

Karen TERRY
The Full-Time Woman's Coach

The Ten Step "Getting Started" Guide for Leaving a Full-Time Job

By Karen Terry
Certified Life Coach
Certified Technical Trainer



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Congratulations for downloading my free special report:

The Ten Step “Getting Started” Guide for Leaving a Full-Time Job

The very fact that you have done so will give you an advantage over other people who are “thinking about” leaving their full-time job but who have no idea how to do it! Do you envy other people who are successfully self-employed? Do you wish that could be you? If so, this guide is for you.

Let’s face it – life in Corporate America or any full-time job really isn’t what it is purported to be anymore. There are long hours and inflexible schedules that conflict with today’s lifestyles, especially for working mothers who crave more time to spend with their families. On top of that, perhaps you do not care for the office politics or the corporate bureaucracy that is often required to get anything accomplished at a large corporation.

Corporations who pay you high salaries often feel like they “own” you and your time. Many of my clients who work for (or who used to work for!) big companies had no flexibility and could not take off at all during the day for a child’s school event. Even worse, often it feels like the more money you make for a company (and thus the more time you have put in), the less you are valued.

Many corporate careers come to an end in a company once you hit the glass ceiling. Some of my clients come to me after they have been “stuck” in the same job for a few years, and they have found out that they can’t go any further in the company, at least without a significant investment in additional education or training. At this point, many people are considering a job or career change, planning their exit strategy, or are literally praying that they are offered a severance package. Does this describe you?

In addition there is no job security anymore, especially as companies layoff and outsource jobs overseas. In today’s economy, it is smarter to create your own security.

This report contains wisdom and practical ideas from not only myself, but also from many of my clients who have not only escaped from Corporate America, but also from state agencies, non-profit organizations, and other entities as a result of some guidance and step-by-step coaching. You will learn firsthand from their collective experiences, mistakes, successes, “trial-and-errors,” and how-to avoid their pitfalls.

So who is Karen Terry and why should you listen to me?



Before I became a coach, I owned and operated my own business in Austin, Texas. In 1996, starting from nothing, I built a successful training practice in the high-tech fields of GPS (Global Positioning Systems) and GIS (Geographic Information Systems) as a certified

software instructor. At the time, I had been laid off from a consulting firm

that went through a difficult financial period. Over time, after my initial start-up phase, I became one of the most knowledgeable, respected, and top-rated instructors in my field. Before that, I worked for the two leading GIS and GPS manufacturing companies, and thus I know the pros and cons of having a corporate career versus being self-employed. I also know, firsthand, what it takes to build a business, and unlike many coaches, I am a Certified Life Coach who has real business-ownership experience. I know exactly what it takes - and how scary it can be - to quit a full-time job and step into the world of self-employment and entrepreneurship. My life coaching skills allow me to support and help my clients break through any fears, issues, or insecurities they have about leaving a full-time job behind, which is a powerful combination that I leverage for my clients.

When I was self-employed still teaching software, many women (and a few men) would approach me, wanting to learn how to leave their full-time job. Many of the women were new moms, who sought a flexible or part-time career they could pursue while raising a family. On the surface, what I did (teaching software) looked like a good option to them. So I would sit down with them, offer advice, tell them “how it really is,” and then often would end up informally coaching them through the process of going out on their own and/or starting a business. This experience happened so many times that it led me to write my second book, *Full-Time Woman, Part-Time Career*, which is a “how to” book for women who want to start their own business. *Full-Time Woman, Part-Time Career* went on to win an Axiom Business Book Award!

Since then I have moved to Houston, where I officially formalized my training by becoming a Certified Life Coach (CLC). Although my clientele is diverse, I specialize in helping people who are looking to escape from a full-time job to start a business and/or go out on their own. Through a structured coaching system, I have taught clients exactly how to start and grow a business.

This guide is written for people who are currently working a full-time job who want to change careers and/or launch a business using their unique skills or expertise. This will tell you the steps needed to take to do that. **It is not meant to be a comprehensive guide,** nor will it teach you to become an "Internet Marketing Guru," although there are marketing ideas included within.

This guide is designed to give you a "head start" in terms of what to do and things you need to consider if you are thinking about "Making the Leap" from a full-time job into the world of entrepreneurship. So let's go ahead and start - here are a few things you need to consider . . .

Step #1

1) Assess your Skills.

As a coach, one of the most common things that I get asked is "How do I know what I am good at?" or "How do I figure out what I want to do once I leave my job?"

The first thing you need to do is assess your skills. Ask yourself some questions:

- What are you good at?
- What do other people tell you that you are good at? (If you need some help with this one, ask some colleagues, but do it discreetly so they don't get the idea that you are planning to leave!)
- What is your special area of expertise?
- What excites you? What interests you?
- Are you creative or logical?

Put some thought into these questions! From the answers, write down at least 5 qualities and talents that you have. Some patterns and trends should emerge.

Note: This is a very preliminary skills assessment. There are ways to go much deeper, and do a more thorough and comprehensive skills (and career) assessment. Some tools you might want to also consider are: DiSC or Berkman Testing, and/or a Mind Mapping exercise, hiring a coach to help you, etc.

Step #2

2) Research Business Ideas.

Most people who want to leave a full-time job have some idea of what they want to do or go to. Maybe you have something in mind, maybe you don't. If you don't, the good news is that

there are plenty of ways to make money online nowadays, ranging from marketing yourself and your services to affiliate marketing and direct sales. Many women choose to do Network Marketing (AKA Multi-Level Marketing or MLM). It involves not only selling a product such as Arbonne, Mary Kay, Pampered Chef, etc., but also building up a network (downline) of people under you who also sell the same products and then you receive a percentage of their sales. At least consider it as an option – this is not your mother or father’s Amway! The world of MLM has changed, more professionals are gravitating towards it, and there are more than a few multi-millionaires that were made in that industry.

Other people buy a franchise or go out on their own as a speaker, coach or trainer/ instructor. However, if you do not have a business idea in mind, you will need to come up with something first. Whatever you do, do not leave without a plan or an exit strategy! It is much easier to transition out of Corporate America into something else than just to quit “cold turkey.”

If you don’t have a business idea of your own, you will need to research existing businesses, or determine if the right business climate and market exists for offering your own professional services.

If you already have a business idea in mind, read on to Step #3.

Step #3

3) Have a Business plan.

Once you research your business idea in Step #2, write a business plan around that business. A business plan is an internal document, usually written before the business is started, that guides you along the path to success. Because you have to put it down on paper, a written document makes you think about things that you wouldn't normally be thinking about in regards to business. At the very least, a business plan includes the following sections: a Title Page, Executive Summary, Table of Contents, Business Description, a list of Product or Services Offered, a Market/Competitive Analysis, Manufacturing Component (if applicable), Management and Personnel (Company Officers), Financial Data, Summary/Conclusion, and any supporting documents.

Note: You can find much more information on writing and preparing a business plan online, and in many books, including a copy of my very own *Full-Time Woman, Part-Time Career*.

Step #4

4) Save Money.

If you are still working full-time and are planning to leave your current job, it would be a mistake not to have a significant amount of money set aside prior to leaving your full-time job. Whether this means saving money and putting away 2 to 6 months of living expenses to live on while you get your business started, or (if you're laid off) using a financial

severance package to start your business, either is preferable to exiting with no cash and/or no clients. One thing that can be very scary is leaving a secure “safe” position and/or well-paying job at a stable company to go out on your own and/or start a business. You need to have some kind of financial safety net in place before leaving your job. Planning for the situation ahead of time by building up a cushion of savings can help ease that anxiety. Even if you don’t need the money because you build up your clientele right away, having that money put away can give you a little feeling of security.

Although not always possible (if you’re single, for instance), it also helps if you have a spouse or partner who is working to hold you over during the start-up phase of your business (and you can live comfortably or leanly on one income). In addition to having a saved stash, it takes some seed money to start a business, and you will need money to buy office supplies and equipment to get started – a computer and/or laptop, printer, cell phone, etc.

Believe me, I know how difficult and scary it can be to walk away from a steady paycheck, but it is easier if you know you can get by for a few months while you get your new business off the ground. And . . . if you are truly not happy with your current job situation, and/or you are a new mom who is looking for more flexibility than a corporate career can offer, then the rewards of “taking the leap” are absolutely worthwhile.

Step #5

5. Select a Business Model.

After you have decided what business you want to start, select a business model. There is a difference between a business model and a business plan! Typically a business plan is an extremely detailed document that is written before the business is operational.

The business model is what your business will look like once it is up-and-running, and how your business will actually work in order to make money. It is your business plan in action.

So how will your business run? What needs to happen to put that in place? How (in what areas) will your business actually make money? How will it operate? This is your business model!

Do your research. Take a look at some successful business models that changed an entire industry: Dell and Southwest Airlines are two good examples of successful businesses that completely changed the paradigm for how computers were sold, and how people traveled, respectively. There are many business models for you to choose from: trading time for money (known as hours for dollars), selling products, packages, or bundled services. Keep on innovating and thinking of new ways to make money in your business!

Note: For much more on Business Models, please refer to the chapter titled “Selecting Your Best Business Model” in my new book [Entrepreneur Extraordinaire](#) (2012 Thrive Publishing).

Step #6

6) Develop a Marketing plan

This is how you will market your business. While part of a business plan, a marketing plan is a specific action plan that details and focuses on how you will get the word out about your business. Advertising, marketing, and sales are all intertwined, however they are also three separate entities. Sales is actually closing the deal, while marketing is more focused on sharing your message (the who/what/how of what you have to offer), and advertising is the media by which this is accomplished.

A marketing plan focuses on the who (who are your clients and potential clients) and execution of your message to reach them – how are you going to share it? By writing a book? By press releases? Radio Interviews? Speaking? Attending networking events? Or via a combination of all of these?

For your business to be successful, you must have a marketing plan in place and follow it. Some of the most successful marketing campaigns I have seen take advantage of all of these pieces simultaneously, in what’s known as a coordinated marketing strategy (one of the

coaching packages that I offer by the way). Develop a plan on how you will market yourself, your services, and your business.

Step #7

7) Develop Self-confidence.

It's easy to doubt yourself when you first start out and you have any business or clients yet. It can be a very vulnerable time, but only if you let it! Here are some things to consider:

Do you believe in yourself, your business idea, and what you are doing? The answer to this question should be a resounding "YES!" One requirement of being an entrepreneur is that an entrepreneur needs to believe in himself/herself and their business idea or product.

Developing the right mindset about confidence, money, and risk-taking is essential if you are going to go out on your own or start a business. Self-confidence is a necessary requirement!

Being in business for yourself is a lot of hard work. There are times of feast and times of famine, and you must have the belief in yourself if you are to make it through the times of famine! Don't allow negative thoughts to creep in – if that starts to happen, go back and remember a great time in your life! Believe in yourself and that you can do this!

Note: As another resource, I highly recommend a book titled “The Money Mindset Makeover” by Jeannette Koczela. This short book is a great source for learning about the mental mindset and mental shifts you have to make in order to allow money to come into your life.

Step #8

8) Self-discipline, Patience, Persistence, and Motivation.

Every successful business owner knows these are four keys to success in business and in life. If you're not motivated, it won't happen. In addition to motivation, you must have the patience and persistence to see your business through.

Be professional! What is professionalism? Being responsive to clients and to client needs. Returning phone calls and emails in a timely manner. Calling people back. Developing excellent communication skills. The bottom line is you must be able to serve your clients better and more consistently than your competitors.

Step #9

9) Work hard!

It's no secret that running a business takes hard work! There are times of feast or famine, and you must have the belief in yourself if you are to make it through the times of famine! Anything in life worth doing takes hard work. Running a business is a continual process. Do what it takes and be willing to do what others won't. It will get you further faster than other business owners. Keep at it and don't give up.

Step #10

10) Don't go it alone!

This last step has two meanings (a double entendre!). First of all, it means not trying to do everything yourself. Great companies may be started or led by an individual, but they require many talented and smart people to help them grow and reach a certain size. Keep in mind, that in the beginning, starting out, it may be necessary to do everything yourself, especially if you don't have the funds to hire an employee, or even outsource certain tasks to a contractor or virtual assistant. However, if you try to go it alone in the long term you will only grow as big as yourself. In other words, your company will never get any bigger than just you. This concept applies to your clientele, and also to growing a business in terms of employees. If you try to handle every client personally, then you can only grow your practice to a certain level, because there are only so many hours in a day, and only so many hours and days you can work. In other words, there is a limited amount of time in the universe that you have to personally take on clients. Therefore you can't really ever grow your business past you if you try to do everything yourself.

Use a mentor. This is the second meaning of not going it alone. When you are starting something new, you can cut light years out of your learning curve by hiring an experienced coach to help mentor you. A coach who has had their own business can help you avoid the pitfalls and mistakes that can cause a new business to fail, and tell you what you need to do by guiding you on the path to success instead. Because coaching is a collaborative

relationship where you have lots of synergy and a connection (depending on the coach), many coaches can also help you innovate by getting those creative juices flowing.

There are four questions you should ask yourself (or the potential mentor) when hiring a mentor or a coach:

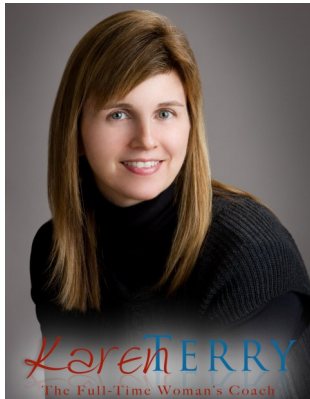
- 1) Have they done what you want to do or have they been where you want to go?
- 2) Do they support you? Do they share your vision?
- 3) Do they have heart and integrity?
- 4) Can they teach? Just because someone has done something, or is good at one thing, doesn't necessarily mean they are good at teaching others how to do that.

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I'm so glad that you have chosen to download and read this special report. I hope you've enjoyed it and that it has given you some ideas and possibilities for your business. My goal is to give you information and strategies that you can implement immediately – and that will catapult you ahead of others so you can achieve greater success.

As an experienced coach, I would like to help you with your decision points in your career. Many people start out at corporation and then realize that it's not what they thought it would be. Women, in particular are looking for more flexibility (does this describe you?) and start to

examine their options. Whether it's if and when to have a family (and dealing with infertility if you are unable to get pregnant), pursue part-time work, or more flexi-



bility with their own business, I have helped many clients with these same situations and I would like to do the same for you.

If anything in this report has resonated with you, then I welcome the opportunity to work with you one-on-one. Whether you are staring at a sticky floor or glass ceiling, let me help you with your career issues. Please contact me at Karen@fulltimewoman.com for a complimentary exploratory coaching strategy session.

So here's to your career success!

Karen Terry

The Full-Time Woman's Coach

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