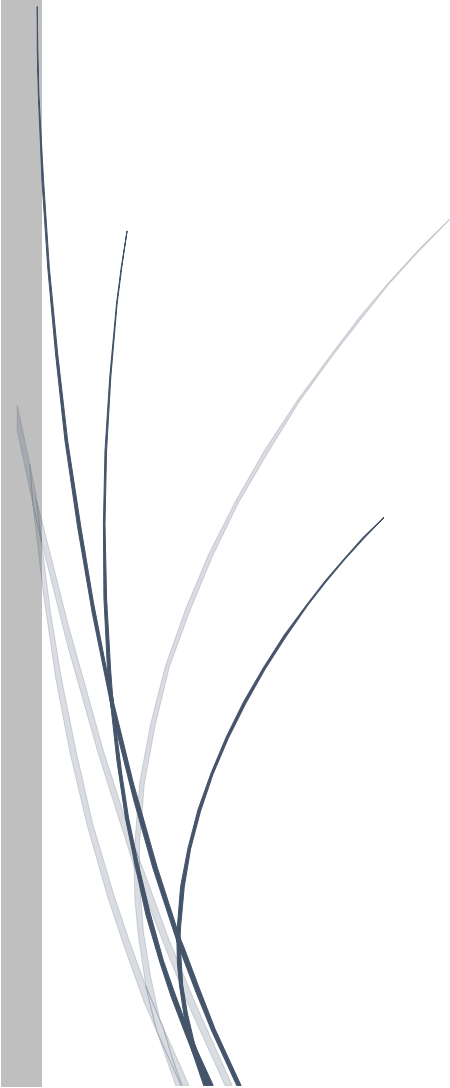
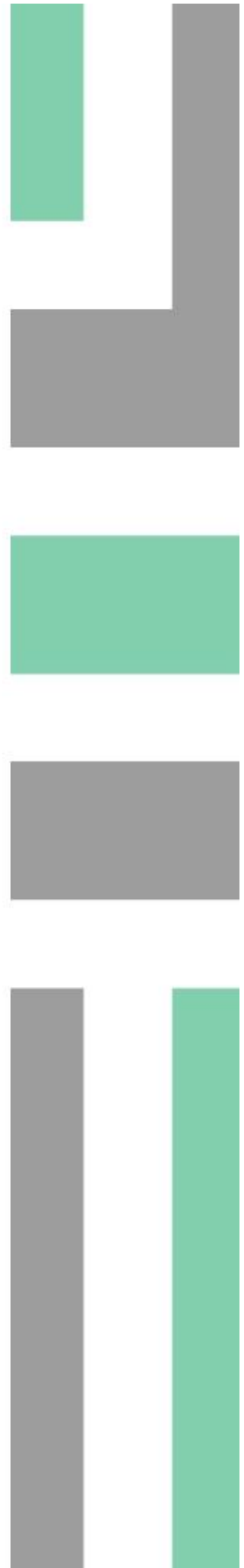


Case Study:

**How I went from \$2000 to
\$200,000 a year in a home-
based business
(and I did it at age 53)**

Cheryl Garrison
50Something Lifestyle



About Cheryl



Hi, I'm Cheryl Garrison, founder and CEO of 50Something Lifestyle and a 30+ year serial entrepreneur

I've had plenty of successes over my career as a business owner but the most rewarding was the year I went from earning \$2,000 and the next year earning over \$200,000, winning multiple awards and never looking back.

This case study is about how I did it and hopefully you will learn some tips and insights on how you can turn your earnings around by following some of the things I did to be successful.

The Beginning

First, I should tell you a little about how I got to the point where I was only earning \$2000 a year. Prior to starting my interior design business, I was a consultant. I took the expertise I had learned in the workplace and started consulting for way more money than I had earned as a full-time employee.

I earned nearly lots of money during that time working when I wanted to and raising these 3.



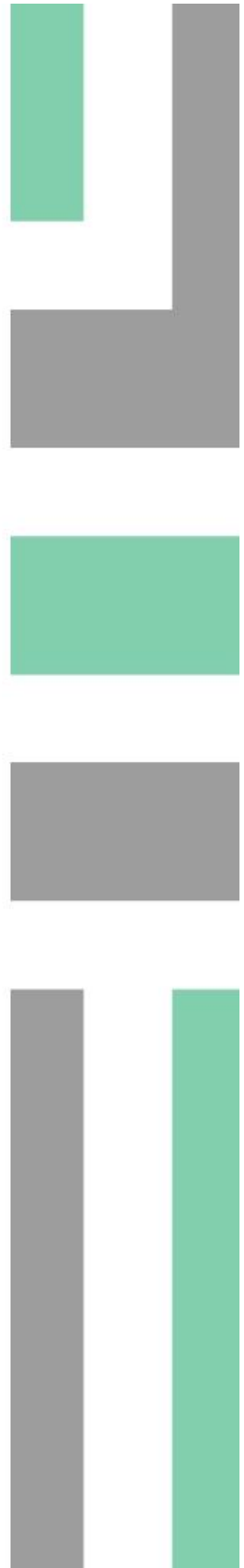
My son, the youngest, never spent a day with a sitter or in daycare because I was able to work in my own business from home. While I successfully worked at home for 15 years, I found that there were two shortcomings. First, it was very isolating sitting at the computer and only relating to a screen. Second, I was limited by what I could earn because I billed by the hour. I knew a change was coming and I knew it would be another entrepreneurial venture. I was done with working for someone else.

A New Business is Born



My passion had always been home décor. I loved refinishing furniture, designing and making draperies and redecorating houses. When the opportunity came for me to buy into a franchise that would not only set me up in an interior decorating business but also train and certify me, I jumped at the chance. Remember, it was my passion.

The day I completed my training and certification and was finally an interior decorator, I was ecstatic. I promptly scheduled my grand opening, invited tons of people and after a day of food, friends and showing off beautiful fabrics, window treatments, artwork and accessories, I sold a whopping \$200 wallpaper project.



Now, I had invested thousands of dollars to get started in this business and because of my prior success as a consultant, I thought it was a no brainer. I was going to be wildly successful.

Well it wasn't. I was failing daily. And my debt was piling up while the confidence and joy of running my own business was dwindling.

After my first year in business and investing around \$60,000, I earned a whopping \$2000. For someone who was used to earning over \$50,000 annually, it was a blow to my ego and my pocketbook.

Problem was I wasn't sure how I got to where I was only earning \$2000 nor did I really understand how to increase my earnings. I had a reputation as an expert in the technical writing field so when I put in a proposal for a contract, I got it. I wasn't accustomed to the barrage of Nos I was getting.

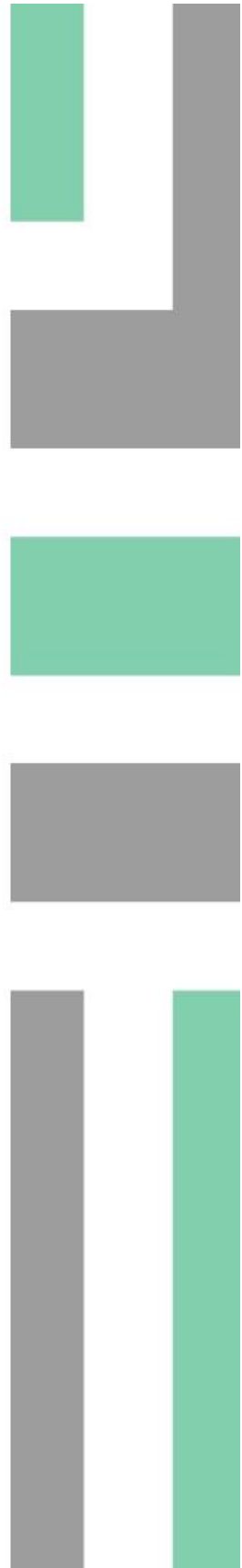
I watched as others in the franchise were earning money and at the first conference around 5 women were on stage for having the most successful franchises. That's where I was used to being, at the top. I knew it was possible but sales and running a retail-based business were much different from running my consultant business. I needed help!



Once I let my ego get out of the way and humbled myself, I searched around the franchise for the most successful franchisee and reached out for her to coach me. I thought it was going to be harder to do but she immediately was open to helping me and we put together a plan of action.

Now, how did I get to that magic \$200,000 and on the stage at the next conference? Here's what I learned and did and this is now what I teach all the women I work with.

If you want to see a massive change in your business, here's are the four things you need to do to be as successful as I was:



1

Affirm your success

2

Create a daily plan of action to get you to your stated goals

3

Implement your plan

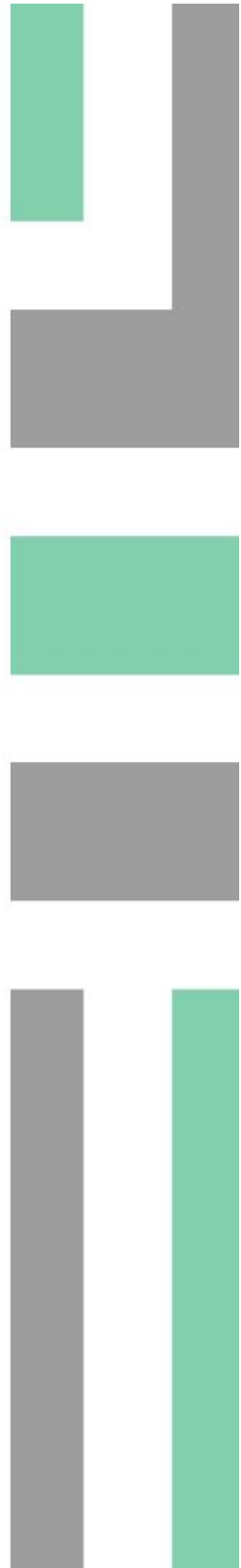
4

Find an Accountability partner

Affirm Your Success

If you've ever participated in one of my trainings, you know I always start with mindset. That's because that was the thing that changed for me. Once I had the right mindset and began thinking like an entrepreneur, I began experiencing success. In my consultant business, I was so confident in my craft and was known in the industry so there were few obstacles to overcome. When a project came open, and I was available, there was very little I needed to do to get it.

The design business was different. The first thing Janet, my coach, did was to have me define what I wanted to earn in my business and write affirmations to that affect. Since my desire was to be one of the top businesses in the franchise, I wrote an affirmation to that fact.



I read that affirmation morning and night faithfully until it was ingrained in me. I had just watched the Secret and I began visualizing myself on that stage. When it actually happened, it was just as I had imagined it. I was the only single-owner franchise to make over \$200,000, I won the Business Excellence award and I was respected as someone who knew how to be successful.

To get there, I learned the lessons of Napoleon Hill and Jim Rohn. I learned that the mind cannot tell reality from fantasy. If you think something long enough in your subconscious mind, you will begin to believe it. So I went to work on my subconscious thinking and the vision of my business success was at the forefront every single day.

Be real! Affirm what you want regardless of whether or not you think you can achieve it. When you develop a mindset that nothing will keep you from your goals and dreams, you will find yourself achieving all you desire.

Create a Plan

The second part of my training/coaching was creating a plan. I knew how much I wanted to earn but I had no plan on how I was going to get there. Janet worked with me to create a business plan that was designed to get me to my goal.

First, I stated my financial goal for 1 year. It was actually \$120,000. I wanted to earn at least \$10,000 per month. I know that was pretty bold to go from \$2000 to \$120,000 but I had been successful in my consultant business so I knew based on my history I could make the money once I knew exactly what to do to do it.

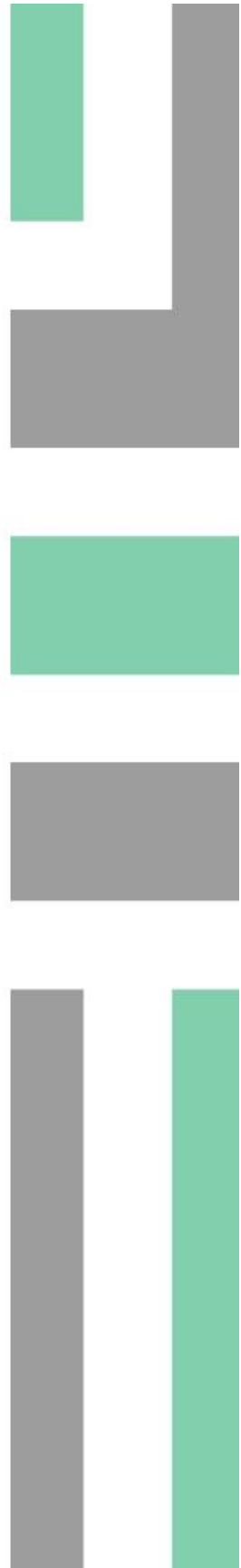
I completed an earnings plan that broke down my sales goals for each month, week and day. It was fairly simple:

\$10,000 month

\$2,500 week

\$417 day (for 6 days)

Simple right? Although it was simple, I was clearly focused on these amounts as I planned each day, week and month. With the annual goal broken down by day, I was always aware of where I was in my quest for top franchise.



Implement the Plan

The next part of my plan was determining how I would make the money. What aspects of my business were revenue generating? I listed them:

Design consultations - \$500

Color Consultations - \$100

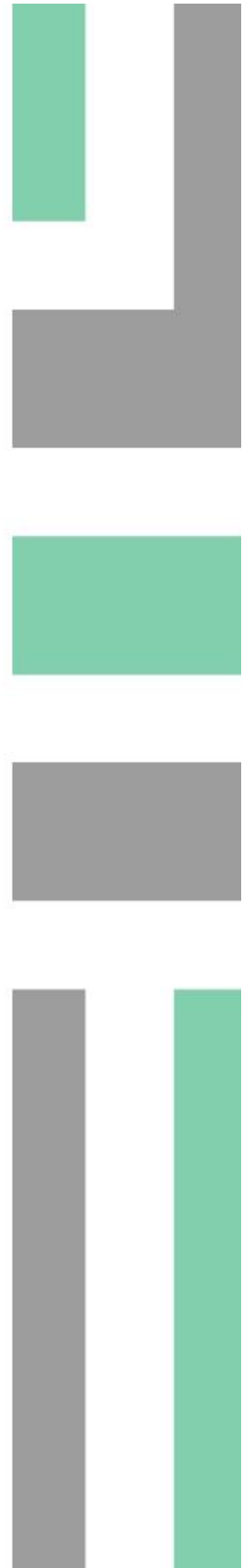
Full designs – Project driven

Draperies – Project driven

If I did not have an outright design project to do someone's entire house or a couple rooms or full window treatments, I knew that I could do some color consults and easily make my daily minimum.

Next, I included a marketing portion of the plan. How would I find clients. With all this information in hand, Janet and I put together a plan that included projections in each of the income producing areas and then determined the best way to promote the service to get clients. Working with Janet, these are the ways in which I would promote my services:

- Direct mail postcards – these postcards were mostly promotion based. Get a free color consultation when you purchase window treatments. Or free design consultation.
- Home shows – these were my #2 money makers. I would generally get 50 to 100 referrals from a 3-day home show. This gave me something to do daily – followup and set appointments.
- Workshops/Presentations – these were mostly used to have people sign up for a free consultation
- Service Magic (a referral service) – absolutely my #1 marketing tool. I would pay for a certain number of pre-qualified leads per month. Many of my large clients came from this service.
- Angie's List (a referral service)
- Word of mouth referrals – in any business if you can get people calling you because someone you helped recommended you, you are sure to be successful. I began to get people asking me to help them because of the level of customer service and care for my clients.



In the end, business came from each source and I was so busy, I could barely service the clients I had acquired.

Get an Accountability Partner

The most important part of why I became successful – accountability!
An **accountability partner** is a business peer who helps you grow your company by offering guidance and by holding you to your commitments. While it's similar to a mentor relationship, both **partners work** on bettering their businesses with the feedback and support of each other.

I was accountable to Janet every day for the better part of 3 months. I had to call her daily with activity results from the previous day. If I had accomplished very little, we would discuss what had happened and how I could increase my efforts. If I had a home show and got leads, on those calls, I had to report call backs and appointments set.

It was an amazing time because the accountability part aided me in getting true results. When you are accountable to someone you trust, you tend to do as you agreed to do. I did not want to disappoint Janet so I had a report for each day. After the 3 months, I was on my own but I knew exactly what to do and how to do it.

An accountability partner has the following benefits:

We perform better under the guidance of an accountability partner

You get feedback from someone you trust

You learn from the successes and failures of others



You have someone who will challenge you

You have a ready-made cheerleader

I was accountable and it paid off.

If you find that you are not achieving the results you believe you should, it may be as simple as getting an accountability partner. I recommend you find someone who is positive, someone you respect successful in their own right, trustworthy.

Conclusion

Now you know how I did it. And you can do it too, if you just consider the four steps that I used. They work no matter what your business. If you can do as I did and recognize that you need help and resources to help you succeed, you will succeed. Do these things on your own or connect with me and I will help you. You can also join the 50Something Success Club where you have instant access to 24/7 training and support on how to start and grow your businesses. All the steps we discussed here are covered in the back office of the Clubhouse.

Go to <https://www.50somethinglifestyle.com/abouttheclub> for more details on the Success Clubhouse.

To schedule a free strategy session to see how I might help you as you grow your business, go to <https://calendly.com/50somethinglifestyle>

