**33. Take Action & Invest in Yourself**

**Alexandria Lawrence:** [00:00:00] What does taking action mean for you and how are you going to incorporate it in your life? No excuses. Don't put it off for another time. Another year. Do it now.

Hello and welcome to ALSO in PINK. The podcast all about lifestyle design. How we live, the clothes we choose and how we organise our space. I'm your host, Alexandria Lawrence, a certified KonMari consultant and personal stylist. I'm here to guide you on your journey to live a happy, fulfilled life.

Every Tuesday, you'll get new insight on what it means to live well, plus actionable tips.

Redefine what's possible and create your ideal life. To celebrate a special opportunity that only comes once a year, this episode is all about taking action. And I encourage you to listen right now. Sure, I speak of concepts that apply at any time, but there is a very time sensitive opportunity here.

I'm talking about a program that opens once a year. A program I believe in that even changed the course of my life. And the doors closed today, Tuesday, the 6th of April. If you're keen to learn more now go to alsoin.pink/impact. Or keep listening.

Here's something I've learned over the years. Most people don't take action. We can all find a million excuses, right? So when was the last time you said something like this? Oh, it's not the right time. I don't have the money. Um, my partner doesn't think it's a good idea. Ah, but I have family commitments. I'm just too busy right now.

And it's important to be able to say no. If the pandemic has taught us anything, it's shown us how valuable our time is. And how essential it is for our health, wellbeing, and happiness to value how we spend our time.

So maybe this past year, you've got better at saying no. But how do you know when it's right to say yes. How do you know when it's right for you to take action?

Here's a story I heard about a week ago. Something related to taking action. To give you a bit of context, these past couple years, my mentor publicity expert, Selena Soo has done a special giveaway contest. Once a year, she offers an all expenses paid trip to Puerto Rico.

So here's the scenario. To enter the Puerto Rico giveaway, all you have to do is watch three short videos. They're about 10 minutes each. Then you answer one quick question at the end of each video to have your entry officially counted in the Puerto Rico giveaway. And even if you don't win the trip, each video has valuable content and tips for anyone looking to learn more about publicity and getting more visibility.

So, last year, 20,000 people opted into this video series.

That sounds like quite a lot, right? Not so sure about those odds of winning that trip to Puerto Rico? But out of those 20,000 people, how many do you think answered those three simple questions?

The three simple questions you need to answer in order to officially enter that Puerto Rico giveaway.

How many people? Well, probably not 20,000, right? Not everyone takes action. Maybe 10,000. Or 5,000. Or maybe 2000. Well, Of those 20,000 people. Only 200 answered those three simple questions. Only 1% followed through and took action.

So, how about in your life? What would you say? Are you in that 1% of people who take action? Or, like most of us, are you more of a dreamer than a doer? And please don't feel guilty. There's no need to feel guilty if you're not someone who normally takes action. For years, I also wasn't someone who took action, at least not in an intentional way.

Sure, I would dive into things. If I have a gut feeling that something's right for me, I'll do it. I'll dive right in. And this approach has led me to some unexpected places. I've learned a lot along the way.

But most importantly, I've learned that I really can't try to figure everything out myself. You need to learn from experts. That gets you to where you want to go so much faster.

For me, the real change came when I found the right mentor. And I know I've talked about my mentor, publicity expert Selena Soo, quite a lot recently. Well, it's all been leading up to this. Working with Selena was the first time I really invested in myself. My DIY approach to learning and absorbing everything I could learn and absorb was only getting me so far. I felt overwhelmed in a sea of information and wanted to find an expert I could learn from more intentionally. I was also so tired of figuring everything out myself.

Yes, this is a top tip. Learn from experts. It will save you so much time and energy.

Impacting Millions is how I first entered Selena's world. And I'm not exaggerating one bit when I say it completely transformed my life. Impacting Millions gave me the time and the incentive to really reflect and consider what it is I want to do. And the beauty of this self-paced program is that it can help you wherever you're at, whether you're dreaming of starting a business or whether you've been in it for a few years and are already a bit established.

So what is Impacting Millions? Essentially this program teaches you how to connect with the media and land high exposure opportunities. So you can get featured, published and interviewed. Ultimately, this means you'll reach more people and impact more lives. Impacting Millions set me on a path to creating a business I love and getting featured in Forbes within five months of launching ALSO in PINK.

So why is publicity important?

Well, publicity gives you both visibility and credibility. When say a popular podcast host chooses to interview you, they are endorsing your expertise. When Forbes selects you as the subject of an article, they are telling the world to perk up and pay attention to what you have to say.

Impacting Millions is right for you if you're just getting started, you feel a bit lost in a sea of people doing similar work to yours and you're ready to stand out.

Impacting Millions is right for you if you've been in business for a few years, but you're not getting the intention or clients, you know your business deserves. You know, you're amazing at what you do. You just need more people to know that too.

Impacting Millions is right for you if you're an established six figure or a multiple six figure entrepreneur, who dreams of writing books being on television or being seen as the top leader in your industry. Impacting Millions is how you can get your message out into the world and start building your credibility through publicity.

It's a year long self-paced program. And Selena and her team have designed Impacting Millions to fit into your already busy life. The short videos that accompany each module will only take you a couple of hours to get through.

This course is designed for you to take action. So you get access to all the knowledge and templates and everything you need to then take action.

And do you have support in the form of monthly calls with team Selena. There are hot seats to answer your personal questions and bonus sessions too. And then you have the Impacting Millions community. You'll connect with your inspiring peers and mentors in the Facebook group. This community is priceless.

And I'm a proud partner of the Impacting Millions program. So if you enroll through my link, I'll receive a commission, which means that I can provide you with some lovely bonuses to make your experience even better.

And I only promote people I believe in and programs I've been through and stand behind 100%, and that i know will help you create real results in your business and life.

And in true ALSO in PINK style, my Impacting Millions bonuses will help you transform your wardrobe and home. And my bonuses are valued at over $5,000, which is frankly significantly more than the cost of investing in Impacting Millions itself.

So, if you're looking to get more visibility this year, if you want to attract more of your ideal clients. If you are a self-employed or want to develop your personal brand. If you have a message to share. If you want to change the world. Impacting Millions is for you. But you need to take action now.

Doors close on Impacting Millions at 5:00 PM Eastern time today, Tuesday, the 6th of April and doors only open once a year. So this is your last chance for 2021.

Check out my Impacting Millions bonus page at alsoin.pink/impact. Again, that's alsoin.pink/impact. And here's a rundown of my Impacting Millions bonuses.

Bonus number one Club Pink. Think Marie Kondo meets Queer Eye with that extra ALSO in PINK sparkle.

I'm incredibly excited to offer a Club Pink membership to you when you join Impacting Millions. Club Pink is a mastermind program I open once a year and it's normally a $5,000 investment. But I'm such an Impacting Millions super fan, and I'm so grateful to Selena for helping me discover what I really want to do, that I'd love to offer you complimentary membership to Club Pink when you join Impacting Millions through me.

Club Pink will help you create a vision for how you really want to live. And take action on living your vision and yes, your dream life. You'll explore and develop your personal style. Use the KonMari method to surround yourself only with things you love. You will explore mindfulness, nutrition, and fitness in live calls with guest experts.

And look at your home with fresh eyes. Yes, we're talking interior design tips and styling. Club Pink will help you explore what it means to live well and take action on living your best life. I can't wait to support you on this journey.

And bonus number two. My digital cleanse.

This is lifetime access to my digital cleanse course. Yes, I recently dropped a few tips from my digital cleanse course in a Forbes feature. And that article now has over 36,000 views. Experience the full digital cleanse as part of this bonus package. It gives you more time and head space to focus on more important things, like growing your business and creating the life you want.

Bonus number three. Seasonal color analysis. So have your colors done virtually or in person, in my London style studio when that's possible. Ever wondered why certain colors suit you more than others? Discovering your true colors is a transformative experience. Wearing your true colors evens out your complexion, makes you look more youthful and energetic and is a brilliant confidence booster. Wearing your true colors is also likely to get the compliments flowing. So we'll explore what colors best suit you, you'll come away with a personalized color palette, which is a great first step to elevating your personal style. Your best colors inform everything from the clothing you wear to your makeup choices, even your hair color.

And then there's everything you get from Selena to help you seriously escalate your impact and income. Go to alsoin.pink/impact. This is my bonus page. Click enroll now and you'll see Selena's sales page, which outlines further details about the program.

Now is your time to take action. Today Tuesday is your last chance to join Impacting Millions this year. You two can make major waves with the support of Selena Soo and her amazing team. I encourage you to invest in yourself. That's not a hard sell to say, go on, sign up for Impacting Millions. You have to do what's right for you, right now. But don't let fear dictate your choice. My world expanded hugely when I decided to invest in myself. It opened me up to all sorts of possibilities.

For me, investing in myself has been finding a mentor. Selena Soo happens to be exactly the right person for me. She helped me create a business I love and get featured in Forbes within five months of launching ALSO in PINK.

For me, investing in myself has been believing that I have the power to shape my life. Believing that I have the courage to realize my dreams.

And things can change. Your life can change, but only if you take action.

So trust your gut. And take action. Whether that action means signing up for Impacting Millions, whether that action means starting the Couch to 5k. Whether that action means writing a review of your favorite podcast. Whether that action means calling a family member or a friend you've been meaning to call. Whether that action means finding a daily habit that brings you joy.

What does taking action mean for you and how are you going to incorporate it in your life? No excuses. Don't put it off for another time. Another year. Do it now. Commit to taking that action, commit to investing in yourself. Believe that you can make a difference in your life. Take that step, however, big or small.

And take action. Your time is now. Well, I hope you enjoyed this special Impacting Millions episode and that it inspires you to take action. So here's some key takeaways from the show today. On average, only 1% of people take action. Remember that when you next enter a giveaway contest, not sure this helps you with your chances of winning the lottery, but in pretty much every other situation, you'll be surprised how few people take action. So, if you are embracing bold action and investing in yourself with a program like Impacting Millions, that's fantastic. Gold star. Equally, if you're taking action in any way, big or small. If you're taking action that enhances your quality of life, massive gold star. I congratulate you. And it's never too late to be in the 1%. To be someone who dares to be bold. To be someone who takes action. You can do it. So go for it. Do it now. That's our show then. Thank you so much for listening. I'm Alexandria, and this is ALSO in PINK. The podcast, all about lifestyle design. If you enjoyed the show, please subscribe to ALSO in PINK, wherever you get your podcasts. And the absolute best way to show your support is to write a review on Apple Podcasts or iTunes. This really helps more than anything to promote the show. And, of course, tell all your friends. Thank you so much for your support. Until next time, have a wonderful week. Redefine what's possible and create your ideal life.