**CS SARA SOLOMON- MAKING A DREAM LIFE DECISION**

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**Male speaker:** Welcome to the Chalene Show. Chalene is a New York Times Bestselling Author, celebrity fitness trainer and obsessed with helping you live your dream life.

**Chalene**: The median cost to become a dentist, somewhere between a 150,000 and 175,000 dollars. That's for public school and private school, somewhere between 350,000 and 400,000 dollars and that doesn't include undergraduate degrees.

My special guest today is Dr. Sara Solomon. Like most other doctors, she invested eight years of her life to become a dentist and his practice and specialize for the last ten years and in the last thirteen months, her income from a hobby has replaced her income as a dentist.

What a dilemma! What would you do? If you were a doctor who is now earning more with your hobby, with your fun thing, the thing that you love.

I stumbled upon Dr. Sara Solomon one day while I was scrolling through YouTube. I watched several of her videos and quickly realized I was addicted, hooked. I became a fan. I had no idea that she was one of my students in the Marketing Impact Academy.

Just thirteen months ago, she started her own online business and now, she's facing a serious dilemma. Her passion, her hobby, the thing that she has done for years just for fun, has suddenly replaced the income that she's been earning as a dentist. What would you do? Could you let go the precision, the influence and the reputation that goes along with being a doctor, a dentist, to pursue an online business?

What if just thirteen months later, the income from your hobby, the thing that you're doing for fun because you're passionate about, because you loved it, what if that thing was now making more money than your full-time career, your profession? Could you walk away from being a doctor? Would you be okay with it? Would you be able to say, “I am no longer a dentist. I’m operating a part-time internet business, selling eBooks,” could you do that? Would you hold on to the reputation and the prestige that comes being able to tell people, “I’m a dentist.” This is Sara’s story.

**[START OF PODCAST]**

**Chalene**: Is this your first podcast interview?

**Sara**: I’ve never done this before.

**Chalene**: You like a pod virgin.

**Sara**: I am. It's cool.

**Chalene**: I have fallen in love with watching your YouTube videos. I think they are hysterical and the first time I clicked on one, I’m not even sure which video, but I clicked on it because you had these amazing abs and it said something about [heider tabada ???], one of those things and then, I watched the video and what made me fall in love and become addicted is how flippin real and how funny you are.

**Sara**: Thanks Chalene. I think I'm one of the few people who actually say what I'm really thinking during a workout. Most of the time, it’s just grunting like, “Is it done yet?”

**Chalene**: That's what real about it. I think so many people are like, “I don't know.” Even myself, I'm caught up with things being perfect and you just keep all those blue person there and it's so refreshing and reassuring like as a woman. There's this thing with woman who have amazing bodies and are really beautiful and I don't know what it is but we hate them. You just want to go, " I hope that they're really unfriendly because it's just wouldn't be fair if they weren’t.”

When you see someone who has a physique like yours and is beautiful like you are and you're a doctor like, I really need to hate you except that when I watched you, I adore her because you're so funny and down to earth and self-deprecating but in a really uplifting way. That's why you have the following that you do and you attract people who are looking for someone just like you.

**Sara**: It's really true that you are saying that because when I first started, I was trying to be the perfect fitness archetype. I was trying to follow that mold and I was in epic fail and it wasn't until I actually started featuring the outtakes in my footage that I started to do well. I realized, “Why don't I just be myself instead of trying to pretend to be what I think everybody wants me to be,” and when I started doing that, that's one thing I started to take off for me.

**Chalene**: What's really cool for me is, when I watched your videos and I saw, "Oh, she's a doctor. I wonder what kind of doctor she is,” and then I watched enough videos and I put in two together and I realized you're a dentist. I have to know the story. Who are you, what are you, how does this happen? What are you?

**Sara**: I think my parents are still asking that question to this day.

**Chalene**: Oh my gosh.

**Sara**: Okay. I am indeed a dentist. I am mostly do root canals now, molar root canals. I guess I like a challenge and I think that's why I fell in love with root canals. I did start out as a physiotherapist. I did my Bachelor of Science in Physical Therapy at McGill University in Montreal. That's what I first started to notice how much I enjoyed fitness and injury management and I did my personal training certification at that time as part of my physiotherapy training but that end up happening as I applied to dental school at McGill and I got in. I ended up doing dentistry and I come from a bit of a genetic dental background.

My father is orthodentist. That's how I grew up surrounded by all the time and that's how it came to fruition. I'm very artistic and I like to work with my hands. Dentistry gave me that artistry as well as being able to incorporate the medicine and interaction with people that I truly enjoy. Dentistry seemed like the right choice for me at that time in my life and I graduated in 2005. I've been a dentist for ten years now but after I graduate the dentist school, I had put on weight because all you do is study and you study sitting down with like a bag of **[withens]**.

I joined the gym after I graduated dental school and I fell in love with spinning and early a few months later, I became a spinning instructor. That’s when I start doing fitness competing; I competed nine times. So that's pretty much how the whole fitness things started happening and it's ironic because my hobby ending up become my career.

**Chalene**: Meaning, fitness was your hobby?

**Sara**: It was my hobby but I didn't understand how to monetize it. That was the problem. So I was still practicing dentistry five days a week. Now I'm practicing dentistry part-time and obviously my hobby, my passion which is fitness has become my full-time career.

**Chalene**: We are soul sisters. One of the reasons why I had a difficult time making that transition mentally is because I felt like, I’m supposed to be a lawyer. Everyone's expecting me to go to Law school. I didn't want to let people's expectations of me down. Fitness doesn't sound important enough. I was worried that I was going to disappoint people. I want my parents to go, “Oh, yes, our daughter is a lawyer.”

**Sara**: I'm so glad you said that and I really want my dad to listen to this. That's been really hard for me because my sisters are board certified dermatologists. She has a PhD. I mean I come from a very academic family and I think it's been very hard for them to try not to head around the notion that their daughter is a dentist and a physiotherapist as she wants to do fitness.

That's been definitely a challenge but it’s hard for me to even make that choice to leave dentistry. I haven’t left completely. I do still practice part time but to obviously transition over more to fitness has been--one of the craziest things that I've ever done in my parent’s perception, because how do you give up something that's so solid and so well recognized, you’re put on the pedestal by society. How do you do that to suddenly say, “Yeah, I want to do fitness.”

**Chalene**: Yeah and it's that story that we tell ourselves that I'm important, I’m valued in my family's eyes and society’s eyes because I'm doing this thing that supposedly is more respected in our society but then when you think about it, you're changing lives and it's a weird thing. You and I can talk about some other time but I know they're people listening right now who are resisting making that jump themselves because they feel like, “It's what I want to do and maybe it’s not fitness. Maybe it’s to become professional quilter. I don't know,” but whatever it is that they’re super passionate about, they're worried that they will let somebody down because they've told themselves the story. I'm supposed to be the ‘fill in the blank’.

**Sara**: Exactly. I took your Marketing Impact Academy course and it wasn't until I listen to share your story on that I started to realize this is actually okay. There's nothing wrong with following passion and wanting to live a dream. Look at how many years that took me to become a dentist. I had to go to university for eight years and I've been practicing for ten years. It took me a while to really hone my skill. I’m truly motivated and that's why I took your course because I know that I can have success in anything I do as long as I put my mind to it.

**Chalene**: I have to ask you. When did you realize this is something that could actually be a business, this hobby of mine?

**Sara**: I know you’re just mentioning Natalie Minh from FMI. She said to me, "Sara, you have a massive following. You have all of this free content and you haven't monetized any of it." She was the first person who started to explain to me what I could do to actually monetize this because I had to make a choice between doing this passion of mine or going back to dentistry full-time because actually, I have to pay my bills.

**Chalene**: Right.

**Sara**: She pointed me towards you and that's when I started your course and that's what truly changed my game.

**Chalene**: That's what trips me out but it's like, yes, proof of the universe. I always say that you've got so boldly exactly who you are when you’re hanging out with your friends and making them laugh and super comfortable. If you are boldly that person, you're going to attract more of those people to you. What I love about you and I, the first time that we ever spoke was today but I’ve watched your videos forever and the first time I watched the video, “I don't know who this is but she's freaking hysterical. I showed my mom the videos and I just love this girl. She's so funny.” The reason why is because I knew who you were from your videos. You didn't try to pretend to be perfect; you're just probably who I would see if I came over in my sweat pants at nine o’clock at night.

**Sara**: Exactly. What you see with me and my mom and my cats in the videos, this is actually what's happening in real life like I told you, what happening is I ended up putting the outtakes like the stuff that we’re like, "Oh, we have to edit that out.” I actually start putting that into the videos and I realized, “This is the golden stuff.”

**Chalene**: Okay. Let’s walk people back through. You're a dentist, lade-lade and you're like at the office, you are the doctor and then you're doing some fitness stuff on the side, how does this turn into where you are today?

**Sara:** The answer to that, one word, is tenacity.

**Chalene**: Okay but what is the start with like, did you post a video? Did you write a blog?

**Sara**: I have to say it started with a Facebook fan page in 2009, the summer of 2009 and at that time, my trainer who was preparing me for fitness competitions said to me, “You just start a fan page,” and I said, "No, nobody will join it. Only my sister will like it. I'm not going to that. I can't put myself at that. What if my patients see it?”

I begrudgingly launched the fan page. I called it “Sara Solomon’s Fitness” page back then because I didn't dare put doctor in front of it. I didn’t want anybody to think that a dentist was doing fitness. Oh my goodness. That's just so taboo.

I launched that page and I just couldn't believe the positive interactions that were happening with this page. People are watching my fitness journey to stage, they were seeing what I was eating and I just started posting videos on YouTube and it's hilarious. I was actually looking at some of my original YouTube videos that I've saved in my time capsule the other day. I was trying so hard to be--imagine a professional dentist in an operatory that's what I was trying to do. I just try to take who I am in an operatory, put into a fitness YouTube video and it was epic fail. It was just awful.

**Chalene**: What is an operatory?

**Sara**: Where I do the dentistry, the room where I do the dentistry. I was just so uptight. When you're watching somebody, they make you feel uncomfortable…

**Chalene**: Yeah, totally.

**Sara**: Because they're so stressed out and notorious, that's what I was back then. I ended up having mostly do silent videos and play music. It's most of them.

**Chalene**: So that then, you’re just letting people follow your journey, you're not selling anything, you're not coaching people?

**Sara**: No.

**Chalene**: Okay. When do you start creating YouTube videos where you're actually coaching people or offering something as a product or service?

**Sara**: What happened is, Oxygen magazine actually approached me and asked me if I would write a blog for them.

**Chalene**: How did that happen?

**Sara**: Because I'm a dentist. They thought that was peculiar. So they thought, "What if you wrote a blog called “work train compete”, where you teach people how it is that you're able to be a busy dentist by a day and figure out how to incorporate healthy living, fitness lifestyle and competing at the same time.?” I wrote this blog for them for a year and I started to realize, "Wow, I'm writing all these stuff.

People seemed to like it." So I just kept writing more stuff and I decided to launch a website. That's how d*rsarasolomon.com* came to be and I was posting recipes, workouts, anything. I was just posting information.

**Chalene**: Let's plug you right now. Spell both names Sara and Solomon for people.

**Sara**: It's S-A-R-A and Solomon, S-O-L-O-M-O-N and it’s *drsarasolomon.com*.

**Chalene**: Very good. Hey and that's a tip for people. If you have a difficult or a common name that could be spelled five different ways, what you just said it’s all O’s, people won't forget that.

**Sara**: Exactly.

**Chalene**: Great. You start this website, you start blogging about it, people are digging it and then what's the first thing you’re offering? You’re like, “Wait a second, there's income here.”

**Sara**: I actually didn't monetize my website until thirteen months ago. Isn't that crazy? I started 2009 and I didn't want to monetize until thirteen months ago. That's when I started to put together, an email management, you called the CRM email management system, where I’m like, “Okay. Why don't I start come compartmentalizing everything I can do and email opt in for all my recipes and they can get it a recipe to their email once a week,” and I thought, “Why I also do this for my intermittent fasting tutorials so that they can get intermittent fasting tutorial once a week to their inbox,” and I did it for the workouts.

Who does that? Who makes free fifty workout videos?

**Chalene**: Somebody who loves doing what they do.

**Sara**: I decided, “Okay, let's make this into a *fifty-dayworkoutchallenge.com*. They get a workout to their inbox every single day. I've created this incredible freemiums. Everything that did between 2009 and 2013 was not at all a waste of time because I basically put together incredible freemiums and I don't even know it.

**Chalene**: For those people who are listening and you don't have an online business, maybe you're working full-time, what we refer to as freemiums are something where it's like you've created “how to” or “tutorial” or “cheat sheet” or something that's knowledge or something else other people would want. We call it a freemium because it's like a free gift. It's a premium gift though. So to go and receive a free tutorial on basically how to do intermittent fasting and to receive that from a doctor, someone who has the results to know how, to receive that tutorial what I'll do in exchange for that tutorial is give Sara their email address.

There's this exchange where you like, “Dang, I got this awesome thing and all I had to do is give you my email address,” and what happens is someone gets that intermittent fasting tutorial and they get results and they get a taste of who you are and they tend to fall in love with you or not but those who do, they’re like, “I love this person. I can't believe I got this for free.” It creates this feeling of almost reciprocity.

I wanted to do something nice for this person like I like them. They've been helping me and that's one of the best ways to turn someone into a lifers, just give and give and give so that people are like, "I can't believe I'm getting all of this for free. Other people are charging for this and then ultimately, you can begin to charge for things, so Sara, what was the first thing you started charging for?

**Sara**: That's when Natalie Minh said to me, "Okay, now your next step is to make a premium,” which is obviously a product that they would pay for. She said, “Why don’t you make some eBooks?” Okay, I can do that. I got to work.

By December, I have given her three eBooks to put together into graphic design and now I have five eBooks. I pull that off into six months, five different eBooks. I ended up launching two recipe books and three books about intermittent fasting and one of them is the huge theory book. It took me two years to write it. It's 400 pages of everything you could possibly want to know. It's a review of a literature on intermittent fasting.

**Chalene**: Okay. How much is that book, because I need to buy it?

**Sara**: That book is, I believe, it’s $49.99. There's the kick-start book which I recommend for most people because it's the immediate practical guide to get you rocking and rolling intermittent fasting and flexible dieting and that’s Fat Loss Fast Number One.

**Chalene**: How much is that one?

**Sara**: That one's $37.

**Chalene**: It's great.

**Sara**: *Fat loss Fast Three* is the kick-start to ultimate day fasting.

**Chalene**: When someone buys one of these eBooks, is it like a PDF downloadable thing that you could see on your phone, are there videos included?

**Sara**: I'm working on right now creating the video version kick-start to my intermittent fasting and flexible dieting, home workout program, very exciting.

**Chalene**: Okay. So now, you're dentist and you're going to the office, you need to be there five days a week or so it seems and you start creating these products and offering them for sale just thirteen months ago, at what point do you say to yourself, “Holy cow, this is something.”?

**Sara**: It's interesting how I'm actually more successful doing this than I was doing dentistry full-time.

**Chalene**: Like financially, you mean?

**Sara**: Yeah.

**Chalene:** No way.

**Sara:** Could you believe that?

**Chalene:** I can but I don’t think the average person gets that. You’re selling an eBook, sharing with people, your research, your guidance, your expertise on something that was a passion, a hobby, yet you went to dental school and most people graduate with heaps and piles of debt yet I want people to realize that the stories we tell ourselves sometimes hold us hostage and you don’t quit being a dentist; you just said, “Let me try this on the side.”

**Sara**: Yeah.

**Chalene**: I love the story of growing something that you are very passionate about without, there’s no risk. You’re still a dentist. There’s no risk but it’s certainly is fun and rewarding.

**Sara:** I am maintaining the license. I am still practicing episodically and I always have that to fall back on but it sure was fun doing the “I told you so” dance to my Mom and Dad…

**Chalene:** So was there a moment when you said, “Oh, by the way, I wanted to tell you guys,” like, did you hit a certain dollar amount? What was it?

**Sara:** I showed my Dad and his eyes popped and that’s when I started to realize that anything is possible if you’re willing to work but one thing I want to make clear is that, because this is my passion, I don’t view it as work.

**Chalene:**  It doesn’t feel like work?

**Sara:** It doesn’t.

**Chalene:** Is there a certain point at which you feel that it might be costing you money to continue to practice as a dentist?

**Sara:** It does. That’s why I’ve had to cut back on some of my days in the office. As you know, you know what it’s like to run this type of a business and it does require a lot of your time. I’m still pretty new business, so I am still doing a lot of this myself. I do all the customer service, the graphic design, the editing and what’s happening in the website and the back end. I do everything. To take time out to go to the office, you can imagine, you check your email when you get back. It’s like the whole world is falling apart.

**Chalene:** You need a virtual assistant?

**Sara:** I need to start delegating and I’ve listened to a lot of your lectures on that as well and that is one thing I need to work on because I have a hard time letting go. I need advice from you on that.

**Chalene:** Have you gone to “Smart Success” yet?

**Sara:** I have watched your four tutorials on it.

**Chalene:** Okay. As my gift to you, I am going to make you a student of “Smart Success” because this will solve all your problems.

**Sara:** I would love that.

**Chalene:** Consider it done.

**Sara:** Thank you.

**Chalene:** I’m going to ask you an uncomfortable question. And I want you to answer it as honestly as possible.

**Sara**: Okay.

**Chalene**: Is there a part of you that continues to practice Dentistry because it’s more fun to say, “I’m a dentist,” or, “My daughter is a dentist”?

**Sara:** You probably one of the people I’m telling the truth to and now, everyone can hear this. I’m doing it out of guilt. It’s guilt because of all the years, my parents put me through school and it’s what I was supposed to do and I know how many years I’ve put into studying to do it. I know how many people would give their eyeteeth to get into Dentist school. I was one of six people who got into Dental school from out of province of McGill.

To get into Dental school, I have to do the [dap]. I have to have a 4.0 GPA. I remember how hard I work to do that, so to just say, “I am not going to do that anymore.” It’s guilt.

**Chalene:** It’s honesty though. I appreciate that. I can feel that and I know what you mean.

**Sara:** I love the Arts and Science of Dentistry. I love interacting with the patients but it’s not necessarily my true passion. It’s just one thing in life that maybe I was destined to do and I believe it’s part of my journey because without the academic background from Physio and Dentistry, I never would have the ability to analyze studies, read the literature and put everything together into a program or just to even be able to communicate and write the way that I do. I wouldn’t have been able to do that without the academic background that I have.

**Chalene:** For example, the reason how this relates to what you’re doing today. When I look at an eBook that’s priced at $49.00 and it’s written by a doctor and I know that it includes research, like to me, I’m paying that all day long because I purchased too many things online where I think this is bogus, this isn’t someone who really knows how to evaluate research and to report clinical studies. For me, your background, it lends credibility and lends value to anything you’ve written.

**Sara:** Thank you. I appreciate you saying that but I think it is also important that people understand that I’m one of the people who competed nine times and afterwards, I blew up and gained twenty pounds. They called it “metabolic slow down” or “metabolic damage” and no matter what I did, I was spinning my wheels. It’s getting nowhere fast and I could not lose the weight and I felt like a slave to the gym. I felt like a slave to meal plans and I was constantly hungry and so, this is my true story of how I overcame that situation was able to reclaim my schedule, my sanity and my physique.

So I really hope that people also take it to consideration that this is actually something that I do. It has worked for me. It has changed my life and that’s one of the reasons why I’m so passionate about sharing this program.

**Chalene:** As a dentist, you don’t have to know much about marketing your stuff online and I think for so many people scares them about starting an online business adn I encourage people to do that before you need a business and before you even really know what it is because there is so much potential there and it’s so fun and by the time you actually do need it, it is really cool if you already figured some of the stuff out but can you share with me some of the things that you were like, “I had no clue how to do this or that.”?

**Sara:** In Dental school, they teach you nothing about how to run a business and the irony is that your success with dentistry is actually contingent on your ability to market yourself as a business, so it’s very true. Obviously your bedside manners is important; if you can’t market yourself then, I think that’s problematic and I think it’s funny now that I’ve done your Marketing Impact Academy course if I were to actually say open up my own practice, things would be very different now.

**Chalene:** Yeah, right. The gal who I used to love her who is actually doing my nails, she basically did the stuff that we teach at Marketing Impact but applied it to her nail salon and the only big, huge bummer about that is that her business got so wildly popular just using Instagram, that she sold it three months later and I’m like now, “Who am I supposed to go to do to get my nails done?”

**Sara**: That’s hilarious.

**Chalene**: Yeah. It does work for brick and mortar and I think that’s the thing people missed is that what you’re doing online, we just teach you a better way for people to find you.

**Sara:**  Exactly. That’s just not something that was ever taught in dentistry. When you go into the fitness business, that’s not taught. They don’t teach you that when you do your NASM certification or your ACE certification. So you just don’t know these things.

**Chalene:** What was one of the things that was most surprising for you, that’s made a big difference in building your email lists or finding new customers?

**Sara:** I have to say learning how to target the perfect customer, that’s what made the biggest difference. For me, that was my biggest “Aha” moment and I learned that from you and your course. It’s as simple as just using hashtags targeting an audience properly when you’re doing Facebook ads and then you can really customize who your audience is.

**Chalene:** What I think is so incredibly appealing about you is you’re you and I’m going to encourage everybody on to put the links in my show notes to some of my favorite video episodes, especially ones with you and your adorable mom.

**Sara:** She’s hilarious.

**Chalene:** Could she come and stay with me for like a week?

**Sara:** Of course.

**Chalene:** I love her so much, but I just watched one video and I’m already hooked. I already liked you, I already trust you, I already know you’re real and you’re honest. So for me, that’s the piece I want people to realize.

Nobody’s looking for professional, and polished and perfect anymore, because we assume there’s something your hiding. And so like the more real you are, like the more corky , the more whatever, even people who are not comfortable on camera like just say that and be real and the more we do that, we’ve got really good radar. We’re all worried we’re going to be scammed. We all worry that somebody’s going to take advantage of us. So the quicker we can realize this person is real and we all have a certain level of radar, the faster we get to the place where I know you, I like you, I trust you, I’m doing business with you.

**Sara:** Exactly.

**Chalene:** You do a great job of that. Are you a different person when you are practicing dentistry?

**Sara:** Yes. When my boss watches me, because he knows who I really am, so when he watches me in the operatory and I stepped out and dismissed the patient. He looks at me and he’s like, “I seriously need to give you an Academy Award for your performance in the operatory.”

**Chalene:** That’s so funny. But those are both pieces of you, right?

**Sara:** Absolutely. As I told you before, I had a hard time letting go of that personality because I thought that’s just the way I’ve always been trained to be, super professional. I come from a very professional family, except for my mother. I think you’ve seen her. That explains it.

**Chalene:** She’s professional fun. What is that? Is that a baby crying in the background?

**Sara:** That’s my cat, Taz. He’s famous.

**Chalene:** That’s Taz making that noise?

**Sara:** Yes. My cat appears in all of my workout videos. He’s always lying belly up.

**Chalene:** What is he doing right now?

**Sara:** He just needs attention. That’s all.

**Chalene:** For the love of god, throw him a catnip or something. I thought something was dying in the background.

**Sara:** No. Whenever I’m on Skype calls or phone calls, he starts to scream bloody murder.

**Chalene:** That is like a child.

**Sara:** It’s exactly like a child.

**Chalene:** They wait till you’re on the phone. What’s up Taz? Your story is inspirational and the piece of it that I think people need to take away from this is there was no risk there; it’s something that you can do on the side. Thirteen months later, your income from your hobby, your passion, this thing that was fun for you has now surpassed your professional income as a dentist. That’s pretty cool to have. I mean to have that kind of option, to have that kind of choice? People would kill for that, and Sara, I don’t mean this in any way to be a dismissive, but it’s not that there’s something incredibly special about you. It’s that you went for it.

**Sara:** Exactly. I didn’t know anything about running a business. I just said to myself, “I don’t know what I’m doing. I know this is what I want to do,” and so I need to find the tools to get me there and that’s where you came in to play.

**Chalene:** You are ragged. And just so that I can tell everyone, “Okay, put your little computers down because I know everyone is emailing me right now,” and saying, ”Can you have her back on to talk about intermittent fasting?” So I’ll just ask you right now. Can we do another show specifically about intermittent fasting?

**Sara:** Absolutely. I would love to do that. It’s such a hot topic especially with the health benefits, absolutely.

**Chalene:** Yes. So we have talked a lot about it but I still have more questions and I have so many from our listeners who are trying to figure out how to make this work for them and I know you’ve got a really cool approach to it. So we’ll just tease it at that and promise people that we will have you back on to talk about intermittent fasting.

**Sara:** Absolutely. And just so you know, my mother and father are now doing intermittent fasting as well and my mom lost 20 pounds and has kept it off for a year.

**Chalene:** No way.

**Sara:** She’s 67 years old and she’s 5’6” and a 120 pounds.

**Chalene:** Wow.

**Sara:** My dad lost 30 pounds and his asthma went away.

**Chalene:** What? This is awesome.

**Sara:** Just some of the health benefits right there.

**Chalene:** Where can they get your – because I know you have a free tutorial. So where can they find that?

**Sara:** Well, you taught me to create domain names that point to the lead pages…

**Chalene:** That’s right.

**Sara:** That takes me to the premium. It’s called *startfastingtoday.com* because you got to start fasting today.

**Chalene:** *Startfastingtoday.com*. Sara, what an opportunity for people to hear your story today. Thank you so much for inspiring others to follow their passion, to live their dreams and that, it’s possible in such a short period of time. You are awesome.

**Sara:** Oh, thank you and thank you for helping me realize that this is a possibility.

**Chalene:** So cool.

[**END OF PODCAST]**

**Chalene**: I hope you found inspiration in that story. There’s so many things that we can talk about like number one, the things that we do because we believe it’s expected of us or that sometimes we do out of guilt. Feeling that we’re going to let somebody else down at when they’ve gone out of their way to help us and support us and we start living our lives and spending hours, days, years doing something that we’re just not crazy about doing. I mean, there’s that piece of the story.

There’s a piece of that story that anyone can learn how to improve their business. Even if Sara had decided that wish she was really passionate about was root canals, just by learning to attract better customers; I don’t mean better customers.

Customers who are better fit? Every one of you can be happier in the line of work that you’re doing if you like who you’re working with every single day and you like what you’re doing.

This week has been all about celebrating my students, students of Marketing Impact Academy. And yeah, obviously, it’s been good for me too because I want you to know that this stuff works or I wouldn’t be talking about it. But truly and honestly, what makes me so proud is that people have choice. I want you to hear these stories and know that you have a choice.

We are in a very special moment. This is like a moment. It's one of those things. We're going to look back and say, "Do you remember in 2014 and 2015 when you can start a website for like five bucks,” and people will laugh and go, “Man, I should have gone to a dentist,” and those people are like, “I wished I bought Apple stock back when it was a dollar.” That's going to happen. We’re going to look back on these years and those of you who think it acquires something special or you’re not cut out to start your own online business or that you're very happy, content what you're doing, just fine. I just don't want you to have any regrets.

Sara had no idea that this is going to take off from the way that it has and that's not to say everybody's business will. But a program like Marketing Impact Academy, I have designed to help people avoid spending years and years and years being frustrated trying to build something online, depending on when you're listening to this message.

We may be already close registration; nonetheless, it's something that we open up every year and that gives you plenty of time to think about it if you already missed our deadline. All you have to do is visit *marketingimpactacademy.com* to learn more. If registration is closed by entering your email address, you’ll be first to be notified next year.

Listen, you have it in you. You have greatness within you. I would love to help you. In the meantime, why don't you scroll through the Chalene Show episodes and see if you haven’t listened to it yet.

By the way, if no one had a chance to tell you this yet, let me be the first. You have a great smile and a really cute butt.

**[END OF RECORDING]**