



PASCAL MONMOINE PHOTOGRAPHY

Learning with Leslie
Podcast Episode 130

**Don't Be Stuck in a Job.
Do Something BIGGER!**

- With Farnoosh Brock

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Introductions

[Intro by Guy Kawasaki, Gideon Shalwick, and Farnoosh Brock]

Hello, hello, hello and welcome to another episode of Learning with Leslie, the podcast where you learn, I learn, we all learn about how to build an online business with a blog. No, I'm not talking about one of those blogs that will fall by the wayside when Google has a mood swing (*laughs*). I'm talking about one that will thrive no matter what gets thrown at it.

I'm your host, Leslie Samuel from becomeablogger.com where we're changing the world one blog at a time. As usual, I have another exciting episode for you today.

I'm on the line with my good friend, Farnoosh Brock for the third time. She was on once, twice and now again. The first time she was on here, she spoke about [how to live and blog in a prolific way](#) and then, the [next time](#) we had a great conversation and today, I mean, I'm just excited about what we are going to talk about.

She left a long corporate career starting a media and publishing company called **Prolific Living**. She then hired her husband a year in and now, they write books especially with a health focus. She's the author of the book, [The 8 Pillars of Motivation](#), been featured on Forbes magazine, BBC and is the creator of the [Smart Exit Blueprint Course](#). Today, we're going to be talking about what to do when you're stuck in a job and want to do something bigger. So, that's what we're going to talk about today.

LESLIE: Farnoosh, my friend, how are you doing today?

FARNOOSH: I am great. That was a wonderful introduction. I am very humbled and excited to talk to you again, Leslie.

LESLIE: And, I'm excited to have you on here. Have you been on any other podcasts three times before?

FARNOOSH: You know, I think I've been on Srini's podcast, [BlogcastFM](#) three times.

LESLIE: Three times? Okay, so then, I have to have you on here a fourth time because nobody should have you on more than I have you on.

FARNOOSH: That's so kind of you. You're so sweet.

LESLIE: We're going to make that happen. How are things going with you?

FARNOOSH: They are wonderful. I couldn't be happier.

LESLIE: Awesome. So, we had you on before and before we went in to your entire story about who you are, how you got to be where you are today, well, back then and all that good stuff. So, we're not going to go into all those details.

I will say this that we met online and then, we met in person and our relationship has grown since then. A few weeks ago, I was thinking, "Man, I haven't spoken to Farnoosh in a while. I miss her. I need to get her on the podcast." And now, you're here.

FARNOOSH: Thank you, thank you so much. Yes, it's amazing how I say, when you meet your friends that you meet online, it's like old friends meeting for the first time.

LESLIE: Exactly.

FARNOOSH: Yes, you know it.

The Smart Exit Blueprint Course

LESLIE: Awesome. You have a course and the name of that course is [Smart Exit Blueprint](#). What is that course all about?

FARNOOSH: The **Smart Exit Blueprint** course was, after I left my corporate career, Leslie, when I had long career in corporate in a big Fortune 100 technology company and I had a lot of success but, I also was done. I needed to get out and do something like you said, "bigger."

And so, after I left, I looked back at the things that I wanted to change. We always want to go back and you know, see what we could have done better.

I realize that I didn't quite plan out my exit, I call it an "exit strategy" now, from corporate where I was just an employee. It was all I ever knew how to be to an entrepreneur. And so, going back, I look at the things I could have done better, the things that I already did well, and I

started talking to some of my friends who were very miserable in their corporate jobs and you know what? Just like me, they had no idea how to make that difficult transition.



Smart Exit Blueprint

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So, I'm glad you've never worked at corporate but, when you are an employee, thinking outside of that corporate structure is really, really hard. That was the foundation of the course. Basically, I wanted to help people who are in a job, who are employees, who have never done anything, never ran a business, don't have an MBA or any other fancy titles, that for them, to first of all realize they can make a huge drastic change to their career as long as they desire it.

I think that it's important to believe you can do it. It's never too late and so, I give them the tools and the resources and the right mindset to make that difficult transition out of a job into something else and generally, that includes leaving your employment behind, starting something on your own and it takes a lot of shift in perspective and a lot of savvy and know-how. That's what the course is all about.

LESLIE: Okay, and I normally don't even start out any interview by asking about what your course or anything of that sort but, I think that is really relevant to a number of people that I have even been speaking to recently in the [Become a Blogger community](#). So, someone is working at a job and they do not like their job or, maybe they like their job but, it's not what they want to do in life.

They want to do something bigger and maybe they found out about blogging and maybe they listen to my podcast and they hear this crazy guy always talking about changing the world one blog at a time and they are trying to figure out, "How do I navigate from where I am to where I want to be where I'm an entrepreneur eventually or ultimately becoming an entrepreneur, having something of my own that I am building up, I am putting up in blood, sweat, and tears and building something that is having an impact.

I want to go through that process. So, we're actually going to be digging into your course and talking about some of these steps that people need to be thinking about that maybe they are not thinking about.

FARNOOSH: Great, let's do it!

Why do you want to leave your job?

LESLIE: And, I think it even applies beyond corporate. I mean, I was teaching at a high school and I didn't enjoy what I was doing and I saw myself moving from that to doing what I'm doing online. So, I think some of these tips are going to be even relevant to people that are working other jobs outside of corporate.

I am working a job right now. I am stressed out because I don't like what I'm doing on my job. I started a blog. I want to get into business and I don't know where to go. What are some of the things that I need to be thinking of before I even think about making that type of a change?

FARNOOSH: All right, very good question. So, the first thing that I teach students in this class and something that I kind of had figured out but, I hadn't really worked on it hard, something you need to get absolute clarity on is... Are you ready, Leslie?

LESLIE: I'm ready. I'm waiting. I'm like on the edge of my seat. What is this something?
[laughs]

FARNOOSH: You need to know why you want to leave your job.

LESLIE: Oh, I love that.

FARNOOSH: And, it sounds simplistic. It sounds like I'm being clever but, listen... If you chase the wrong reason, like you're not making enough money, you hate your boss, you don't like the company, and I have done this and I can give you a case study.

If you chase the wrong reason, you correct the wrong problem. So, yes, you're unhappy. That's a fact, okay. I'm not arguing that. But, do you really know why you're unhappy because if you don't know then, wherever you're going may not be the right place for you.

What I would is I would tell you, "Look Leslie, so, you're unhappy in your job. Let's go through this exercise and I want to ask you a number of questions and figure out exactly what is the root cause of your unhappiness."



And so, going back to that example, I wanted to give you when I was much younger, I was a customer support engineer for this technology company and I was, five years in, I was really miserable. I was convinced without a shadow of a doubt, I was miserable because I was grossly underpaid because people at my level were making a lot more money and I had been passed over for promotions and raises.

So then, I went about the next three years of my career at the same company, doubling my salary, figuring out the system, doubling my salary, getting great bosses and reducing my hours of work by about 40%-50%.

So, I was working a 60-hour work weeks. I went to about thirty at most. I was more unhappy because I was fixing the wrong problems and the problem wasn't for me that I wasn't making enough money.

The problem was I just didn't belong in that corporate structure as an employee. I needed to get out and feed my creativity and write and blog and what I'm doing today.

LESLIE: Okay, so how do I even figure out what my "WHY" is. What kinds of questions can I ask myself to get to that why I want to leave my job?

FARNOOSH: Right. So, a number of questions. The first thing is this is something you have to come on board with because some people are like totally resistant to it. That's totally normal. But, okay, so you're on board. You're going to figure out why. So, then, we're going to look at what makes you unhappy, right? We're going to look at the things you actually are happy about with your job and, if you're really bitter and angry and cynical which you get as a corporate employee.

So, anyway, when you feel that way, you can see clearly and you don't want to look at the positives. I'm going to have to ask you to start removing these emotions just for a minute. You can go back to being angry later and just try to look at the whole picture of your job. Everything your job offers you from a good boss or a bad boss to your team leads, your environment, the training, the certifications, the bonus money, whatever they give you. You're going to itemize that and you're going to rank it.

How do you feel about that? How is that impacting your life? Is it making it better? Is it making it harder? And so, after you're done going through that list, you're going to start spotting where the problems are. Maybe the root cause is you just don't feel valued, not monetarily but, just because they don't take the time to verbally recognize you.

Sometimes, it's simple stuff and in fact, after you go through the WHY exercise, you may come out thinking, "You know what? I actually don't mind my job. I am just unhappy because I have some personal self-esteem issues."

I need to work on that and I need to take better care of myself because my job is doing everything but, I'm resisting it. I'm not accepting what it's giving me.

Sometimes, you may come to the right conclusion, yes. I want to leave my job because I hate my boss and the entire management. That's what I thought at the beginning so you have just validated your original assumption.

LESLIE: Got you. Oh, I like that.

It's kind of interesting because we're talking about how to decide what your WHY is for wanting to leave your job and you're saying, "First, let's think about the positive. Let's think about the good things that you get from your job and going through that process of thinking about the good and then, even asking about maybe some of the things that you don't like at your job," is that something you want to be doing?

FARNOOSH: Yes. You want to look at everything your job offers you and then, rank it based on how you feel about it, how it makes you feel about yourself, how it's impacting your life and as you go through it, then you see what's good and what's not so good.

The reason why I have you do both is because the good stuff, you want to keep. If you love being an engineer but, you are stuck in the wrong company, your next mission when we go through the next step is to figure out where you can do that engineering work that's a positive in your job and you take that with you in your next career adventure.

So, you want to keep the good and even expand on it and then, minimize the bad. That's how you move in the right direction.

LESLIE: All right. Keep the good. Expand on the good. Focus on that good and minimize the bad.

FARNOOSH: Minimize the bad. I hope I said that right.

LESLIE: No, you did. I love it. I love it.

FARNOOSH: Okay.

Find an outlet for creativity.

LESLIE: Okay so, let's say we go through the process and I've decide, I've figured out my WHY. Let's say my WHY is it's not allowing me to express my creativity and I want to be able to express that more.

Whatever the why is, where do I go from there? I have my WHY. Now, I do what?

FARNOOSH: Okay, great question. So, let's say you still are in a direction to leave. You're still thinking, okay, the creativity, let's take that because that is so common. That was one of the reasons I was so unhappy but, I couldn't see it for a long time.

So, clarity itself, you are halfway there. Okay, you can't express your creativity at work. It's just not an environment that cultivates that. Then, we look at ways that you have outlets or maybe you don't for that creativity in your life.

If you don't have any outlets then, we start looking at places you could create outlets. Some people have hobbies. Some people, especially some of your listeners have side hustles such as blogging, such as doing something on the side that they enjoy so that is in essence an expression of your creativity.

That doesn't mean that's going to necessarily turn into your next thing but, it means you have an outlet. And so then, we explore that and we try to identify the type of creativity such as,



maybe it's writing. Maybe it's drawing. Maybe it's graphic design. What is exactly your type of creativity, right, that you want to express?

And so, then you get into your talents, your skills, your passions, and you start to really do some self-discovery workup and sometimes, some of my students, I had a guy who was 60 years old. He had never taken the time to express his passion about sports, actually sports broadcasting.

He was actually going to start a podcast at 60. I am so proud of him.

LESLIE: That is awesome.

FARNOOSH: So, it's never too late and sometimes, you may have just denied to that to yourself. I'm not giving myself permission to be an artist because I am a doctor. I am a surgeon. I am a lawyer.

And so, that's a lot of acceptance and coming to terms with what who you really are on the inside. I thought for the longest time I'm supposed to be in engineering and it turns out I hate engineering. I mean, no offense, but, I just wasn't made for that. I just follow the path and education that ended up there.

So, understanding, so just let me wrap up and then, we go back and see if we need to revisit. You need an outlet for creativity. We need to figure out if you currently have an outlet in your life to feed that creativity or not and if not, what is the resistance? What is the block there? Why don't you have one? Is it your family? Is it you not letting yourself... etc?

Then, we figure out exactly the type of creativity that makes you happy. And, there are so many different forms. We can't even cover all of that.

That's it, that's the next step. Over to you.

LESLIE: Okay, so I love this because we're thinking about in essence what we are passionate about and then, we're taking that passion and we're expressing it in a creative way or in, let's say, for example, and we'll make this even more applicable to someone that's listening right now. I figured out my why. It doesn't allow me to express my creativity. I have an outlet because I have started blogging and I started blogging about something that I am passionate about and I get so excited. I spend the night sometimes, up to three in the morning, four in the morning creating these blog posts and it rejuvenates me, gets me going and then, I have to wake up and go to my job.

All right, so we have that outlet. What do we do next?

Evaluate what you want to do with your outlet.

FARNOOSH: Right, yes. I know.

Okay, so this is good. If you have the outlet, it's good because you're actually being responsive to what you need internally but, you're also being responsible. You have a job. You have obligations.

I think the next step is to look at what you are doing as a hobby, as that outlet and then, see, okay, the reason you're unhappy in your job was because you don't have enough creativity. Here, it is.

Then, we look at are you willing to do this on a full-time basis and as a business? And, there are so many different ways to look at this, okay. But, the reason I say this is because sometimes, when you change the nature of a creativity from hobby to business, it completely changes how you feel about it.

I used to do Argentine tango and I loved it and then, I remember at one point we were asked to teach which was really funny but, anyway, we were somewhat better than the rest of the community. So, we started teaching small classes and it changed the whole thing like I hated it because I had to get prepared and go teach and then, of course, you're paid for it.

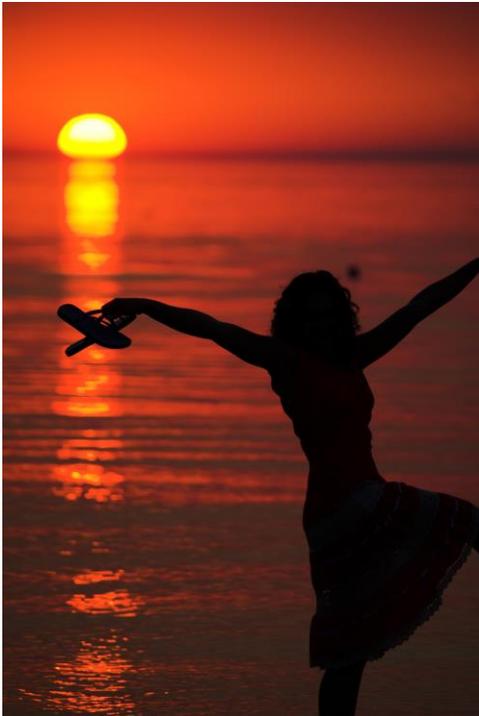
So, the nature of the hobby that was just pure fun with no pressure suddenly changed to a business responsibility. And then, I have more questions that take you through, okay, writing is not all fun and games and I realize you're working very hard at it but, if it becomes something you want to use as a way to build a business, this is what it's going to look like.

Can you picture yourself doing that? Do you realize what you may have to give up and what changes you have to make in order to be able to have this? And then, there is that whole balance.

Can you still be creative because another big aspect of exit, I'm switching a little topic on you but, it's related, is whether you are financially ready or in a place where you are okay with some risk tolerance moving from that job into this other place because if you're going to be stressed then, you're not going to feel creative.

So then, also how does your family feel about it and creating a minimal support system that at least helps you so that, you can get through. So, there are other factors here but, beyond that, going back to your question, you have the blog, the writing, you love it.

Asking yourself, are you willing to see that as a business to really make it work and build it up as a blog that earns income versus as something that you just go to it when you feel like it and then, there's ways to go through those questions.



So then, it helps you to really look more closely at what you like to do at this creative outlet, at this way that you may be planning to change your career and you learn so much about yourself in this process that it makes the next decisions a lot easier.

LESLIE: It's becoming obvious to me that this is an extensive process and no, we can't cover every single aspect of it in this short podcast episode but, I feel as if we are getting deep enough so that, someone can actually go and ask themselves these questions and make decisions based on these questions which is what I like.

I resonate with what you're saying there in terms of are you willing to take that and make it into a business because for me, for example, I love to play the piano. But, when I took piano lessons as a child, I hated it because it was so structured in a way that I wasn't structured.

Then, when I thought about coming to college and studying something, I thought about music and I said to myself, you know what? No, I don't want that to be my business. I don't want that to be my job. I want that to be my outlet that I can just go to, relax, no pressure, and just enjoy what I'm doing.

FARNOOSH: Yes, exactly.

LESLIE: That's not something I see myself turning into a business.

FARNOOSH: But, the other way to look at it is, okay your creativity outlet, if you don't have any time or any desire to be creative because your job is so stressful, when you figure out the

next career transition with the exit out of this one into the other one, then you create a lifestyle that hopefully allows you the creativity that is still just for fun. Do you see?

I look at the holistic picture. It's not just changing jobs. You are creating a life that allows you the freedom that you need.

LESLIE: I'm silent because I'm taking notes [*laughs*].

FARNOOSH: You're taking notes. Hopefully, you're recording this, too.

Start Doing and Start Taking Massive Action

LESLIE: I am recording this, too. But, this is just good stuff. Okay, all right. Let's say now, I have an outlet. I've looked at my hobby and I have decided this is something that I am so passionate about and I want to make this into my business.

Now, to give a little background, maybe I have a family and we are very much dependent on my job for income so that, we can survive and I'm not in the position where I can just say, "Yes, this is what I want to do full time. I'm going to dive in and do it full time." How do I go from there?

FARNOOSH: Okay, good. So, you have a lot of information now. You know where your family stands. You know where your finances stand and you have figured something in a direction you want to go on.

This is a lot of clarity. So, at this point, I would say, you want to start doing. You want to start taking massive action. We have a friend, I think a mutual friend, Ralph Quintero and he loves using the word, "massive action."

That means, you need to decide right now, starting Monday that there is your job that's a responsibility and there is a period of time between now and when you can eventually exit and so, during this time, you have to look at your lifestyle. You have to look at your activities and you have to start prioritizing and be a little brutal here so that, you basically take some time, put some of the leisure stuff aside and focus on building this side hustle, side business, and grow it because it's not going to happen overnight and the biggest problem I see, which is really not their fault but, it's just how we are wired, when frustrated employees that I work with, when they look at their career and they are like, "Yes, I want to do this. I want to write a book. I want to start a blog. I want to have my own business." And, they have known that much as much as you just figured out Leslie for years but, they haven't taken any action.

And, looking back, if you started the day you realized that's the wrong job for you, if you just start it, you still went to your job but, if you started taking tiny little steps towards building that business, it would be booming by now and you would be out of that job.

So, it's really important to keep perspective in mind here. The exit plans that I have created for my students were anywhere from six months to two to three years! But, if you build it and you are, you know, I mean some of them are well into their careers, well into their lives, so it's a huge transition.

But, still, two years, it's nothing in our lifetime as long as you keep taking action.

Do Whatever You Can... Every day.

LESLIE: Okay, okay so start taking massive action. I love that. I keep saying take action and that is what you are reinforcing.

So, I have my hobby that I started my little blog on maybe and I really decided this is the thing that I want to do for my business. I am starting to take action. By that, I mean, I am creating content. I'm going out there and I'm networking with other bloggers. I'm creating videos, putting them on YouTube and using that to drive traffic. I'm getting people to opt in to my list. I'm building my list. I am maybe even working on creating products, promoting affiliate products and I start to see some income trickling in.

How do I go from there to where now I am working full time on my passion?

FARNOOSH: Okay, that's wonderful first of all. You'd make a great student [*laughs*].

LESLIE: [*Laughs*] Well, thank you very much.

FARNOOSH: Coming along, knocking everything out. No, but seriously, first of all, that's a lot of work and balancing all that with a full-time job, with a family is no picnic.

LESLIE: Actually, you know, very good point then. Before you even move on, how do we balance all that? Because it's crazy. A lot of people ask me that question all the time. How do we do that?

FARNOOSH: Yes, I think balance is just a myth. You know, some things will have to go, that's it. Some things will have to go and once they go, you know, I had to give up my tango. I had to give up a lot of social events. I had to give up a lot of things that I used to really enjoy because I want this other thing, my business a lot more.

And so, at the beginning, it was just a matter of, you know, this is where I'm going to focus because I know this will afford me the freedom later and it's really where I was drawn anyway so, if you find something you are really passionate about, it's going to be a no-brainer that you want to spend time there.

But, as far as balance, I think I am not going to sound clever and say, "Yes, there is balance. You do this for two hours a day and then, your job eight hours a day," life doesn't work that way. And so, we're fooling ourselves if we think so.

So, this is what you do. ***You do whatever you can.*** That's the motto. Everyday, you do whatever you can. You don't beat yourself up. You congratulate yourself. If you can't do it today, you do something tomorrow and you do as much as you can. You look at your priorities and if you have to give up some, if you have to disappoint some friends, if you have to miss out on a family function or two, that's okay because you're still moving forward. It's important to realize that. You're moving forward even if you're going slowly.

LESLIE: Okay, so I'm putting myself in that situation. I am building my blog. I am working on it. There are things that I will have to give up. Let's say some of those things would be the two-hours a day I spend watching TV. I might have to not watch TV at all or let's say, you know, everyday I go out with my friends and hang out. I might want to reduce that twice a week instead of everyday or eliminate some of that completely for a time being. Is that what you are saying?

FARNOOSH: Yes, that is what I'm saying. It's going to be a little hard at first and this is where a big focus of my course and something you can do right now on your own is a mindset shift. I'm not saying you're in the wrong mindset. I'm just saying the mindset where we work for someone and then, work is such a separate part of our life so, we are working so hard doing something we don't enjoy so, we can earn a weekend or a holiday. That's a shift in mindset.

Your mind set is now. You want to create what you love. You want to leave something meaningful behind. You want to feel joy in your work. And then, the rest of the mindset is you can do it. It's not just positive thinking. It's really **believing in yourself and trusting yourself** because you're kind of going against the flow, against the general tide here and you're going to get some resistance either from yourself or from others.

So, the shift in mindset is huge here but, I don't know if this answers your question but, basically--

LESLIE: Oh, it does.

FARNOOSH: Okay, you just move in this direction and so, that's where I really focus on that and it's a place where I wish somebody had like tapped me in the shoulder years ago and helped me shift my mindset because that's really powerful. That's where things start happening. You find time like you create time out of thin air, I swear and get things done.

LESLIE: Oh, I know how that is. I know how that is. Awesome. Okay, we've dealt with that, this whole balance thing, okay yes, it's a nice thing to strive for but, don't beat yourself up. Do whatever you can. Congratulate yourself so, looking at the positive. Definitely, congratulating yourself, looking at your priorities, eliminating things that are not essential at least for this time right now and continue to build something on the side so that, it can eventually take over.

So, where do we go from there because I want to take this all the way to where we are free of this job and we are working on our passions and loving what we're doing. So, let's take the next step.

Educate Yourself

FARNOOSH: Okay, let's take it to the next level, right, like Cliff says.

LESLIE: There you go.

FARNOOSH: All right so, what you do next is you really start educating yourself. This is such a good time to be creating a business because there are so many resources out there. So, if you're especially building an online business, the stuff Leslie talks about here on this podcast, you have amazing resources at your disposal.

So, what you want to do is instead of just hanging out on Social Media and watching what other people are doing and sometimes feeling overwhelmed by other people's success, that's a big distraction, you want to educate yourself because knowledge is power here. The more you learn about the business you're going to go into, about your little company which is still yours, the more you're going to move the ball forward.

So, one recommendation I have is if you are serious about this and this is a business and you are going to grow it, don't be afraid to invest a little money in yourself and in your business. I was really, really stingy at the beginning and I kind of regret this because I ended up wasting time because time is money. Your time is very valuable especially if you're trying to quit this job and start this business.

If there's a class that teaches you how to do something or you could spend ten hours on Google figuring it out versus two hours in this class, make the investment. If there is something

that you could do a mastermind with a couple of people who are maybe able to help you, then invest in that, invest in helping other people. You're going to get it back a dozen times in return and make the investment in the right people and the right resources from the beginning.



So, when you do that, I think that is going to just supercharge your success because there are so many wonderful people. You and I know Leslie, the online community can be really supportive.

LESLIE: Oh, definitely.

FARNOOSH: So, you want to take advantage of that and the other thing that does for you is you realize you're not alone, that this is a long road, this maybe hard but, you have support. So, you keep going.

And then, I would say, continue what you're doing because if you are at a stage where this is an online business, you have ideas, you have a foundation, you have a blog, you're building your list, you know, you're doing everything that Leslie teaches in *Become a Blogger* then, you're on the right track but, it takes time. It does.

The darn thing takes time and so, you just have to be patient and keep going.

LESLIE: Okay, and that is something that a lot of people kind of skip out on that whole educating yourself thing and I think that is so important. If you know what you want to be doing, why not go and learn from the people who are doing exactly what you want to be doing, spend the time, spend the money if you can and invest in your education. I fully agree with that.

FARNOOSH: I know, you're a professor.

LESLIE: [*Laughs*] There you go.

FARNOOSH: [*Laughs*] Right, no that's a serious one because that's going to save you so much time. I'm telling you some of my major mistakes where I should have just, you know, those people have gone out and learned this over weeks and months and they are going to show it to you, for what? A hundred bucks? Maybe \$500? You're worth it and your time is worth it. So, I recommend that highly.

But, having said that, I do want to say if you're going to invest in a course, make sure you do due diligence. Read the testimonials. Check on the person who has created it. Make sure they are legitimate and they have a good reputation. Do all of that because there's a lot of stuff you need to stay away from but, there's a lot of stuff out there, too.

LESLIE: That's a very good point because when I first started in Internet Marketing, I threw away money at programs that just wasted my time, wasted my money and made someone a little richer. So, you definitely want to make sure you are doing that due diligence, speaking to people who have gone through the course and seeing what they have to see about it.

What are their results? What are their impressions of the course? That can give you a lot in terms of being able to make that decision.

FARNOOSH: Exactly.

When is it okay to leave?

LESLIE: Okay, so we started our side hustle, we've been building our side hustle. Let's say we've been working on it for a year. We're starting to make some money. How do we know when we have reached the right point where it's okay to leave now?

FARNOOSH: That's a very good question. Well, all your questions are good, Leslie.

LESLIE: Why, thank you very much.

FARNOOSH: So, that one is a lot of things. First one is I think it's important to realize, okay, is your job affording you time to invest in this business or are you really burning the candle at both ends, you're really stretching yourself?

If you have a job that pays well and you can still continue building at this pace, I would say build it out until it's bringing regular income, at least my average is, you know, and the people I work with are usually in the high five figures, low six figures. So, for them, you know, they need 50% of that income to sustain their lifestyle.

But, I would say if you're there and if you have systems and processes in place. So, what I mean by that is your income isn't random. For instance, with online business, you're not just making some affiliate money because you got lucky here and then, a little bit of advertising



money here. You actually have systems and processes in place. You actually have a program or a class. You offer it regularly. You have regular coaching clients. You have a referral network that continues sending you clients, what have you.

This is different for each business. So, if you have foundation, systems and processes in place, and your income isn't random and you're building it, you can actually even risk lower because if you have all of that in place, it's going to continue growing.

But, does that make sense? Do you want me to explain that further?

LESLIE: No, it definitely makes sense. So, if I understand you correctly, make sure number one, you have consistent income coming in, that consistent income can take care of your expenses. You have systems in place so that, that income will continue to be consistent and also continue to increase and then, now, at that point, if you can leave then, you have more time now to invest in building what you've already done.

FARNOOSH: Yes, that's a very good summary.

LESLIE: Awesome. Okay, so we've identified our why. Really from there, we've decided if we have an outlet or we have created an outlet. We looked at what we are doing, what we are enjoying doing so, being creative, however you're being creative and we tried to decide, is this something I want to do as a business?

Then, from there, once we've decided we want to do it as a business, we start taking massive action, do whatever you can and just keep moving forward. Number five then, we want to really start educating our self so that, we can build even faster and better and you know you're ready to leave when your income is consistent, it's enough to take care of your expenses, you have systems in place to make sure that it will continue to be consistent and then, now you can leave to continue to build something even bigger.

Be professional and positive when you quit.

FARNOOSH: Love it. There's one little aspect we didn't cover and that's from the side of leaving. That is I really want to emphasize that you want to leave on professional and positive terms. Even if you feel totally bitter, you just don't know how things turn around and you may come face to face with the same boss. He may be your client one day what have you.

I have like a whole process that I take you through to make sure you don't burn any bridges and it's a little

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trickier than it sounds because you're leaving so, you have to time it well for your company. You have to be considerate giving them plenty of time. There is a correct way to announce it, the correct process to go through.

So, just keep that in mind. It's not just, okay I quit. See you later, right? Just so they don't overlook that. But, you got it.

LESLIE: So, you mean, I can't make a YouTube video of me insulting my boss and say, "Hey. I'm leaving, bye!"

FARNOOSH: You can but, it won't be without consequence.

LESLIE: [*Laughs*] I like that though. I like that because I think that's something that maybe a lot of people don't think about. They just think, "Okay, finally! I'm to the point where I can leave this job behind. I'm going to leave it behind, bye! I don't care about anything else or anyone else. I am gone." But, I like that. Really try to... Be dignified about what you're doing and be professional about what you're doing.

FARNOOSH: Yes, and I can tell you that has served me well. I actually, I was very bitter towards the end of my career but, I made sure with the help of my husband that I'm going to leave on very professional terms. I can tell you, I have gone back to vice-presidents and directors and actually consulted them for help in my other career program because I needed to do research and interviews.

I couldn't have done that if I had just gone or just left on unprofessional terms because the news gets around no matter how big your company. So, that's really important. It's going to serve you better later so, you're doing it for yourself.

LESLIE: Definitely. Okay, tons of value, someone is listening to this and they are saying, "Yes, I finally have a plan as to how I can get from where I am today to where I want to be in two years or in three years or in six months," whatever the case might be. They want more help. They want more guidance. They want more of this stuff and I know you have this course. We spoke about this in the beginning.

How does someone get access to this course? I know you've recently just re-opened. So, tell us a little bit about that.

FARNOOSH: Yes, so I actually also created, for people who are not quite ready to jump in to the course, I created a free video training. So, this is where I address about five or six top

headaches like you hate your job but, you need the paycheck or, you can't get along with your boss, or you need some more time off.

I have the free video training you can sign up for at SmartExitBlueprint.com and then, if you get on there and you sign up for the video training, you get the video training and then, I tell you exactly when registration opens, you get the early bird when you're on that list and then, you can decide when if it's right for you when the class opens September 30th. Registration opens mid-September.

LESLIE: Okay, and I must say this just for anyone that's listening right now to this from the bottom of my heart, there are a few people that I trust online and Farnoosh is one of them.

So, if you believe me and if this is really and truly, if this is something that you are passionate about and you really want to go in this direction, I highly recommend for you to check it out even if it's just to get the free stuff.

I can assure you that you're going to find tremendous value in it.

FARNOOSH: That's very kind. I really appreciate that. Really, Leslie, thank you. I feel the same about you.

LESLIE: Well, thank you very much. And, you know what? That's pretty much all we have for today and that was a whole lot, Farnoosh. Thank you so much for coming on here and delivering so much value.

FARNOOSH: You're welcome. My pleasure. I hope your listeners got a lot out of it.

LESLIE: Oh, I know they did. So, guys if you want to find out more about what Farnoosh is doing and find out more about the Smart Exit Blueprint, head on over to SmartExitBlueprint.com, sign up for that free video training. You're going to love it and then, if you want to go even further, you can check out her course when it comes out.

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