

## **SHE ROCKS – Share Ross Interviews Erika Lyremark**

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Share: Leader, founder, brainchild of Dailywhip.com. So excited to get to interview you today Erika. Thank you.

Erika: Thanks for having me.

Share: My pleasure. Seriously, I'm so excited. I have to know -

Erika: No, seriously I'm excited too. I'm equally as excited. Probably more actually. I did my hair; I colored it in the roots, right?

Share: The roots are like fabulous.

Erika: Just colored it like an hour ago.

Share: You look stunning, darling. Absolutely stunning. So the thing that comes to mind, the first question I simply have to ask – back in the day, you've had this whole long trajectory path, you know, the whole like the stripper career, the real estate career and now, your Daily Whip. Was there a point where you said, "You know what? I want to get into coaching. I want to help people." And how did that come about? Like was it way back when? Did you want to do this when you were little? Was there a shift in you that made you go, "I really want to help people"?

Erika: I've always loved helping people. I was the girl who was always bringing home orphan animals from, you know. I brought a dove home once. We kept it for the winter. My dad built a cage. It flew around our house, pooped all over the place. Her name was Wilma. I was bringing home cats, crickets. I saved a cricket once, I made a little box. So I've always been, you know, I love – I have a thing for orphans and I also have a thing for – because, you know, when you first have your coach, you're kind of like an orphan. You're kind of lost. You're not really sure what's going and what you're supposed to do. And I love giving and I've always loved helping people. It's one of my big things. And I'm also super bossy.

Share: I love the bossy side. You took that thing, that I say like, you know, finding that quality in your personality that makes you so unique and you took that, you spun that into an empire to use one of your words. You're using your own quality that some people would say, "Oh my gosh, you're so bossy." And you

took that and it went kaboom and you wave this magic wand and now you've got an empire.

Erika: Right. I wouldn't want to call it as a magic wand. I'd like to think it was that easy as a magic wand.

Share: You got a magic wand, right?

Erika: There was a lot of blood and tears and a lot of hard work that has gone into everything that I've done. But yes, as far as the coaching, when I quit dancing, I never heard of coaching before. I had been in and out of therapy for about five years and the last two year – we found a therapist who was really good out in Seattle. And she helped me. I was really depressed. Those parts of my dancing career that I really loved and then parts of it that I knew that I was wasting my potential and it wasn't a healthy environment for me. But I won't lie. I was incredibly addicted to the fast cash and the lifestyle. I was in college, I'm a huge geek and it was such perfect job for me to have in college. I quit a couple of times and I always came back because probably it made me sense to me that I could work, you know, one or two days a week and make enough money as a work person would be working full time in a job.

Share: So it's hard to leave that behind.

Erika: Really hard to leave that behind. So this therapist was incredible. She helped me get un-depressed. And I didn't really know what my next moves were and I knew that I needed accountability, I knew that I was cheating on myself. I really was looking for somebody to give me a good kick in the ass. And, you know, when we set these intentions, when we voice these things that we want, if we are willing to be receptive and pay attention to what's going on in our lives, the answers always show up.

So I met this woman who was getting coaching and I said to her, "What's that?" And she said, "Well, my coach, you know, we work on my career goals and my professional goals and I meet with them and they hold me accountable and I thought that was I need. So I signed up with this coaching program and that was where it completely transformed my life. And I realized that even though I had danced for nine years, it didn't have to be the story of my life. You know, I dropped the baggage and I said yes to life and I said I'm looking for opportunities and I'm open. I'm really, really open. And my dad offered me – I grew up in Minnesota, moved out to Seattle when I was nineteen and my dad, still in Minnesota had a commercial roofing company. And he said to me, "Would you be willing to start a commercial real estate company with me?" And he had purchased this building a couple of years before. It was a seventy

thousand square foot building. It was beat up, it was old, looks like a Chinese communist prison camp from like the 1950's. I was terrified of it. And I remember the first time he showed it to us. I just thought I never want to see that again. It was terrifying. It was so horrible. And so this was going to be my job. It was to literally whip this building into shape.

Share: At that moment, were you thinking, why did I leave the dancing behind to deal with this? Or were you still happy? Were you still thinking I've done the right thing?

Erika: No, because I knew I had to do it. And I write about it in my upcoming book, Think like a Stripper: How to Hustle Your Business Like You Mean It.

Share: I love it.

Erika: And I write about it in the end of that. And you know, I was really tough and I was really resilient and I had to just soften and be vulnerable. I have this saying that, you know, being tough can make you weak and that's not a good place. Not a good place. So I packed up my bags and within three weeks I was out of Seattle living in Minneapolis with my mom and working with my dad. And it was not the dream life I had imagined for myself by any means. I was going to go I have an apparel design degree and I also have a women's studies degree and emphasis on China studies. I started out with my dream as being a fashion designer. That's been my dream for many, many years and then I was not interested in that anymore and then I was going to go to law school then I wasn't interested in that anymore and then I was going to do like international business studies and...

Share: Oh my gosh.

Erika: Yes.

Share: Too smart for your own good.

Erika: Exactly. That's definitely one of my problems. Not enough focus, love too many things. So I thought that I was going to move to LA or New York and go back into the fashion industry. And life had other plans for me. So I said yes and that was a really wise move for me. Our company has been incredibly successful. And I'm no longer an active partner in it. And about three years into that career, I started to get bored because I need to learn, I need to be creative, I constantly need to be challenging myself. If I'm not challenged, I'm bored and I get depressed and then it's back to crying in the bathroom, wrecking my mascara.

Share: And we don't want runny mascara.

Erika: No. No runny mascara. Because of the coaching experience I had, I really got involved in this coaching program and I loved it and I've been attracted to self-improvement books for a long time and again, just my love of learning. You know. I was reading all these business books and I thought, "Well, I can do this. I think I want to be a coach." And I knew that strategically that I could start working with clients while I was still working in my real estate business because of the way that, you know, it's like I can just set my own schedule and I can, you know, maneuver things around and I'm very patient. I'm incredibly, incredibly patient and I'm relentless and I never give up on anything that I want. So that path started to unfold for me and it took about a year for me to get all the pieces in place and then I went to coaching school and then when I got out, you know.

Actually my first day of coaching school, I started taking – I called everybody I knew and I said, "Do you want free coaching?" And I remember my girl friend said to me, she goes, "Erika, it sounds like you're reading out of a book." Because I am. I have no idea what the hell I'm doing. And then my path just started to evolve and I realized that the traditional coaching industry was not my forte and I had my own ideas of things and I wanted to make my own style and my own brand and bring all the things that I'm passionate about, you know, yoga, healthy eating, fashion, business, entrepreneurship, philanthropy, spirituality and being sassy all combined to one package. And again, that's taking years to craft it and bring it all together.

Share: At what point did you feel like Daily Whip was truly representing who you are as a coach? I mean, what was the length of time? Was there a moment where you said, "Yes, this is finally... it's happening. I like where it is now"?

Erika: I would say it was this fall and even though I've been doing this journey for seven years and because I had my real estate business, that took so much of my time and my energy. And my strategy for leaving that is I was going to wait until my book was published, Think Like a Stripper. I mean, I really thought it would only take me sixty days to write it and within six months it would be out while, you know, I had never written a book, I'm not a writer's writer so I had to figure out my strategy on how I was going to do this. And last August, I started my plans for... I had a one year plan to be done. I worked it out with my partners, my business partners. And then my creative partner, he died, totally unexpectedly.

Share: Wow.

Erika: And it was just devastating, just so devastating.

Share: Oh my gosh.

Erika: And we had been working on the book together and even though, you know, I was writing it like he put input, he helped my words better, he was just incredible for helping me shape and, you know, I love Sound Bites. Anybody who's been to my site knows I'm the queen of Sound Bites. They make me so happy. So, you know, he contributed to my Sound Bite box pile, you know, I collect these sound bites. So I had to redraft and rethink my plan and part of what took so long with the book is that I wasn't trusting my own voice and I wasn't trusting what I really wanted to do and I started, you know, it's just like my voice was really inconsistent in the book. And I thought it was done and I sent it to one of my mentors and she emailed me back and she's like, "This is not good enough. You have a lot of work to do on this." And I was devastated.

Share: I bet.

Erika: Devastated. This was last December, a year ago. Yes. And so I have been working on the book for two and a half years. It was a year ago. And I axed twenty-five thousand words.

Share: Wow.

Erika: Yes. So it went from sixty-five thousand words to forty-three thousand words, something like that. And then I spent another six months on it, working on it and this time I had found another creative partner, writer. I mean, the way that I write is I do my best to get it to where something can be and then I ship it off and then I work on it, we just work on it back and forth. So I found another fantastic writer to work with.

Share: Great.

Erika: Sent it to the editor last April and then, again I thought the book was going to be done and then my real estate partnership was ending and my coaching business, the income wasn't where what I thought it would be and I'm like, "Crap, here I am writing a book called Think Like a Stripper: How to Hustle Your Business Like You Mean It," and I don't have enough money. So I quit my real estate job.

Share: Reality check.

Erika: Yes.

Share: That's a tough one.

Erika: It sucked.

- Share: How did you deal with that?
- Erika: I started to hustle my ass off.
- Share: Tell me how you hustled, explain it.
- Erika: Okay. So what I did, I mean, I was a little bit strategic so in February, I knew that my one on one coaching business model was not working. I mean, I knew that never worked for me. I like working with clients one on one but I knew like long term-wise, it was not sustainable. I like volume. I like to add in entertainment.
- Share: We need scalability.
- Erika: Scalability, right. So I hired a coach, Diana Valentine, to help me craft the Morning Whip. I wanted it to run like here's my ideas, here's kind of the revenue and the business model I want. So she and I worked on that. And that took me, again, I'm like, "I'll be done in two weeks." So that took me three months to put it all together. Right? And then I still wasn't ready so I did a beta class and then for anybody who is watching these beta classes are the best because you just tell people like, "Hey, you know what, I've never done this before and you're my guinea pigs." So that's my disclaimer.
- Share: That's great. Terrific advice.
- Erika: Yes, I love beta. So I did my beta class, got the exact feedback that I wanted and people will tell you what they want from you. And started just, you know, the word started getting out, I started a meet up group here in Minneapolis.
- Share: So I'm just going to stop right there.
- Erika: The meet up group.
- Share: So the meet up group is Meetup.com?
- Erika: Yes.
- Share: And were you actually meeting in person somewhere then?
- Erika: In person, yes.
- Share: Okay. Terrific.
- Erika: So I started having these monthly events and it was really successful and word got out because again, I'm edgy and I live in Minneapolis so there was like three of us.

Share: Exactly. It's like that for me here in South Florida. I'm a little bit edgy, brash, and loud and there's about three of me here.

Erika: Right, exactly. So you know what I'm talking about. I started doing these meet up groups and again, because I had a class, and this was the beauty of having classes – you've got a beginning date and it's got an end date.

Share: Right.

Erika: And, you know, just word kept building and I started offering, I call them "Free Whippings" so if you go to my site, Dailywhip.com, and again, I only work with women so if any guys are listening, we're really sorry. And I even asked my "Whipsters," I call them "Whipsters" if they wanted men and they said no. They said it's for a really different dynamic when there's men in the group and we are really personal and we cry and there is Kleenex and it is a very personal class.

Share: It's very serious, yes.

Erika: Yes. So where am I in the story? So I started doing these "Free Whippings" just to say, "You know what? Test drive the Morning Whip and when I do them, I give you my all like I give you my very best ideas, I don't hold back. You got fifteen minutes and we go," and the things that happen in those fifteen minutes is insane. It's insane. So I realized that that's really my hustling style with coaching and I know in real estate it was the same thing. I love volume, I love smaller deals, I love quick cash. That's how I operate.

Share: Right.

Erika: And that's the gist of it. And because I put so much of myself into my classes, my classes are smaller. I don't have 400 people in a class; I don't have 200 people in a class. At this point for growing my business, when I do my Morning Whip class, it's very personal. I give you a lot of attention in our group. Our classroom calls are thirty minutes. I've had classroom calls that go on as long as two hours because women have so many questions and I'm there to serve like that's my job, I'm working for you.

So again, I put so much love and TLC and I give all my best ideas. You pay your money and then bam, you're in and you get it all.

Share: That's very cool.

Erika: So again, word of mouth, setting up an affiliate program.

Share: So you did hustle.

- Erika: I hustled like I needed crack.
- Share: Damn straight. And now you must feel really good about the book because I know it's gone to the publishers, it's coming out soon, right?
- Erika: It's still in editing, believe or not, that now I've actually had time to work on it some more. So it will be back at the editor's for the second round of edit. So it goes through three rounds of edits.
- Share: Okay.
- Erika: I would say another thirty days.
- Share: Getting there though.
- Erika: It's getting there, yes. It will be launched in 2012, summer of 2012 come hell or high water.
- Share: There's a few points I want to touch on. One is the whole thing with again, one of the things I love is like taking a part of your life and blowing it up. A lot of people would say, "Oh yeah, I was a stripper..." blah, blah, blah and you're like, "Yes, I was a stripper," damn straight and you're using that as sort of an asset to sell yourself. Have you had people react to it? Positive, negative, anything, I would just love to know what kind of feedback you get about that aspect because I think it's really cool.
- Erika: Yes, of course I've had negative feedback but, you know, the thing is that the people who love me, my Whipsters, they love it, they tell their friends, they tell their family and so, those are my audience. And of course, you can't expect to start a business and think that everyone's going to love you.
- Share: Definitely.
- Erika: So you always have haters who scorn you and et cetera, et cetera, et cetera. And I had one of my Whipsters, she said, "I didn't know what an ex-stripper could teach me about business." And she said, "Boy, did you show me."
- Share: You showed her.
- Erika: Yes.
- Share: I love it.
- Erika: Yes, but I love to, you know, again, I love honesty, I love candour. If it's coming from your heart, you know, let's talk about it.



- Share: Yes, exactly. You know, you also talked about having a plan. Did you write out a business plan or was it more of a short term business plan or do you sit down and write out, you know, here's my five year strategy...
- Erika: Oh my God, no, no. In Think Like A Stripper, there was a tip called "Adopt the stripper's business plan." I mean, if you would have told me that I was going to be a stripper for nine years, there's no way, no way that I would -
- Share: Incomprehensible back then.
- Erika: I thought that it would be couple of years done.
- Share: Right.
- Erika: Made my money, I'm done. I had served its purpose. And I think with any business, if we realize how long something's actually going to take us, we would never starve.
- Share: That's very true.
- Erika: Yes. So now, I'm in a position where because I have done, I have laid the groundwork, I have planted the seeds, you know, I plan out about thirty to sixty days in advance.
- Share: That's realistic. That's great.
- Erika: Yes.
- Share: Do you do that in writing? Do you do that on your computer? Like what works for you?
- Erika: So in Morning Whip, we create these lists that are called "Whip List" and there's three things that you put on there and you have to commit that at the end of thirty days, you've achieved those things.
- Share: So when you teach your Whipsters, you do yourself.
- Erika: Well, of course. That's one of the reasons I have the classes to keep myself in check.
- Share: Absolutely. I mean, that goes along with one of my strong beliefs is that we teach what we most need to learn.
- Erika: Yes, absolutely. And, you know, having to hustle my own coaching business, again, it's like I think it's such a relief for women when they come to class and say, "Oh well you have to work hard." Okay, I have to work really hard.

- Share: That's cool. Yeah, it is. It is cool.
- Erika: You know, I have been dreaming this for a long time and this is still a new business for a lot of people. I haven't been actively. I have been doing a lot of things in the background including my intellectual property, my branding, my marketing strategies, those kinds of things but I haven't had to. I mean, because I have another pay check. I didn't need the money.
- Share: Right. Right.
- Erika: And, there is a beauty in needing the money. It's absolute beauty in that.
- Share: Yeah. It kicks the hustle into high gear.
- Erika: Definitely. Definitely.
- Share: Turbo charges that hustle.
- Erika: Fully.
- Share: What is your like daily process of like do you have a typical day? Does Erika Lyremark have a typical day? And if so, what does it look like?
- Erika: Yeah. I do have a typical day. When I am doing Morning Whip, I wake up, do yoga and drink my coffee, make my green drink. You know, make calls. Sometimes, after the calls are over I'd go take a nap because I am so exhausted.
- Share: Yeah.
- Erika: Yeah, again like I said I really, I give up my absolute best.
- Share: Yeah.
- Erika: And, I really like, I love the internet. I love social media. Most of clients have come from social media and the internet. I thought that most of them. When I first started Morning Whip, most people in Morning Whip were from Minneapolis.
- Share: Right.
- Erika: And now, its 25% are from Minneapolis.
- Share: Right.
- Erika: So, even locally, here I don't do a lot of business not working anymore. I go. I do things that are fun for me. And, because I am so clear on whom my market is, and you know that is a whole another of topic right there.

- Share: Definitely.
- Erika: Because I am so clear on whom I market, it is easy for me to market and again it is easy for my Whipsters to talk what my classes, and what I am up to
- Share: Right. Let's dive in to the target market.
- Erika: Yeah.
- Share: At what point did you sit down and say, okay, I need to do an ideal customer avatar, figure out who she is, who is my customer, who is it all about. Obviously, we both think that's important. But describe how that has impact in what you do.
- Erika: Right. So, I had done this. I think it is one of the biggest things I have struggled with in my business which is my target market.
- Share: Okay.
- Erika: I have always. I have never questioned my ability to coach.
- Share: Yeah.
- Erika: I know how to get things done. Like, if you need something done, I am the girl you will call.
- Share: Right.
- Erika: If you need someone to hustle for you, I am the girl you will call.
- Share: So, what is the struggle? Did you think at one point it was men and women? Or did you always know it was women? Or
- Erika: Yeah. And part of it is because I was so comfortable working with man. Again, being a stripper for 9 years that was my market.
- Speaker 2]: Yeah. It is easy.
- Erika: So, it is very comfortable conversing with man and taking their money.
- Share: And the real estate business.
- Erika: And it is all industrial, again all men. So I have been working with men for 20 years.
- Share: Yes.

Erika: So, again it is very comfortable working with men. I get along with men with great. Absolutely, you know just adorable. But, the problem was that you know. Okay, so coming out about my stripper story. You know my big vision is that I knew. My whole life, I have always known that I am an empire builder, world domination. Do you remember that band the Bell stars?

Speaker 2]: Yeah.

Erika: They have a song called world domination on the 80's.

Speaker 2]: Yeah.

Erika: Or maybe, how old was I? I was in the 7<sup>th</sup> grade I think or I was really young.

Speaker 2]: I think that was the 80's.

Erika: It was the 80's. The Bell star's world domination. That was my favourite song. I was like put on my headphones and my walkman, and record player, whatever it was.

Share: It was a prophecy for you.

Erika: It totally is. I mean I was like, I always know this is how I am wired. And, so I knew that if I was going to do this, I was like okay finally, I am stable in my real estate business. I mean it is solid relationship. I have good relationships with my family. I have good friends. I am ready to really be Erika 100%. And, I always knew that I wanted a big brand. You know, being working locally, I want an international brand. I wanted to be able to travel and go overseas and work and still make money because again when I travel, I get bored. I need job. I need something to do.

Share: Yeah.

Erika: So, you know part of the strategy of having my book was really to help me launch my brand and help get my name out there. And also, you know it is an incredible story. It's really fun when you read it. You will. It's really freaking funny.

Share: I can't wait.

Erika: Yeah. Coz I like to have fun. Life is way too serious. Especially business. Business does not need to be so serious.

Share: No. Not at all.

Erika: So, what am I talking about?

Share: The customer avatar. So, how did you? So, you were working with men and everything was great but you needed to dial that in.

Erika: I was just working privately with one on one. The majority of people who hired me were attorneys and CPAs. That was my market. And, people who are becoming CPAs are people who become attorneys. They love education. They love to be pushed.

Share: Right.

Erika: Success is incredibly important to them. So, you know they will e-mail me and say, I have been looking for a coach and they all seem kind of boring and you look like fun and let's get this a whirl. But the problem was is that again in this very kind of corporate structures and with a lot of my clients being male that they weren't telling anybody about me. I was not getting referrals from them. And, I just thought you know I am not a secret. I don't wanna be a secret weapon and I lived most of my life in isolation working in a strip club, or even in my real estate career I was like in this normal area of many apples that I have kind of been hovering in.

Share: Right.

Erika: And I just thought this was the work for me. And again, part of it was really missing for me is that the spirituality piece of my business, my love with yoga, meditation, really healthy living. I go to shopping. I love to talk about shoes and clothes and handbags and lipstick.

Share: You were getting to talk about that with attorney?

Erika: I was not talking about that. So, I made a bold move and I just thought, this is it. Morning Whip is gonna business my market. And again, when I rewrap the book I realize this is part of what I struggled with. It is because I was writing with so many different audiences. Because I was working to please everybody. And, this happens all the time. Especially when people are really creative and they have big hearts like I do. I just wanna help people. Like, that's all I wanna do is to help people.

Share: Right.

Erika: And get paid for that. And, so that is part of the reason I really struggled with that. So, getting clear with my market. And then, once I got so clear, then going back to the book and doing that work and that was easy. I mean I still do my work. Now, I know exactly who my market is. And, then I think it is amazing

because I have six months. I have done 6 Morning Whips this year. Six months of working with my target market very intimately.

Share: Wow.

Erika: And, that I know exactly what they want and exactly what I need to tell them and exactly what pieces they are missing. So, again I shifted some of my pieces. I am so happy. I mean, everything just come together beautifully.

Share: That's right.

Erika: Because I have been patient. And, you know I ask a lot of the work.

Share: That's wonderful.

Erika: The target market is incredibly important. And, this is kind of ironic that in my Morning Whip class 2 months ago, I added a thing called business. What is it? Business bomb shell bonus work shop. Sorry, that is a lot of ease.

Share: Business bomb shell bonus work shop. Okay, I got it.

Erika: Okay. So, because one of the things that I have seen was missing is some really basic structures in business that you need to go through first.

Share: Right.

Erika: Before you craft your offerings, before you do anything. This is pre-branding, pre-marketing, pre-everything.

Share: Right.

Erika: Each time you're gonna start a business, you need to come to these workshops. And, one thing is about clearing your target market and I talk a lot about psychographics. And, my philosophy is that you created business that is your dream business and you put you at the center. You are the center of your business. So, the sun and everything in your business is going to be revolved around you. Because, when you do that, the sun has a ton of energy. And when you work side of about what you are doing, when you can stand behind what is it that you're doing, you will radiate, and radiate, and radiate, and you will propel all of those other moving pieces and people will be attracted to you because they will want your shininess. They will want your sparkle. They will want your confidence. They will want to see what you're up to. And that is part of the psychographics. It is not about will if it is viable. It is about trusting and it is about I am going to make this the most kick ass business. It's gonna revolve around my desires and how I love to deliver things. And then as you do that of

course, getting feedback from your clients, what they like, what they don't like, what's working and what's not working. Because you can't see everything that works.

Share: Right.

Erika: And so, when I had crafted this psychographic work sheets, what I realized as I was going back through my old materials, is that I had crafted these psychographics 4 years ago.

Share: You're kidding. For what purpose?

Erika: Just, because I am a geek.

Share: Wow.

Erika: And, I did not think that it is possible for me to work with such amazing people. That I would have so much in common with and I knew that again to grow my business that I am getting referrals. So, last fall, I made a decision that I wanted to work with clients that I would go shopping with, that I would go a happy hour with that I will vacation with. That when I went to visit parts of the world that I want to connect with and see them.

Share: That's great.

Erika: Clients that I would be like here's my cell phone number and they can call me whenever.

Share: Yeah. Well that's fantastic. What do you think is like the most important thing you learned about running your own business, that you wish you could go back in time and tell yourself, that's number of years ago.

Erika: You know because I have seen these patterns in myself. I do not know if there is anything that I will tell myself. I know that, I called it the vertical shift. So when, I quit dancing it was the most scariest times in my life.

Share: Right.

Erika: Because I was leaving this life that I have had for 9 years and I did not know where the money is going to come in. And, I took a huge leap of faith. I was running out of money. I was selling everything that I owned to make it happen but I knew I had to do it. And, it is interesting that you asked that question because I was watching Oprah has a soul Sunday class or thing that she does.

Share: Right.

- Erika: So, I was watching a rerun of it and there is a, anyway I won't quote these things I would probably screw it out. That there was a pilot back in the like time when people started flying. The first pilot to break this sound barrier.
- Share: Okay.
- Erika: When he landed, they said what is that like and he said the cockpit gets the most shaky right before you break the sound barrier.
- Share: Wow.
- Erika: That is what I have experienced physically. Every time I am to manifest something huge.
- Share: Yeah.
- Erika: I am shaking. My heart is racing. I want to throw up. I can't sleep. I am nervous. But I know there is no turning back. None. And so, pushing yourself through that because we don't know where the finish line is until we're there. Just the same with marathon runners. You know, they're shaking. This is where most people give up. That is why we see businesses not being successful because most people give up.
- Share: Right.
- Erika: Before they are ready to.
- Share: It almost sounds that there's a little bit of that not so much facing the fear because some of that is going to be fear but sort of.
- Erika: Right.
- Share: Embracing that fear.
- Erika: Yeah, and just knowing that that is the natural order of things.
- Share: Yeah.
- Erika: Just like having a baby. I haven't had a baby. But for women who have a baby, the most painful, the most fear is when you're having the baby.
- Share: Yeah, right. And what about you? When there is a tough moment or things feeling a little bit rough or challenging. What do you turn to? Do you have a mantra? Do you have a person that you turn to? Or you know, what is your thing that makes you go okay I know I can do this. How do you get through it?
- Erika: Grey Goose Vodka.



Share: Straight up or on the rocks darling?

Erika: Straight up please. I mean, my whole life. I have built my whole life around supporting me. Again, it's that sun thing.

Share: Yes.

Erika: And so part of it Morning Whip again is like I show up and here are my three things I am working on this month.

Share: Right.

Erika: And I hold myself very accountable.

Share: Right.

Erika: To do these things. I believe in public declarations within a supportive community that are going to hold you accountable. Say, again I am launching my book. I am gonna launch my book. We are checking in the launching in Vegas. I have no idea how this is gonna happen. I don't even have people over for dinner.

Share: That's gonna be huge.

Erika: Oh crap. Crap. Crap.

Share: So, you made the declaration that you're just gonna do it.

Erika: Yeah.

Share: So, it sounds like when things are rough, you just turn to your community and just go I know I gotta do this.

Erika: Yeah, and that's why community is so important and that's why I have built my business so that community comes with that.

Share: Right.

Erika: So, when someone comes to Morning Whip, they show up and they have you know 25, 30, 40 other women who are going to support you and again we are very intimate group and very, very close and there is no hierarchy. Nobody is above anybody else.

Share: Right. In terms of Daily Whip and Morning Whip, do you see yourself and this is just a personal question for me that I am curious about, do you see yourself taking this to the speaking arena because you are gonna have a book coming out.

- Erika: Yes.
- Share: So, do you see yourself coming out speaking? Are you speaking now or is that something in your future?
- Erika: What I would like to do and I thought about this is right now in this period of my life, I am not that excited about speaking. I have never been that excited about speaking. I love being on stage though. And so, what I am working on is I want to do live whippings.
- Share: That would be great.
- Erika: Yeah.
- Share: Yeah.
- Erika: Because again, I don't like preparing for things sometimes. I like to be spontaneous and I know I do my best when I am spontaneous.
- Share: That's interactive with the audience.
- Erika: Yes.
- Share: They are going to get very engaged.
- Erika: Yeah. And I think when you do that kind of thing, people learn from that. And they are like, Oh my God! Did she just say that? I can't believe she just said that to that person.
- Share: Yeah.
- Erika: Oh my God I can't believe that person just said that about themselves. It is like I have no idea she was feeling like that.
- Share: Right.
- Erika: And that is what I would like my thing to be is to do the live whippings. Because again, what I do for my prep time is yoga, meditation, making sure that I'm on my game energetically and then I show up. I don't have to.
- Share: Yes. You don't have to memorize.
- Erika: The purpose of my job. I don't have to memorize all these things.
- Share: Right. I understand where you're coming from. You referenced that you love to help people and you love to help orphans. I always try to find out what it is that you are committed to. Like if you have to do this for the next 10 years without

getting paid, how would you describe it? Would you say, I am committed to helping people. Helping people with what? Can you like narrow that down to what it is that drives you?

Erika: I would do the exact same thing that I am doing.

Share: I figured that.

Erika: The exact same thing. Here is why it works for me. Again, I put Whipsters first. This is about them and any of one who will tell you that I work my ass off for them. I gave them all my best ideas.

Share: Right.

Erika: I concept business strategies for them. I concept products, products names. Again, it is just like if something comes to me, I give it to them. Like, when you're in Morning Whip you get to borrow my brain.

Share: Yeah.

Erika: And, so it is being of service. And not just in the business and is that I have been told that my Morning Whip class, it is not nuts and bolts. It is blood and soul.

Share: Oh, that's beautiful.

Erika: So, when you understand what you're really up to and you understand the backend piece of it, the inner piece of it, you are really clear what moves to make.

Share: Right.

Erika: And this is what happens that people gets so bugged down of information or anything the next guru or the next coach is gonna save them. And of course, I love coaching. I spend money and coaches myself but I don't do it as a piece to save me, I do it as a piece to help me play my game better and help me get on the game bigger and give that support. So, a lot of people are running around looking for that next program to save them or they become addicted to coaching programs or info products, etcetera, etcetera and are not doing the work.

Share: Do you think that's really prevalent right now with economy and the backward slide?

Erika: Huge.

Share: Yeah, people looking for definite measures.

Erika: And people are afraid to make a move. And, I saw part of what was my impetus for writing my book, *Think like a Stripper*, is the confidence crisis that we had in 2008.

Share: Yes.

Erika: And there is. I mean I am not an economist, so don't quote me on this. There is trillions of dollars, I just go by what my dad tells me. There are trillions of dollars sitting out there that is not moving.

Share: Right.

Erika: And any time something is stagnant, we have a problem.

Share: Yeah.

Erika: So we need to get things moving.

Share: Yes.

Erika: And this is part of what I am up to at Morning Whip is to help women build their business confidence, their clarity, and their commitment so they can get their businesses moving because when they get their own economies moving, it is a ripple effect.

Share: Yes.

Erika: Everybody wins. When they're making money, everybody wins.

Share: Definitely.

Erika: Oh my Morning Whip, why this works.

Share: Yeah.

Erika: Because it is service. It is all the things that I love. So, again, like when you come to Morning Whip you get my...

... brain. I'm constantly reading. I'm constantly educating myself. I have this incredible ability to notice patterns and to package things and to put spin on things that – and creating metaphors and stories and helping people understand things that they hadn't seen that before. And it's really fun.

Share: Yeah, and that's a gift. That's definitely a gift. I'd love to know what ultimate success looks like to you. What does the absolute, ultimate success look like to you?

Erika: It is, I'd have to say I feel it. I hear, I feel it. I feel like I'm ultimately successful. I'm almost 41. I'm incredibly healthy. I look amazing. I take very good care of myself, incredible relationships. I've got a wonderful husband, a wonderful family. And I love what I'm doing and I'm making money off it. I love who I am. This is it! It doesn't get better than this.

Share: That's wonderful. That's beautiful.

Erika: But, before the world, again I – when I think about growing my business, I can stay exactly as I am, I can stay very cozy and comfy and this really fun lifestyle. But I know that I'm not being of service if I don't go bigger. So 2012 is my year to plant my seeds, to lay my groundwork, to tie up loose ends so that 2013 I can re-structure my business and make it more available to the masses in a way that still delivered that works. Because again coaches who have coaching programs where there's 200 or 300, you're not going to get the same level of service.

Share: Right.

Erika: And that's important to me that everybody walks away and they got what they came for. And they understand, and they're at a new place, a new level-- I call it 'levelling-up' in their business.

Share: That's wonderful. Ok, I have one more question and then we can talk about anything that you'd like to.

Erika: Yeah.

Share: And that is simply, in your years of coaching women entrepreneurs, is there one thing that you see repeatedly that you would like to say, "Ok, look, there's this one thing that you all have this problem with. Here's what it is and here's what you got to do about it." Is there one thing that's just so common with everybody.

Erika: Yes, it's paying attention to what everybody else is doing and not focusing on you. So I had this experience when I worked in a strip club because when you work in a strip club, you work with all your competitors in this exact same room. It's like being in an aquarium and you can see what everybody is doing, who's making money. And at the clubs, because they made money on each dance that we gave, they would have a tally sheet up at the bar and you can walk up there and like 'where am I in the race? Oh, I'm the number 1 girl. Wow, I really suck tonight.' So not so much the healthiest piece. Sometimes if you are somebody who paid attention to everybody else—I realize that part of my success in the club is I need to, the tip is called '*strap on your blinders*'. So I literally need to like shut – no, not like this --that'll be strap on your blindfold. But just like this –tunnel-vision and focus.

Don't pay attention to what everybody else is doing. There's a time for that. I think it's good to see what your competitors are up to because again sometimes they have great ideas. So you don't want to like live in complete isolation. But when it comes to—I say for inspiration, look around. For creativity and making money, look in.

Share: That's great. That's really interesting. It's something that I've definitely fallen prey to. I'd go to somebody's website and I'd say 'Oh, they're doing exactly what I want to do. Why should I even bother? Blah-blah-blah.

Erika: Right.

Share: And I can immediately talk myself out of taking another forward step just from looking at their website and thinking I don't have what it takes because they're already doing it and they're so much more successful than I am.

So that is really profound advice. I've never had somebody put it quite like that. Really wonderful. And I'm surprised that it's so common.

Erika: And I will tell you, because I whip a lot of ladies, is that you don't have as much competition as you think you do.

Share: Right.

Erika: Because again a beautiful website and a beautifully-crafted product is not—it doesn't mean anything. I know one coach and she said she made \$250,000 off of a mailing list of 500 people. And she did not do any fancy marketing, just like hustle, hustle. And she's an incredible coach. And that is more of my style. I'm really grassroots kind of thing.

Don't worry for perfect and I think in this internet age, we worry for perfect. We worry for everything to be flawless and when you're impacting people and you're serving them in the way that they're getting results from working with you, that's all people care about. They really don't care about your website. They don't care about all these other things. They want human connection and they want help.

Share: Words to live by.

Erika: That's right.

Share: Words to rock your business by. Well thank you, Erika. Is there anything else that you would like to add?

Erika: No, I think you're doing a fantastic job. I love watching your videos.

Again, there's only one you. And you have your own expression. And the more that we trust and the more we expand and trust ourselves, summon that energy and everything revolves around it.

Share: I totally agree. And thank you for that because it is something that I had to crack my own whip on and say 'Ok Share, let's get on this and do weekly videos because that's what you need to do.

Erika: And again you have to do it even if one person watches your videos because you're setting that intention and even though we made that connection in our mind and we've set that intention in our mind, the physical world is the last place to get the message. Even though the brain moves at light speed, the physical world moves at the physical world's space

Share: Yeah.

Erika: Which is you're kind of crickety and then you're moving faster and then everything's kind of catching up.

Share: That's very true.

Erika: And then BAM! Lightning speed for the physical world.

Share: I love it! Well, Daily Whip is certainly a BAM of lightning speed so thank you so much, Erika

Erika: Thank you.

Share: And you do rock like a maniac. You are a rocker!

Erika: I'm a total rocker.

Share: She's a rockstar.