



...or at least I was.

Welcome, my friends, to the spookiest month of all!

Did you know that I'm a rule-follower? People often think that I'm this badass rebel. Ha! I don't like scary things. I'm scared-to-death of horror movies. Hate haunted houses. Petrified by scary costumes. I'm more of a Rainbow Brite = Good Halloween costume kind of gal (if you couldn't tell from the hair).

Know what else I was terrified to do?

- To have a child;
- To fall in love;
- To leave my cushy job;
- To start a business;
- To grow my business;
- To hire staff;
- To hire FULL TIME staff;
- To be my authentic self in front of clients & potential clients;

You know where I'm going with this, right? Every single one of those items (not including the scary Halloween stuff) ended up being the best decisions that I could have made. Of course there were bumps along the way (not the things that go bump in the night), but even those things that felt like failures at the time ended up being incredible teaching moments that fueled my successes in the future. Every single one has, as Marie Kondo would say, brought me joy. Truly, more joy than I could have imagined.



Not only did I end up building an amazing child, business, and team, but I discovered more about myself as a leader, a teacher and a [storyteller](#) with every "scary" thing I faced.

My buddy Mark Twain said "Courage is not the absence of fear; it is acting in spite of it." Sometimes the anticipation of

something is worse than the actual act itself, and if you can get over the mental block of fear, the outcome could be even better than what you could have imagined.

So, my friends, colleagues, clients - go out and do what scares you. The only thing scarier than failure is regret (and maybe my hair on an early morning zoom call).

Email me back and let me know something that terrified you but turned out to be amazing!

~Beth

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## Small Biz Spotlight



Meet Jenny Belanger, the owner of [JennyB Designs](#), a website design studio for coaches and service providers who are ready to uplevel their online presence.

As an entrepreneur, she understands the importance of having a website that grows your business, feels professional, and attracts your ideal clients. When designed right, your website is your most valuable 'employee' working hard for you 24/7. Her mission is to help you ditch the website overwhelm and get a gorgeous, new website that books clients and makes you money, stress-free!

Join her for a [FREE Webinar: Why your website isn't working — Tips for a Money Making website](#), on Tuesday October 5th at 10AM - 11AM EST.

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## Hitting the Books With BBA

It's that time of year! The kids have headed back to school. Have YOU thought about learning something new lately? What better time than



now to work on those QuickBooks Online skills, on-demand and at your own pace! Join me for my [Hitting the Books Online Course](#) to do some learning of your own. And it's not just pens and notebooks on sale - use promo code **FALL15** for 15% off, or choose our payment plan option. As we would tell our kids, don't procrastinate on that homework!



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