards he had made for me, all neatly kept in his scrapbook. I thought about what he would do in class next year while all the other kids were making cards for their moms. Would he sit in silence and make one for a mom that lived only in his heart?

Next, my thoughts were on my little princess, just 4 years old at the time. The happiest child I had ever had the privilege of

knowing. I knew I had so little time with her. I deliberated whether I had made enough impact on her life that she would remember me at all. . . .

The next 20 days were pure hell.

I was poked, prodded, and sliced, and each evening my husband and I went through the many “what if” scenarios. However, on the 21st day, I was given the wonderful news that I did not have breast cancer.

After my husband and I celebrated in secret, my exuberance soon turned to sorrow. It was the most paradoxical moment of my life. I had just been given back my life, yet I was dismayed.

You see, two years prior to my breast cancer threat, I had bought and registered the domain WorkingMomsOnly.com.

I did so because many women were constantly asking me how I “did it all.” How could I be a big-time CEO and run a huge publishing company, write a best-selling book, speak about business and marketing all over the world, and still have a loving marriage with three wonderful kids?

I knew that someday I would start and run a business to help other working moms fulfill their dreams and live the life they deserved. And that was the reason for my dismay: I had said “someday” far too often.

Even though I had a job I treasured, I was not living my true calling. I was not reaching out to help transform and lead the working moms’ community. I knew that this was the community that had more responsibilities than any other single group of people. I knew that this was the group of people that had more influence on the future of our country. And I knew that I was the person who had to do it.

The next day, during the worst unemployment our country had seen since the Great Depression, the worst housing market in history, and a dismal stock market, I resigned from a job where I earned more than 16 times the average American household income.

And I have never looked back.

Maybe you, too, have a dream of starting your own business but just aren’t sure how to start.

That’s okay because I’m going to help you. I’ll walk you through what I believe is the best online business model in the world.

Here's the best part. Your business can be anything. I had a dream of helping working moms and building my business around that. You can build your dream business around almost any niche with this business model.

You just need to do it—let's get started.

PART
I

THE WHO AND THE WHY

*One's work usually occupies more than half of one's waking life.
Choosing work that does not bring happiness will lead to a life that
is mostly disappointing.*

—Bo Bennett

CHAPTER 1

Idea Brainstorming: Fun, Fast, and Easy

Everyone has plenty of ideas. In fact, you may have a great idea right now that you're itching to get started on, but wait! The real problem isn't coming up with a great idea, but recognizing when you have a good one. All it takes is one good idea and you can make a fortune.

So how do you know when you have that one good idea? First, you come up with lots of ideas and sift through them to find the best one. That's the first part behind idea brainstorming.

To help get you started, answer the following questions:

1. What are my hobbies and interests?
2. What are some of my life experiences and achievements?
3. What problems, big or small, have I solved in my life?

You may be thinking, "Gosh, that's cute, that's quaint. I would love nothing more than to have hobbies and interests, but I work so hard that I don't have time for any of that." So let me ask you, "What would you like to do if you did have more time?"

Maybe you don't get to do them right now, but don't limit yourself. You might be saying, "I would love to have my own business, and one of my favorite hobbies is kites. I love flying and building kites, and I would love to teach others how to do the same. I would love to do an inbox magazine on everything about kites. But who would want that?" Well, the answer is plenty of people. Did you know that hundreds of thousands of people search on the term

building kites each month? So put down every idea to start. Later, I'll tell exactly how you can determine whether your idea might make a good business.

When you think about your life experiences and achievements, don't overlook anything, no matter how simple or obvious you think it might be. Did you raise children, start a business, stay married for 50 years, plan your own wedding, learn a complicated software program, home-school your kids, or fly airplanes?

Whatever you did, that's something someone else would want to know about, so put that down, too. These are all good life experiences and achievements. You don't have to have climbed Mount Everest. Just think about the little victories in life. I knew a student who started a business that literally explained how to get your child into an Ivy League school. She had gone through every step from teaching the right way to study for the SAT test to preparing for the in-person interviews. Because she had already gone through that process, she wrote her first special report and sold it online. Later, she turned her idea into a working business.

Now think about some significant problems you might have solved in your life. Did you lose weight, help a loved one through an illness, find a great job, rebuild your home after a natural disaster, survive bankruptcy, or start over after divorce? Maybe you just know how to solve seemingly minor problems like getting rid of rodents from your house or garden. There may be some painful memories, but those areas in life where people feel the most distressed is where you can make the most money. Plus, you can help the most people by doing the most good.

Many people have been beaten down by life, so they may feel negative and say, "What? Are you kidding me? I don't have time for hobbies and interests. Life experience? Achievements? I haven't been able to do anything, and that's why I'm so frustrated. Problems big or small? I've got problems but I haven't solved them."

I knew a woman who kept resisting the idea of writing down her hobbies or achievements. Finally, I asked her, "Who is someone in your life that you really respect? Somebody in your life that you truly admire and love?" After much thinking, she finally told me about her friend, Cindy.

Then I said, "Okay, tell me something about Cindy. What are her hobbies and her interests? What are some of Cindy's life

experiences and achievements? And what problems big or small has Cindy solved?”

Suddenly, this lady started going through this exercise by thinking about other people in her life. Just by going through this exercise, she soon realized that ideas are limitless.

While you may not always like to give your friends credit, you probably know some pretty smart people. You might know somebody who is a really good salesperson, realtor, or mortgage broker who has survived this most recent downturn and are still making money despite all that.

Maybe you know someone who got divorced or lost 100 pounds. What process did they go through, and what is their life like now? As a matter of fact, most people have already forgotten great ideas until they make a conscious effort to recall them.

Ultimately, every business is about someone else, so it doesn't always have to be about you. When this lady started thinking about her friend, Cindy, she started thinking, “You know what? I've done something like that as well!”

So try to get out of your own head and think of someone else because that can get you thinking a lot bigger. Pretty soon, you will have several ideas to choose from.

Discover the Three “P’s”: Passion, Purpose, and Profits

Whatever idea you come up with, make sure it's something that you are truly interested in and passionate about. Tap into your inner calling. Don't just chase the money. When I started WorkingMomsOnly.com, I didn't do it just for the money but because I wanted to teach other working moms how to have a healthier, wealthier, more blended lifestyle. It is my firm belief that working moms have more responsibility than any other single group of people and that they have more influence as well. I knew this was a market I had to serve. That's why it's such a pleasure and an easy business for me.

If you're really excited and passionate about something, running your business will be a breeze. Not only will it be easy, but it will be a lot more fun as well. When you marry your passion and your purpose, the profits will follow.

Remember, you're never limited to just one idea. You can eventually have your own empire, so don't feel that where you start

today is necessarily where you are going to finish. If you have several great ideas, start with the one you are most passionate about, the one that defines your purpose. If you are still stuck, add the experience factor into the equation. Another reason why it was easy for me to start WorkingMomsOnly.com was that I was a working mom for 11 years, with multiple children. I had experience and knew I could help others.

For some additional ways to jog your brain for ideas, go to magazine sites on the Internet. If there's a particular market you're thinking about and it has its own magazine, then it's probably big enough for an inbox magazine. If the market is big enough to justify its own association, then it's probably a big enough market for you to go after.

Go directly to Amazon.com/magazines, or just go to Amazon and look for the search box in the left-hand column (see Figure 1.1). Look where it says magazine subscriptions, where it lists featured categories such as automotive, photography, brides and



Figure 1.1 Browse through Amazon.com's list of magazines.

wedding, business and investing, children's magazines, computer and Internet, cooking, food, wine, and crafts. You will see endless categories.

If you're thinking you don't have any hobbies, scan through that list. I'd be willing to bet that you find something in there that interests you. Look at any magazines you may subscribe to or that catch your eye on the newsstand. Obviously, you have some interests and hobbies, so browsing through magazines can be a great way to jog your imagination.

To browse through another list of magazines, go to Magazines.com and click the Browse tab. Now you can see all the most popular magazine categories such as Fashion, Health & Fitness, or Sports.

Besides scanning for magazine topics, look at the magazine headlines. Essentially, every cover story is a headline designed to grab your attention. Look at a men's magazine like *Men's Health* or *GQ* and you'll notice which topics are hot and how they grab your attention by the way they're written. Magazines have a big job. They have to grab the eye of someone walking by a newsstand; so don't forget to look at those cover stories and topics for ideas.

Here's a list of magazine sites to browse through in addition to browsing through your local newsstand:

- www.Amazon.com/magazines
- www.Magazines.com
- www.MagsDirect.com
- www.MrMagazines.com

Right now, I want you thinking in terms of market selection. Magazines.com is another great source. Just click on the Browse tab and you'll see so many different markets and groups that you can go after (see Figure 1.2).

Magazines.com is favorite source, especially if you want to focus more on business-to-business opportunities. As long as there's a magazine or a trade journal for a particular market, it's big enough to justify going into that field. If there happens to be an association for that field, then it's definitely going to be big enough. Here are two ways to find directories of associations:

- www.MarketingSource.com/associations
- www.weddles.com/associations (FREE!!)