

## **JUMPING OFF A CLIFF: HOW TO PURSUE YOUR DREAMS**

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### **Learning how to Dream**

- Don't let people steal your dream, if it were easy everyone would do it!
- 97% of the people who stop pursuing their dreams before they are successful work for the 3% that continued on their path.
- Surround yourself with like-minded people and eliminate the naysayers.

### **My personal career path**

- I wanted to be a fashion designer and decided to go to Parson's in NYC
- Studied Business at Cass Tech High School in Detroit
- Accepted to New York University and couldn't afford the tuition
- Studied Business at Michigan State University
- Accepted to University of Miami Law School and couldn't afford the tuition
- Studied Internet Law at Thomas M. Cooley Law School
- **Tech career:** Alliances, Business Development, Marketing, Product Management, Product Marketing and Sales
- **Side Careers:** *The Family Tree Toolkit*, *Genealogy Roadshow* (PBS), *The Real* (FOX) and *To Tell The Truth* (ABC)

### **When did I discover my dream?**

I discovered my passion for genealogy while in my first year of law school. Over the next five years or so, I decided to focus on enslaved genealogy because it was one of the most challenging.

### **How I did it?**

- Picked something that I was passionate about and honed my craft for 20 years
- Wrote down all my ideas in notebooks and kept them for more than a decade
- Visualized success over and over again
- Continued to believe in myself and my skill set when facing doubt
- Embraced failure and learned from it
- NEVER GAVE UP!

### **Why I choose December 20, 2017?**

In the previous months, I prepared for a departure because I wanted to focus on promoting my book. It was a labor of love and I would be doing myself a disservice if I didn't focus on it. So I took a leap of faith after a successful eight-year career at public company in Santa Monica.

### **Some questions to ask yourself before taking the leap**

- Do you want to build a company or a lifestyle brand?
- What makes you different?
- Do you have confidence in your skillset to take the leap?
- What motivates you to succeed?
- Why do you want to pursue your dream now?
- Who are your role models in business or your chosen path?
- How did your role models achieve success?
- Are you ready to make the sacrifices?
- Are you ready to self-promote?
- Can you network both in and outside of your industry?
- Do you have a strong support system both financially and mentally?

### **Things to consider when taking the leap**

- Attracting Clients
- Business Planning
- Family
- Finances
- Mental Preparation
- Sales
- Technology

### **Resources**

#### *Books*

- Brunson, Russell. *Expert Secrets: The Underground Playbook to find your message, build a tribe and change the world*, New York: Morgan James Publishing, 2017.
- Clark, Dorie. *Entrepreneurial You*, Boston: Harvard Business Review Press, 2017.
- Gallo, Carmine. *Talk Like Ted: The 9 Public-Speaking Secrets of the World's Top Minds*, New York: St. Martin's Griffin, 2014.
- Ries, Eric. *The Lean Startup: How Today's Entrepreneur's Use Continuous Innovation to Create Radically Successful Businesses*, New York: Crown Business, 2011.

#### *Magazines*

- Cnet
- Entrepreneur
- Fast Company
- Harvard Business Review
- Inc.