



Amazing Journey Sessions

# Chasing Your **DREAMS**

## A Wing Girl's Blueprint to Success

An Interview with  
**Marni Kinrys**



Mark: Hello everyone, its Mark Ling here and I've got with me today a guest who is actually quite a unique guest. She started up a really unique business where at the start of when she started up this company she used to take men out to, not just bars and clubs, but lots of different places even the grocery store and get them to, she was teaching them how to meet women.

In fact, she often did all the introductions for them, would meet a woman and get some of them talking to them, to get their phone number and so forth.

I wanted to interview her because she's got a lot of great insights for men on how to attract women. She's been working and coaching a lot of guys for a number of years now and also because she's got some fantastic experience as a female entrepreneur for all you entrepreneurs out there that are interested in starting some interesting kind of business. That, for this particular case, is quite a different business model to anything I've heard of before this.

So, without further ado, I would like to welcome along Marni Kinry's. Welcome along Marni.

Marni: Hi, thank you for doing this with me.

Mark: Great to have you here. Well, without further ado, would you mind just giving people your background story before we get underway.

Marni: Okay, you want my background story on how I started my own business or my background story on me?

Mark: Well, on how you started your business

Marni: Well, I actually started my business by fluke. I was a little bit drunk on a Friday night with my best friend and we were at a singles mixer. And like, literally nobody was talking to anyone. Men were on one side of the room. Women were on another side of the room, like in a Junior High School dance.

So, I turned to my friend and I was like, 'Hey, let's be these guys wing girls and start making them go and approach women coz

this is really boring'. So we started grabbing men and pushing them to talk to women and then we would give them onsite instant feedback. So we would tell them if what they were saying was unattractive or if what they were wearing was unattractive. How to better improve their approaches. What we were noticing about their approach style.

And by the end of the night, people were mingling, they were talking. They were making dates. They were having connections. And so, my best friends and I went home, we were pretty excited with what we had done.

So I said, we both hate our normal day jobs, why can't we do this and charge people money for it. Guys would pay for girls to be their wing girls and my roommate was actually in the room as well and he was an entrepreneur. He said, 'You know what, you're not gonna get guys to pay for that stuff unless you throw in some sexual favors as well.'

I was like 'I don't think you're right.' So I put an ad up on craigslist, which is an American/Canadian website, which I think has actually spread to all over the world now, but really huge over here. You know, I got 75 responses by the next morning. So, at that point, I started business.

I wasn't really sure what it was, but it was something interesting that people will responding to. Over time, we have just learned what our market wants, what our market needs. I'm doing it by myself now. My best friend and old partner ended up going back to school to be a therapist. She's separated from the business, but is still my best friend. But now, the business has an element of what it was from the very beginning but has totally transformed into something else. Six years later.

Mark: I actually hear a lot of people say that when they start off a business, it transforms into something completely different and you know that's great.

Marni: Yeah

Mark: Mine's similar in that sense. It started out setting celebrity sites, promoting dating offices in affiliate and ended up teaching

personal development and doing a lot of other things online. It's part of the evolution of an entrepreneur.

Marni: Oh a hundred percent, and the thing is once you start diving into your business, you get to see a ton of other businesses and pull things from each sort of area and take, not dump it on, but add it to what it is that you're doing.

And then as you're working with your clients, you're working within your market, you find out exactly what they need and if you are capable of giving it to them, you work out a way so that you can give it to them and still stay within your business.

Mark: I found it really interesting what you said there about how you started your business, how you got an idea. Okay sure, you were drunk but, and you went ahead and like that gave it a go. But, that wasn't like though, that wasn't the bit that impressed me, don't get me wrong. It was the bit when you were sober the next day and you jumped on craigslist.

You had an idea for a business and you started it right away. You did not bother getting out there and writing out a big giant business plan or getting all this feedback from a million and one people or you didn't go out there and research everything on how you are gonna monetize this. How you gonna do this and that.

A lot of people, to me, get bogged down on so many details. How do I register a company, how do I do that? You just jumped up, put out an ad and got started.

Marni: Exactly, and the thing of it is that I really relied on the interest within myself. I was really passionate. Therefore, I really thought that other people would be as well. I don't know how to write a business plan. I still have no clue how to write a business plan. And if anything, when I have gone back to the past and write a business plan, I get frustrated. I write it and then I don't use it after.

So. That sort of thing was not useless to me. I know that it's definitely useful and helpful, but now I am able to pull on other people who do get turned on by writing business plans and they can do it really effectively and work with me to actually make the

business plan work for my business.

Mark: That makes sense actually. I've read a book once called 'Blueprint to a Billion'. I'm not saying you're gonna run a billion dollar company, but who knows.

Marni: Well, I am. What are you talking about.

Mark: Well, maybe you will be. Of course you will be.

Marni: Exactly

Mark: They, I can't remember how many companies, I think its 385 companies that made it to over a billion dollars since about 1990 to about now.

One common trait was that, all of the businesses, pretty much, give or take one or two, started out with a couple of people or at least at one point had two people driving it. One crazy entrepreneur to go out and just do everything, to market, you know...

Marni: Yeah

Mark: And then one person who was more grounded, like factual person that has business plans who knows how to manage everything to, you know like clockwork, and so forth. It is quite interesting to see that so many successful companies seem to start out that way.

Off camera, we were talking about how you were looking for the right person and now you've found somebody to be your business partner, doing that side of the business. It is quite interesting to see the evolution of your company, and how it's actually played out in a similar manner to a lot of successful companies.

Marni: That was a huge thing for me cause I'm part of this syndicate. It's called the seduction syndicate, like my business is part of the seduction and pickup community. So, there's this syndicate made up of a whole bunch of online marketers within that online community. You're part of it as well. They share stories, they

share experiences, and testing and results and research. It's really very interesting.

One of the guys in the group said, I think about a month and a half ago, 'You can ride the coat tails of an idea being really cool for one to two, to maybe even up to four years. But, after four years you stop being cool and then you have to become a really good business.' I thought that was a really insightful thing for him to say because that's kind of where I was going to.

I was getting really frustrated because I was doing everything by myself and I would start hiring on people who would still rely on me to tell them what to do. What I was really looking for were other people who were experts in their area. Where we could put our brains together and make something great.

And I got really frustrated, if anything, I got really depressed by it cause I was questioning whether my business was a good business idea. Whether I could do this all by myself. I was bogging myself down with tasks each day that, you know, I didn't like doing and I was getting frustrated and getting really negative about myself.

So, when I reached out to you, I was actually reaching out to any other person that I could to try and find what it was that I needed. And it took me a long time to figure out what I needed. I had to get a whiteboard. I really needed to write down the skills that I'm really good at, that I really like focusing time on and lay out the other things that I needed to make my business actually work. And one huge component was online marketing. I'm great at coaching people. I have a lot of other really great skills, but online marketing is not a finely tuned skill for me.

So, once I isolated that skill that I needed, it made it really easy for to find people. Then I put something out on Facebook. Even to my users saying 'Looking for a kickass online marketer'. I reached out you. I reached out to my syndicate. I reached out to tons of individuals asking them if they knew people.

Also, there was a traffic and conversion seminar that I went on. That was a huge event that a lot of online marketers went to and I contacted one of the main bloggers that covered the traffic and

conversion seminar. I also wrote the organizers to see if they knew anybody. So, once I knew what it was that I was looking for, it became very easy for me to reach out to other people to try and find it.

Eventually, I did find it and I have several options at that time. So, I wasn't only limited to one group. I eventually got to choose the group that fit with me.

Mark: One thing that's become apparent to me just listening to you speaking, its one of the reasons why your business is so successful, like it is and keeps on growing is that you don't lie down and don't do something.

Marni: No

Mark: You can do something and you don't seem to do things by halves either. Where does all this come from. How did you get this a. all this confidence in yourself and b. where did all this determination come from? Did it come from your parents growing up? Where does it come from?

Marni: I think so and that actually just made me blush with you saying that. That made me feel really good, to tell you the truth cause about a month and a half ago, I was questioning if I still had that ability, so that makes me feel really good.

But, I recently started listening to the audio books, Cybertetix, and in it there's this one section that talks about, you know, well the whole book's about self image and how you perceive yourself in order to sell yourself and things later on in life. It talks about children who are silenced at a young age and told not to be themselves and it really got me thinking about they way I was brought up. My parents never shushed me or told me to stop speaking or let me believe that anything that I thought or wanted was unachievable.

And I actually wrote them a letter thanking them and just saying that they were the ones that gave me the confidence to be the way that I am. I really believe that you can have whatever you want, you just have to ask for it. You don't have to ask for it once,

you can ask for it several times. I live by those rules and I really think that my confidence was gained from my upbringing.

But, I did have a rough childhood. I was overly anxious. I did have severe social anxiety with people outside of my home and in expressing my own opinion and that is something that I have grown out of.

I had a stroke when I was 20 years old, so I made a promise to myself that I...

Mark: Oh wow!

Marni: Yeah.... To never have that type of social anxiety because that was what gave me the stroke. But, in my home life, they always encouraged me to go after what I wanted and always told me that things were achievable.

Mark: That's fantastic. So, you basically have a belief that you can do anything and anything is possible with your life.

Marni: Yeah, definitely

Mark: Right, right

Marni: I don't believe in social rules. I don't believe in that stuff. Those things are just excuses. As long as you are not hurting anybody or manipulating anybody, you can what you want.

Mark: Yeah, to me the average person in society is kind of, it's kind of like you've got a glass and you put a grasshopper in there and they could jump right out of there.

Marni: Yeah

Mark: When you put a cover over there like a plastic cellophane covering it or something, sooner or later, the grasshopper learns that it can't get past the cellophane. Then you take it away and then, that's it. It's as high as it ever jumps.

Marni: Yeah, yeah, exactly

Mark: So, whether that be your parents, whether that be other people, whether that be society in general, that programs you. Most people's beliefs have a ceiling that is way lower than it really should be.

How would you suggest to people that, whether they want to be an entrepreneur or whether they want to achieve other challenges and goals in their life, how would you suggest that they actually break out of that ceiling?

Marni: Well it does, it takes a lot of work and it takes little baby steps. I coach men how to get over approaching anxiety. So what I tell them to do is that to take a step back and stop focusing on women and start focusing in people in general. Cause if you cannot approach a person you cannot approach a women successfully. So their first assignment is to go out and approach or say 'Hi' to ten people every single day and once they get really comfortable with doing that then they will go on to the next step.

Once they say hi to ten single people every day, then they have to ask then a question every single day. Ten people every single day. Then the next part is going up to a woman that you don't find attractive. The next part is your going to women you find attractive. And that slowly builds you confidence to recognize that you can do things that you can approach people and either have a successful approach in either the result of a person giving you a smile back or responding to you or even to the next level of having a woman agreeing to go on a date with you.

And, as you build that confidence, if you really start believing that you can make things happen. And I would say the same thing for entrepreneurs, it's to really sit down and say to yourself 'What is really I'm afraid of?', 'What are the possible outcomes that I'm fearful of happening if I do x, y, and z?'

Then write them on a piece of paper and then try and figure out some exercise that you can do every single day that can get you more comfortable with that outcome. So it wouldn't be the actually outcome that you are trying to achieve, but, if you are doing it by yourself, without business coaches, but if you are doing it by yourself, try and figure out something that you can do every single day that is a little bit past your comfort zone that will

build you up to a complete risk level, but a risk level that you are comfortable at. That's my advice.

Mark: That's interesting too that you say about pushing just a little past your comfort zone. I heard, I can't remember who it was, somebody said to me, may be a couple of months ago, that just about everybody, all of their ambitions are just a little bit outside their comfort zone.

Marni: Yeah, yes.

Mark: And I thought that's quite amazing, really, that when you think about it. I guess when it comes to the grasshopper, if the grasshopper was just to go a little bit outside its comfort zone, then it will be outside the glass. Then it will be over the height of the glass. Then it goes a little bit further, cause then all of a sudden it will be comfortable with that height and it will keep going higher and higher. Next thing you know it's out and back in the garden or wherever it wants to be.

Marni: You have a similar story, you did it in baby steps as well, because you weren't sure of what you were able to achieve so you, like, I'm sure you've shared your background as well. You took little baby steps to build up to where you are right now.

And both you and I can definitely tell people that there are many times where you're down on yourself, you get discouraged, you make a ton of mistakes, lose a ton of money, but because you have to, but because if you don't move forward, then you are never going to achieve what you want. And those failures are meant to teach you lessons.

Mark: I think also that some, I'll just give you another analogy and see if you agree with this or not. I was sort of thinking about this the other day...It's kind'a like for retrieving any goal whether it be to run your own business, whether it be to lose weight, whether it be to meet your ideal partner..to me it's kind of like..

Imagine if you are climbing a mountain and the top looks very far away. Most people look at the top and they think I'll get there someday but they go away.

Whereas people who achieve their goals, they may look at the top of the mountain but then they think, along the top of the mountain there are these 10 signposts.

Then they look at sign post number 1 and think 'Well, yeah, I can get to that signpost'. They don't even think about the other sign post or maybe think about sign post numbers 2 and 3, forget about number 10, that's a long way away.

All of a sudden, it seems very achievable to go ahead and walk maybe 4 miles to the first signpost as opposed to thinking about 40 miles to the final one.

Marni: Exactly! I love that analogy and it's exactly the same thing that I've heard. I have this one woman that I work with. She said to me recently that you can see the end goal but not the baby steps in between that's why it's freaking you out. That was very true for myself at a certain point. What you have to do is to go back and map out those signposts.

I joined this women's networking group for female entrepreneurs, there is this foundation course that they have which is 4 weeks long and it's one day a week where you work with 9 other women and what you do is assess each other's businesses. It's absolutely fantastic! It's like having 9 other great minds trying to figure out your business for you.

This one woman in the group actually had not started her business yet and on the first day she was talking about how scary it seemed to have this business and to be running this and this, and have a team of 20 people doing this and this.

That was such a daunting, overwhelming feeling for her because she was picturing this huge end goal rather than the baby steps. And so she said, I actually just spoke to her about a week ago, that once I took that first step of realizing whatever is that she needs to realize, everything became a lot easier.

And because once she achieved that first goal and had it under her belt, and she took one step at a time, then she was able to do the things that she needed in order to build her building blocks so that she can have her end goal.

Once you started thinking that of that overwhelming feeling about this huge thing that you are trying to do, it makes it a lot easier; but that is a very difficult step for people to do; to knock them down into baby pieces; and that really takes, for me my white board, like that it helps to write everything down. But you have to know the questions that you are asking yourself. And the main question is:

What are the things that I need to achieve my end goal?

Just jot them all down and put them in order! Then each thing is an item, and you can say OK I need to achieve this and once I achieved this, then you go to the next level.

You don't worry about the other stuff until you have that first step completed.

Mark: Right! Also, You don't always map out all the way to the finish line because sometimes, you don't know what you don't know yet.

To me it's like, you know you want to get to the top of the mountain, you know it's way up there but you don't really know where the sign posts are because you really can't see them from where you are.

But as long as you see the first one or two sign post, you know that when you get to sign post number 2, sign post number 3 is going to be put in sight.

Marni: Exactly! And the one you said in the beginning that our businesses have morphed. It's true! You can't really completely picture that end goal and if you get upset if things happen in the interim, between that initial/first end goal and where you are at the current point. Because things morphed and change and as you gain more experience, gain more knowledge, have a better understanding of your business, your market, and clientele your business is going to change.

Mark: Yes! It is interesting that you said that. I have a few friends who got into mobile marketing lately.

Marni: Really?

Mark: This is on a side topic here but basically as Internet marketers, I'm so used to this online stuff and I haven't gone into mobile marketing yet. But it is interesting! Like you said, things change and new opportunities appear that weren't even there. Like a short cut from this road to the top of the mountain.

All of a sudden, by the time you get to step number 7, maybe there will be an elevator to step ten that wasn't there when you started walking. Or perhaps there is a helicopter that will come and pick you and take you to another mountain top.

You just don't know and it's interesting because a lot of them are making up to millions of dollars. Some flock to marketing stuff through mobile phones now and make iphone or ipad applications, things that weren't around when I started ten years ago as a marketer.

Marni: That's amazing! That's one thing, you can't be afraid of change. I know that those things can become very overwhelming for people, and scary and now it's kind'a like how you can get left behind if you don't let your business morph with the change in times and technology, then you'll definitely get left behind.

Mark: I noticed that years ago I got things quiet moving quite along as an Internet marketer back then. I started in 1999 but things are really cranking by around 2003 or 2004.

I noticed that whenever something changed, like maybe googleadwords will do something like accepting something into their adwords program, the ranking of sites all of a sudden was done on a different thing. All of these Internet marketers will drop out and Bamn, it was like, oh great, It's like Christmas! First you might notice a big drop maybe, maybe you don't but first things can be really bad but then things are bad for me and bad for these other people, most people give up when they see a problem so it becomes an opportunity.

Marni: Yes, I completely agree with you.

Mark: And especially I think those sorts of things also happens in business. Adversity can be a real pain in the neck but then you turn around and think, what is the opportunity here and how many other people is this affecting?

Marni: Exactly! I have the opposite story to that with not only things changing but for me, I was the first person to do what I was doing in the community that I was part of.

I got really upset when I kept seeing other people popping up and doing the same thing. I was like, NO! You copied my idea. But basically if it's a good idea, other people will copy that idea. I just have to make sure that I did it better. It got me down for maybe a week where I was upset of people popping up.

But then, I'm still me and I'm doing what I do, it's just pushes me to another level where now I can't just be the female voice in the pick up artist community. I have to be the female voice who has a lot more to say than other people.

So if you can turn any experience into a positive experience, then you will always be successful. But if you let something discourage you or beat you down, you are not really meant to be an entrepreneur.

Mark: Right. I have sort of a similar experience recently. Someone named their product almost the exact same name as one of my books that I sell. We've been using the name of the product for ages and always trying to create something unique and original.

In the end we have contacted the product owner. I'm not really a fan of doing lawsuits if I can help it. It's not my thing really. I like to keep things positive.

After a lot of good discussion with them, they didn't change the name of their product. They are pretty adamant about that and I don't really want a lawsuit but we ended up becoming friends and promoting each other's products.

At the end of the day, we both made a lot of sales as a result. In fact, both made around \$10,000 in sales.

Marni: Really?

Mark: Yeah. At the end of the day, quite often, its like what you say, it's just a matter of things can go wrong and you can really be upset about it, but then you just got to think: is there an opportunity?

There is not always an opportunity but I guess it turned out that there was one there.

At the end of the day, they are the marketer I ended up getting to know and they happen to have a good mailing list and a very related niche. And it all worked out in a different way that we thought.

Marni: That's awesome! That's because you are open to it. That's the thing with other people, they started to attack and they are closed off to anything that can be a possible positive outcome. That's great that you ended up turning it into something really fantastic for both of you.

Mark: Yes, that worked out really well.

There is so much stuff that I want to ask you about. Let's see if I can put everything in this interview.

I'm interested in knowing, What advice do you give to men that will lead them to meeting their ideal women? I know that you obviously can't fit it all here in this place.

But you started out talking about the baby steps on how you get guys going and approach at least 10 people a day and it doesn't have to be one woman. Can you start with explaining that a little bit more? And what are the other tricks and tips that you give to guys?

Marni: Yes, definitely! I will say that at the core of what I teach is very similar to what you and I are talking about before where you have to believe that you can have anything that you want.

I have worked with so many men who believe that there are limitations to what they can have and those are the things that make them unattractive to women.

Women want to be with somebody who believes that everything is possible and they can actually make it happen. They want to be with a leader and somebody who is comfortable, pro-active and confident in himself.

So what I do is teach people how to slowly be able to achieve that confidence. Exactly the same confidence that I was talking about before but it is geared towards women.

And that is done through enlightening them on how women think. And I know that a lot of men don't care how women think because what they want to know, what can I do to get the woman that I want?

They don't care about what's exactly going on inside of a woman's mind. When really, it's important to know what's going on in their minds cause there's a lot of insecurity, judgment, flakiness, discomfort, but there's a lot of amazing positive qualities as well.

But I feel that just like with any other skill such as tennis or online marketing, you have to understand what it is that you are doing. If you can understand woman better, you can start understanding yourself a lot better.

So with the combination of helping build up their confidence and presenting them with information they would never know about a woman, it really helps them to gain overall confidence and increase their success level.

Mark: That's fantastic! I love how you focus a lot on doing by actually getting them out there. I mean, like you said, just talking to anyone is good because they can start those are baby steps. If you can get used to talking to a woman, a man, or just walking up to people in general, sometimes people would find that to be very difficult to learn let alone walking up to the hottest woman would be the same.

Marni: Yes, Exactly! I had this one client right now who, I had a special offer that I offer in my website called 30 for 30s. They can get 30 minutes of me for \$30. It's something that I've never done before

but I wanted to talk to more people.

Also what I'm doing now is I record all those sessions and I'm going to start selling them later on. But what I did was that I talked to this one guy who said that he has tried every program and none of them had ever worked for him.

I started diving a little bit deeper and asked him to explain to me the programs that he had received in the past. He told me what programs he got. I know the programs he got because I know my industry and those are freaking amazing products with really, really good information. And I said, what were the assignments that you had to do in order to make the things that you learn actually happen? So he told me his assignments and I asked him, are you doing them or are you just expecting things to seep into your head and you'll be able to do it naturally?

And he said, well I really haven't done anything because all the exercises didn't really explain how to meet women, they explained how to be comfortable with people and I'm not trying to pick up people. I'm trying to pick up women.

I said, OK now we are going to work one on one to make things happen. We are going to do baby steps. I also explained to him the WHY behind what he was doing which I think a lot of programs don't explain to you. They just say do this and this, and you'll achieve what you want; rather than WHY you are doing these first few steps, the baby steps that you and I spoke about.

So he and I are now doing weekly coaching calls where I give him assignments to do that are taking a step back and doing the baby steps to build up, to interacting with women and he's loving it. He's loving engaging people. He's getting much better with reading people. And he's getting a lot more comfortable with being rejected. And he has discovered that an energy that he puts out there to people is the energy that he's going to receive back.

So in the past, he was really closed off, he was looking down at the ground and saying 'Hi' to people; and they wouldn't say 'Hi' to him in a nice way or even say HI back at all. And he noticed that once he started boosting his energy and making eye contact, and

feeling a little more positive, he was getting much more positive results.

So we are only at week 3 of working together and it's going to be a ten-week process but he has already make huge strides in his confidence level so that when we do get to week 9 and 10, he will have a better base for interacting with attractive and awesome women that he actually wants to approach.

Mark: That's fantastic! And I can see that it's going to work really, really well for him. And also he must be getting positive and vibrant with the people that he's with just simply because he must be getting a bit of a high from achieving these baby steps as well.

Marni: Exactly! They're tiny successes and that's the thing, that's what we all want. Especially men, they have a goal to achieve success so you don't have to make the task smaller. If you have a huge goal of achieving success with really hot women then that is a big goal to have.

If it's a small goal of I'm going to say hi to somebody and he's going to say hi back, you get that one success, that's like one checkmark and say alright I've done that. Then you could do it 10 more times and get the same success and then you go to the next level with 10 successes under your belt.

It really is power of the mind. If you can understand how to break things down exactly the way we said you can do that with building a business, those are the people that actually achieve greatness.

And also just to let you know for everything that you do, whether it's starting a business or approaching women or whatever it is, asking for help is totally allowed. You don't have to do everything on your own.

The fact that he has asked me for a coach, to coach him on how to do this is absolutely amazing. He's not trying to figure it out on his own, he's been trying for a really long time. He is recognizing that he has limitations and he may need somebody else's point of view to help him move to the direction that he needs to go.

Mark: Isn't it amazing that some people, if they are not good at something, they think that because it is a certain subject area like they want to meet their ideal partner, which is one of the most important things in all of life. Because it is something like that, they think that they have to learn it all by themselves.

Marni: Exactly! I always say that to everybody, being social is a skill that's why it's called social skills. And if you want to do it naturally, you got to learn how to do it.

It is exactly the same as tennis. Tennis is a skill but people get coaches all the time. They practice all the time if they want to be good at it.

SO don't be discourage if you are not naturally great at being social because maybe you are naturally great at doing something else that's why you may not be as great as being social compared to somebody else who is fantastic socially but may not be as good as whatever it is that you are successful at naturally.

So these things are ok. I think that a lot of people get upset and down at themselves, when they realize that being social isn't their thing, but that they want to be more social.

There are so many resources, there is so much reading that can be done. But the thing is that in order to make something happen, you have to apply it. You can read a million books but if you don't practice and apply what you've been reading then it's sort of wasted information.

Mark: Absolutely! Moving forward, I also want to know, just moving on to a slightly different topic because...

Marni: Yeah

Mark: We've got quite a few things that you are good at here

Marni: Oh thanks Mark.

Mark: Yeah, I want to know, as a female entrepreneur, were there ny challenges that are sort of different with male entrepreneurs? Like I often find women seem to think that entrepreneurialism

is only for guys or easier for men. I want to know from your perspective as a female, what are the challenges that you have noticed and how have you overcome them?

Marni:

I haven't really noticed any challenges but I was actually reading an article in the New York times that was talking about female entrepreneurship in general. And I noticed it even more so when I joined the female entrepreneur's group, that female entrepreneurs have much more lower goals.

For men that I have talked to who start a business, they are like, I want to make millions of dollars and rule the world and blah blah blah.

For me, I will say that I always have the same goal. I want to make lots of money so that I have a nice lifestyle but it turned up for some reason I don't feel so much pressure on me. And my goals are a lot smaller.

Like in the very beginning, the financial goal that I have for myself is a lot smaller than a male's goal. 'Cause I went out with my friend who was working at Google at that time and he said to me, what is your goal to make this year? Well, I said like, you know, \$150,000 and he said, what? that's a horrible goal. You have to aim higher. For me why stomach got tight when I feel that I can achieve a higher goal than that for some reason.

And that is something that I have to work on, it's getting more comfortable with making a larger amount of money and being ok with saying, well it is totally fine for me to say I can make 20 to \$50,000 a month. Whereas before, that was something that really scared me because for some there was something attached to making that amount of money.

But I've pushed passed that and I've worked passed that. Those are the only things that I have experienced with you know... the handyman just came over here.

Then I also noticed with the females within my groups is that all of them are mothers, which is wonderful, but they don't really have crazy goals in mind. They really wanted to have a nice lifestyle, that was the ultimate goal.

As I was saying, I haven't really experienced anything too negative like I haven't had people tell me I can't do things because I am a woman. I haven't tried taking out loans or anything like that and felt discriminated against. So no, I haven't really experienced anything horrible.

Mark: That's fantastic! I think for some female entrepreneurs out there hope that it's unlikely because quite often there are these barriers that they perceived that are actually there.

Marni: Yeah, no. I don't even know what barriers would be there. Even for me, I work in a completely male industry. Like, I am one of the few females that are in my industry. There are, in my syndicate that I was telling you about, the online marketing group, there are a few more women on there.

But, yeah, I feel like that everybody's treated pretty equally, except when it comes to promoting products. I find that in this niche, they still don't give me top billing compared to other guys. Like I just spoke at the PUA Summit and they did not even announce any of the women that were speaking there, even though, for me, my list is ten time bigger than a lot of the men that were speaking on the summit. I do this full time.

Many of the men there who were on, who were announced, did not do it full time. They did not make an income from it. So, that is the only area that I've experienced that, but I don't really let it bother me. I just have to push harder.

Mark: Right, right, yeah and some, yeah I've never seen anything, I've never seen you actually get flustered by anything

Marni: Yeah

Mark: So, I mean it's a good thing to have.

Marni: Thank You

Mark: One thing that you are really good at in business, that I have noticed, is you're really good at networking.

Marni: Thank you

Mark: You seem to have met just everybody, like the Who's Who of the pickup community, the dating stuff, you've met a lot of entrepreneurs that can teach your marketing skills. You've done a lot of networking that has really helped you, your business, and your life. Do you have any tips for people when it comes to networking and then how can it be helpful.

Marni: That's interesting that you say that cause actually I think that's one of my skills that I have to work on. But yeah, I have connected with a lot of people. The main tip that I can give to people is just reach out. Reach out to people because people love offering help and don't be shy about why you're reaching out.

It the same thing that I tell the men, 'Don't approach a woman and offer to be friends if you do not want to be friends with her.' Don't approach another person in your industry pretending that you are trying to get something else.

Like, I would say, be familiar with who you are taking to and maybe even complement something that they have done in the past. Like, if I was approaching an online marketer, you could say 'I saw your last launch, I wasn't part of your last launch, but I really like the way that you did X, Y, Z. I would love to pick your brain about it' or 'I would love to talk to you about how you've made that happen, learn a little about you'.

So, cause that is really why you want to talk to somebody. If you do want something else from them, you can add that it in as well. Like 'I would love to hear about how you did this, why it was successful, and how we can work together in the future so, that you can promote my stuff and I can promote yours'.

And you always wanna let them know that there's a benefit to having a conversation with you and the benefit may just be you're going to spread your knowledge and really make an impact on somebody, you know, who's at a lower level than they are. Cause at one time, they were also at a lower level.

If they're great people then they'd be really open to talking with

you and you can't get discouraged if people don't want to talk to you or if they get back to you three weeks later. Some people are really busy and an email like that or a phone call like that isn't really top priority. So just, don't let things affect you.

Reach out and be honest with your intentions. And don't get discouraged by people rejecting you. Same advice I would give to a man who's trying to pick up a woman.

Mark: Yeah and you can't get discouraged at the first rejection from somebody too.

Marni: Right

Mark: Because maybe there's someone you wanna get to know. I've told some guys other there like 'How do I get to know such and such, an internet marketer', for instance. Like, one of the best ways is to get introduced through a mutual friend. If you haven't been introduced through a mutual friend then can find another way.

If they are not responding to your email is to go ahead and buy their product and actually get to know what they do really, really well so that when you actually contact them, you're not coming from a point of view of 'Okay, what can you do for me'. You're coming from a point of view of 'actually, I really admire your training and I've bought all your products, or I've bought this one product'. And you're actually able to articulate that you are someone who actually knows who they're contacting.

Marni: Oh, definitely and trust me, when I have people who write in things to me saying that, I really like your products, I love how you speak, whatever it is that they complement me on or something that I've put my heart into and wanna be appreciated for, oh I warm up to them in three seconds.

I write back a hundred percent because then I want to impress them even more. Cause they have already been impressed, I do not want to let them down. Yeah so, I think that is a great tactic. One that I wanna get better at doing is going to more networking events and I know that that's something you do.

I really pick and choose the people that I like working with. But, I wish that I went out more to do more networking. I'm part of a lot of groups, but when it comes to hanging out with the socially, I have not done that and it is something that I want to start doing more. So going to, like, these cruises from online marketers and hanging out with them, drinking with them, and socializing with them, that's my next step for networking.

Mark: Great, great and it's good that you're looking to take it to the next level.

Marni: Yeah

Mark: Yeah, I wish I could do more networking, it's a fantastic part of not just business but life in general. I feel like the people that you mix with and where you are in life is quite often associated with the mindsets of other people that are around you and the more influential people that you can surround yourself with, the more, I don't know, its just the more it seeps into what you are doing.

Marni: Yeah, I agree with you, and there's always like, you always learn something cause there is always something that somebody is doing that 'Oh that gives me an idea'. It's really hard for entrepreneurs who do work alone. You know if you, other people in their offices, they have tons of people to interact with, so the creative juices are constantly flowing because they have different people impacting them.

But, when you are working by yourself, it does become challenging. So, the people that you network with actually become your co-workers and so it's nice. I have a ton of people that I can reach out to and say 'Can you just take a look at this sale copy' or 'what do you think of this headline' or, you know, whatever it is that I am trying to achieve. I can reach out and say like 'What do you think?'

And they do the same thing back to me, which is really nice. I always feel honored when they do it back to me because most people that I network with are people that I really admire.

Mark: How do you keep your energy level so high and so bubbly when you've got a business where, I mean, you go out and you meet

guys and stuff sometimes, but a lot of the times you're having to run your business in front of a computer.

Do you have like a physical fitness regime or do you do something to keep your, I mean, not only get your energy levels high, but I've met you in person and you look like you must go to the gym or do something. You look quite fit.

Marni: Oh, thank you. Yes, I do go to the gym. I do yoga. Yeah, I keep myself pretty healthy, I try and sleep as much as possible. I don't drink a lot, but I enjoy my wine. Yeah I do and try and eat really healthy. I don't have a lot of processed sugars or processed foods and sugars. I have one cup of coffee a day. But yeah, I think that my energy level is really high because I am in solitude all the time.

I am working by myself and most people that I work with are actually like, they're international. I don't work in an office with other people so, when I do get to talk to people I get really energetic about it. Cause I've saved up all my energy, I am not in an office all day being bored by stupid chitchat and the people that I actually get to talk to,

I'm really enthused talking to you. Plus, I love people and people energize me, they always have. So, yeah all of the together make my energy really high and I am in a wonderful relationship. I just got married in April and I have a really giving partner who really respects and understands what I do and do the same thing for him as well. But, I think that that's really helpful as well.

Mark: I should say congratulations again.

Marni: Thank you

Mark: It was really awesome news.

Marni: Thank you

Mark: And yeah, I mean, he must like, I bet there's some guys out there that find it intimidating to have a woman that is so successful, entrepreneurially, and stuff. He's obviously really proud of you and supportive

Marni: Yeah

Mark: That's fantastic.

Marni: Definitely. No, he's a very good partner, very good partner.

Mark: Have you ever found, there to be, men out there that are intimidated by your success or have you been, pretty much, mixing with people that are not those kinds of people. Just out of interest really here.

Marni: I would say that more women have a problem with it and more women are intimidated by it. Not intimidated by it, but more women really admire what it is that I do. For some reason, whenever I go to a dinner party or if I am networking with somebody, and I introduce myself to another woman, right away, they always ask 'Whoa, how are you doing this, that's so cool that you do that' and like they become really interested in what it is that I'm saying.

Maybe the word isn't intimidated, they're just like, I think a lot of people who are not entrepreneurs, you know, they're scared of taking a leap, like what you and I have done. And they really admire it and they don't act intimidated with me, they just like respect me and respect what I have done.

And that feels absolutely amazing to be getting pats on the back consistently. So, you know, but I don't find that men are intimidated. The only men that are possibly intimidated by me are my clients when they first call me, but I hopefully make it very easy for them to become comfortable after a short period of time working with me. But, most of the people that I interact with, I think that we mutually respect each other cause we know how difficult this is.

Mark: Absolutely, absolutely, I really hope someday that you come out with a product of some kind or book or something with your story, perhaps teaching entrepreneurs how to do what you do. You've definitely go your own unique way that's lead you to be successful. It's been really great having you on this interview.

- Marni: Thank you.
- Mark: Where you've shared secrets of your success and not only that given a lot of great tips as well for the guys out there that wanna meet their ideal partner.
- Marni: Definitely, well, thank you for having me. I loved talking about this stuff. I have actually never been interviewed before about my business. So, this was a nice experience.
- Mark: Well, I'm glad you've enjoyed it. Now, your website, The Wing Girl Method could you, cause I've got a New Zealand accent, read it and tell people what it is and spell it out to people.
- Marni: You know what the term is actually very cool, but for some reason it's hard to say without mumbling. It's WingGirlMethod.com, so, if people want to get in touch with me, whether it's about women or even about business, please go to the website press 'Contact' or join the newsletter list and anybody who has listened to this and is contacting me through your program. If they write to me, I will give them a 25% off coupon that they can use on any products or coaching services.
- Mark: Oh wow, that's fantastic! And that's [www.winggirlmethod.com](http://www.winggirlmethod.com), just to spell it out for people.
- Marni: Perfect
- Mark: Well, thanks so much for being on the show.
- Marni: Thank you
- Mark: I hope that everybody out there takes action with what they've learned. I hope you've taken a lot of notes and I hope you've really enjoyed the interview and for everyone else out there listening, we'll see you next time. Bye for now!
- Marni: Bye!