

There's No Money In Your Comfort Zone!

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**There's No Money In Your Comfort Zone!**

**By Kelly McCausey**

A fellow internet radio host recently joined the business mentoring website that I co-own with Alice Seba of InternetBasedMoms.com. Soon after, she sent me an instant message that said, "You and Alice are sure drawing me out of my comfort zone!"

I understood immediately what she meant. In the short period of time since she joined our site, she has completely redesigned her website and stepped up on some of the business tools that she needed to make her business run more smoothly. She was really making great progress. I shot back a quick reply, "There's no money in your comfort zone!"

That's a powerful statement! There is no money in our comfort zone!

This reminds me of some of the really unfortunate comments I've seen on the WAHM forums and discussion lists. There are Moms who were struggling to make ends meet last year who are still struggling this year. Nothing has changed, they're doing the same old things and their businesses aren't bearing anymore fruit than they ever did. Yet they are giving advice to others - bad advice at that.

The golden nugget of advice most often repeated is: "You shouldn't have to pay for information to grow your business when there is so much available for free." To hear them tell it, selling information is akin to selling your body! A dirty profession! Well, if it's true, if there is so much free info - why aren't they prospering by now?

If you're determined to keep doing the same things that you've always done to promote your business - you really are stuck in a comfort zone. If what you're doing was going to work, it would have worked by now. It's time to break out of that box and start trying some tactics you've never considered before.

The scary thing about moving outside of your comfort zone is that it usually calls for an investment on your part. Whether that is putting in extra hours or extra dollars, you're going to have to stretch yourself to acquire a new mindset where your business is concerned.

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The first step for Tammy was to ask for constructive criticism of her website. Some of the advice she received make it clear that she needed to loosen up the purse strings and begin to invest in her business in order to see it perform better over the long run. I'm happy to report that she's taking immediate steps to do so!

What do you need to do to break out of your comfort zone? Do you need to invest some time and money into a learning product? Could you benefit from some business or life coaching? Should you sign up for a class or two to spiff up your skills? Whatever it is - just do it. Yes it will make you feel uncomfortable at first but I promise you it's worth it.

I know what a challenge this is, I like being comfortable! But being comfortable kept me broke and in debt. I'm glad I decided to step outside my self imposed comfort zone of doing the `same old-same old'. I walked out into a much wider place of adventurous marketing and business development. I've found that that is where the money is - and everything else that we started our businesses for in the

first place.

Kelly McCausey hosts Work at Home Moms Talk Radio (

<http://www.wahmtalkradio.com>

) and co-owns

Mom Masterminds (

<http://www.mommasterminds.com>

), a closed door mentoring community for Moms

who want to develop a profitable internet based business.

### **Get Out of Your Comfort Zone in the Job Search**

**By Marilyn J. Tellez, M.A.**

Most everyone these days knows what a comfort zone is. My definition is the place, environment and tasks that we have learned to do and feel comfortable with—a comfort zone.

Lots of people feel devastated when they have lost a job as their comfort zone no longer exists. In other words, the time, place, co-workers, tasks which have been performed on the job don't exist any more. It's an uncomfortable place to be in. There is no sense of direction.

However, if we as workers realize that a comfort zone can disappear at any time, it is important to get out of our comfort zone while working. It does not take lots of money to be adventurous in looking at

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what other people do.

When we establish a reason to find out about other's jobs, we can understand job roles and skills from someone else's perspective, thus enhancing our own. It means talking to people, volunteering for projects out of our own expertise, and being curious about what other people do.

These activities can help us to understand that the comfort zone of the past, may be a prison in disguise. Being more open to various experiences and people can help us to understand that the grass we may covet on the other side of the street, is really just grass; someone else's comfort zone. See your "zone" as something you can change constantly. That activity will keep you on your toes!

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Get Out of Your Comfort Zone in the Job Search  
Positioned For Success... The Refined Art Of Taking A Chance  
"Getting Out Of The Comfort Zone!"  
Why You Never Get What You Truly Want  
Check Your Comfort Zone At The Door

100 succulent Chinese Recipes  
Info Product Marketing Secrets Exposed!  
Time Stretching Tips  
Content Magnet Article Extractor  
Killer Conversion Tactics

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