



Episode 2 - Transcript

Hey friend, you're listening to The Nicole Walters Podcast. I'm a former six-figure corporate executive who woke up every morning feeling stuck in the life that I built for myself but using my corporate skills I took to the Internet and built a multi-seven-figure business, showing others how they can build a life they love. Now on this podcast, I share stories of being an entrepreneur, a mom to my three amazing girls and a wife to my crazy, cooky dancing hubbin. I've had a couple of viral videos too. So you know there's going to be a lot of laughs here. So whether you've seen me on my viral vids or on the Today Show or read about me in Forbes, this is the place where we can meet, share stories, share laughs, and share fun. I'm your best friend in your head. So sit back, listen close, and let's get started.

There's this terrible thing going out there. It's, I don't know if it's a rumor or just something that people are saying, but there's this idea that you can get paid to just be you. I want to be the first one to dispel this rumor and say, that is not a thing. That is not a thing. You absolutely will never, no one has ever become a millionaire, billionaire, trillionaire, six-figonaire just existing. The truth is in any business, which that's what it is when you give something to someone and get paid for it. In any business, you need to have a service, an offering, and a way to help people and change their life. So that's one of the things that I want to make sure that you understand as you decide to pursue your purpose and hopefully get paid for it. You've got to do the work.

Now that was where I started when I was doing my entrepreneurial journey. I was a blogger and I blogged about African American beauty. I shared my favorite products. I shared my journey to switch to all natural things and I made a lot of blogger friends along the way, and it was with these blog friends while working my nine to five corporate job that they'd come to me and they'd say, Hey Nicole, we are loving blogging. We are loving sharing everything about what we're doing, our hair, our journey, all those good things. But as they were doing it, they were saying to themselves, they are just not getting paid. And it was something I didn't relate to, something I couldn't understand because frankly, I don't do free! And you may have heard me say that before, but I don't do free. I'll do free for the church, I'll do free for children, I'll do free for charity, but I don't do free. Right? I like to make sure that if I am putting out effort and delivering a top quality amazing product that you know what, I'm getting paid for it because I'm worth it. My time is worth it and your time's worth it too.

So because I don't do free. My blogger friends were wondering how with just a few followers and a blog that wasn't that old that I managed to score some of the top partnerships with major brands, and the checks that go along with it, while they were still so hard day in and day out to try to make a good buck doing the thing that they loved. And I told them that it came down to a couple of different things. The first thing was that I saw what I did as a service. Not only was I sharing my journey, what I was using, what I liked, what products work for me in different hairstyles, but I was also making sure to itemize it and I was making sure to do reporting and to share data. And when I pitched these companies and brands, I went back to them and I said, hey, this is what I've learned and here's how you can improve your business. Because I didn't feel like it was appropriate and in real business I knew I wasn't going to get paid for just taking a pretty picture because again, that's not a thing. You only get paid for doing work. And it all started when I realized that I also kind of didn't want to exclusively work with brands because a lot of my blogger friends felt like they were trapped. They were working with brands every single day. They were trying to score a gig and they thought that the only way that they could get paid from social media or from doing what they loved, right? Not just existing. Was if they found someone an investor a brand, a business to sponsor them. But guess what? You can make your own money and that's the best place to be when you're controlling your bank account and you're controlling those commas. And that was the standpoint that I always took with my business. It was one of the first major shifts. If I do the work, can I get paid for doing the work directly? Can I create my own profitability? And it was that standpoint that led me to affiliate programs.

Now affiliate programs were the very first place that I started. And if you aren't familiar with those or if you're not really business-minded, well guess what? What if I told you-you kind of already do it. Being an affiliate is getting paid for doing advertising for something that you love. Let me give you an example. Whenever we go to target, right? We walk in there and we're like, man, I am here for just one thing, a pair of socks. And then when we roll up to the register with a completely full cart with two Ottomans, five boxes, a grape, and some laundry detergent and likely no socks, right? Girl! We say to ourselves, oh my gosh, another Target excursion. But then when we go into the office and we're wearing that dress that we saw that was off on the side collection and we had no intent on buying, but it looks really good on us and our girlfriends are like, I love that dress. Where did you get it? Because obviously, it looks super expensive cause Target, right? And you say, oh well I just got it at Target. It was \$24.99 and your friends are like, really? And then the next day they come in and they're wearing that same dress in a different color. Well, guess what? You just advertised for Target and guess what else, you just did free.

Now with an affiliate program, companies are saying, Hey, I want to pay you to tell more people about our business because word of mouth advertising is the most effective and it's pretty dang cheap. So companies will offer as much as a 50% share for you to just tell people about their product and you get to control it. How you tell them, how much you tell them, where you tell them. Usually, there aren't too many strict rules. They just want you to get the word out. And I knew that this was one of the ways that I could monetize my blog, get a great check coming in

and get to really be in integrity with who I am, what I love, and being transparent with all of my friends who watched and read my blog. So that was where I started.

I was heading on a vacation with my husband to Jamaica, and I wanted to launch a personally driven campaign. That's right. I wanted to create a big bonanza without having to get a brand to sponsor my trip, but I was going to pay for this trip. So what I did was I bought a bunch of bathing suits off of Amazon. I purchased different things that I thought would look good on me, things in bright colors because God blessed this Melanin. And I also made sure that I got things I thought would fit really nicely. Plus, Hey, I was with my husband and he deserved a treat too, right? So we went to Jamaica and while we were there, poor husband was roped into playing the Instagram husband role. He had to take all the right photos and all the right shots. I wanted water here, a splash here, all that good stuff. But I knew that if I posted this stuff on my Instagram page and if I linked it back to my Amazon affiliate account, that I would get paid for every single click and purchase. And guess what? That's exactly what happened. I posted these photos and I sold out within 24 hours of this swimsuit, and then I posted another suit on another day. That one sold out too, and then on the third day of the trip, I posted another suit. And before you know it, I paid for our entire Jamaica vacation with just my affiliate dollars. Because guess what? You get paid if you do work and that work can be in line with what you love, but you're not just going to get paid for existing. You're going to have to do something. You're going to have to show up. You're going to need a service, an offering, and a way to help.

So these are the three things that might help you get started, right? If you're saying to yourself, well, where can I really offer a service? Or where can I really align myself with affiliate work? Or how can I make some extra money and do some work that counts? Well, the first thing I always say to someone is where do you find people complimenting you? Because guess what? You have family, friends, coworkers that are always saying, gosh, you have an amazing sense of style, or I absolutely love your jewelry. Or where do you always find the perfect items for your kids' lunches? Because odds are you are already doing a little bit of affiliate work or sharing details because you love it because frankly, the next tip, you'd probably do this thing for free. The difference is you shouldn't. And then the last thing that I think we often forget is what really makes your heart sing? What brings you joy?

Oftentimes we get so caught up in thinking that we can only get paid for what someone else is already paying for, or we can only get paid for things that we think are generally seen by society as being worthy. But I gotta tell you like I said in our very first chat, and if you didn't listen to it, you're gonna want to go back to episode one, but your provision lives in your purpose. You're going to get paid for the closest alignment to what it is you've been put on this earth to do. And if you find what makes your heart sing, you will also find a way to get paid for it. Now, because this is about doing the work, you also have to understand that every single day you need to set aside 30 minutes to really build. If you want a six-figure paycheck, you're going to need to do six-figure work. I don't know what these people are talking about when they say they live a laptop lifestyle and that they don't ever have to work in order to get paid. I dunno what they're doing and maybe I need to take tips from them, but if you want a 40-hour paycheck, you're

probably going to be putting in 40 hours of work. But guess what? I'd rather put in those 40 hours when and where I want to and delegate the things to the team that I don't want to do and keep the things that I love.

I still work really, really hard every single day to run my multimillion dollar business. I just get to work during hours that I want to work and I get to take off time in the middle of the day to get my baby off the bus and give her a snack. And I get to travel with all of my family and have my husband come along too because he's part of my team. I mean these are the joys that come along with running your own business. But the reality is I still run a business. So that said, I want to let you know if you've ever said to yourself, should I have a business or how on earth can I even make this sort of thing happen? Well, you deserve to be happier in the work that you do, but the work is real and understand that you have to act like a business if you want to get paid like one.

So again, I shared a couple stories and I shared a couple of points, but the thing that I want you to know, if there's nothing else that you take from this episode, is that you have to act like a business to get paid like one. And the number one thing about acting like a business is that you have to do the work. And I got to tell you, that acting like a business sounds like it's easier said than done and it is because I can't tell you how many people don't know how to act like a business. They have no idea where to start. They have no idea what to do and they definitely don't know how to behave.

I've got a story that's going to blow your mind. It was something that I see a lot of entrepreneurs do. As a matter of fact, this particular entrepreneur made the biggest mistake that I see entrepreneurs doing every single day, and when she made this mistake, I was able to swoop in, stand in her place and build a relationship with a brand that made me tens of thousands of dollars. You do not want to make this mistake because it'll be the first thing to derail your growth and above all else, this behavior, this attribute won't just cost you money and a business, but it can cost you friends and time. And I can't wait to tell you all about it. The answer is really simple, but no one shares this one and I'll be telling you all about it in our next episode. Thanks for listening.

Thanks so much for listening, friend. If you enjoyed this podcast, head over to www.NicoleWalters.com. I'd love for us to stay in touch, so make sure you drop your email address so I can send you inspiration, business details, and the occasional funny story. And because I'm so generous, there might even be a selfie in the mix. Thanks again and make sure you subscribe and come back soon.