

# “No Questions Asked” Interview



Melanie Kissell

Moms. Your Big Why. Your Big Idea. Market Smart.



SOLO MOMPRENEUR

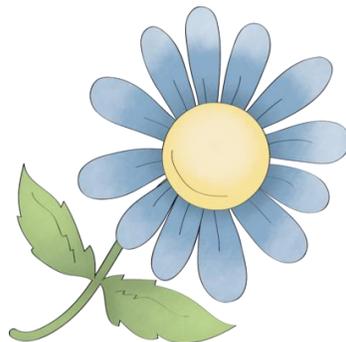
## Solo Mompreneur Interviews

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### WAHM Solution



WAHM Solution  
Moms Building Work at Home Success From the Inside Out





**Leanne:** I'm a single mom of 4 kids, aged 14, 18, 20 & 21 and a grandma to an adorable 1 year old boy. I'm a teacher, WAHM coach and entrepreneur (and a bit of a tech/web geek). I love personal growth, spirituality, vegetarian eating, nature, elephants, reading, writing and building my businesses. One passion is helping moms build their self esteem and worth.

**Cheryl:** I'm a mom of two kids, aged 2 and 4 and the wife of an incredible man. I'm a WAHM coach and entrepreneur. I like spending time with friends and family, reading, writing, camping, golfing, walking and working on the computer. One passion is showing moms how to apply the law of attraction in their lives.

Together, we're the **WAHM Solution**. It's our passion and purpose to help moms discover their passion and purpose and turn it into a business. We help work at home moms, or moms who want to work at home, to build the essential foundations for their online home business success, inside and out.

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## "No Questions Asked" Interview

**Leanne Chesser** and **Cheryl Wilms** were given the following "umbrella" statements to comment on in *free-form* fashion.

Let's hear what they have to say!



**"The qualities in the people we hang out with play a major role in our success."**

**Leanne:** Absolutely. What, or who, we surround ourselves with impacts us positively or negatively. I believe we need to be careful about what we allow into our minds, bodies and spirits.

**Cheryl:** This is certainly true. The qualities that any relationship brings to the table will certainly contribute to the success of the relationship and whatever is trying to be accomplished together. We become who we hang around with and if we surround ourselves with those that have qualities that do not match what we want to achieve in life, we may struggle to meet our goals.



**"It's exciting to think about the predictions for women entrepreneurship."**

**Leanne:** It's exciting to think about the possibilities for women entrepreneurship. What's most exciting to me is the thought of more and more women being able to stay home with their kids and build a business based on their passions and purpose - - one that they love and are proud of and one that has meaning and makes a difference.

**Cheryl:** It is certainly exciting for the steps women are taking in bringing their creativity and innovation to the world of business. Women are revolutionizing the way business is done and are adding an incredible personal touch to how companies interact with their customers. Women are also becoming more creative in creating businesses in a way that allows them to include their families by working from their own home, so they now have the opportunity to experience entrepreneurship, and at the same time be the mother they have always desired to be. Who says we can't have our cake and eat it too?



**"Keeping your feelings from clouding your business decisions can be challenging."**

**Leanne:** Feelings are essential in the sense of having a vision or a "why." So, I think they're intertwined with business decisions. Feelings on a day-to-day basis can be challenging, but it's about choice. It's not our circumstances that affect us, but how we respond to them that matters.

**Cheryl:** Mommy guilt can be an anchor that can affect our business decisions because ultimately our family is of greatest importance. It is crucial to pre-plan in a way that meets the needs of our families, our personal needs, and makes necessary time for our business. If we meet our emotional needs in the planning stages, our feelings about the importance of our business will not be clouded.



**"Dreams and goals inspire us to succeed."**

**Leanne:** Yes. We teach our moms to get clear on their vision and to set goals to reach that vision. A "why" is vital. Of course, taking action is also necessary.

**Cheryl:** Having a dream will give you the necessary fuel to get to the destination. Having the goals will give you the road map to get there.



**“Giving credit where credit is due is good business practice.”**

**Leanne:** Without doubt. I believe in acknowledging and appreciating others. This includes everything from crediting information sources and photos properly, to recognizing others' achievements or efforts.

**Cheryl:** It is incredible how giving credit can open up doors of opportunity. Who doesn't love to be recognized? Often those who you credit and acknowledge, naturally return the favor which is great for your business as well. Also, giving credit where credit is due is a sign of great integrity. People are naturally attracted to those with sincere integrity. This is great business because everybody wins in this case, which is how a business will flourish.



**“Approaching the unknown can be scary.”**

**Leanne:** Yes, it can be. I love the quote, "Feel the fear and do it anyway" by Susan Jeffers. It's not about feeling fear. We all do, I think. It's about what you choose to do with the fear.

**Cheryl:** Many of us are raised to play it safe and don't go outside of the box because failure is bad. So when we are going against the grain of what we may have been taught, it can be frightening because not only are we approaching something we are not sure will be successful, but it is the thought of how do we recover if we fail that can be paralyzing, which is a large reason why people retract when they are already half way there, but

don't know it. That is why it is important to have a coach and not to do it alone.



**“Living a 'balanced' life has different meanings for different people.”**

**Leanne:** Yes. To some, it's about spending fairly equal amounts of time on all life areas. To others, it's more of a "harmony" thing where things even out over time - - a juggling act.

**Cheryl:** Yes, if we are not feeling at peace and what we are doing and it is not resonating with us, then we are not in balance and something must change. We must custom design our lives based on our own needs, wants, desires, and goals, which is not necessarily the same as the next person, so balance may look different to others than it does for you. It also depends on what your current resources look like and the skills and abilities you have to contribute to a situation that may determine how 'balanced' an individual may feel.



**“Showing others you believe in them is important.”**

**Leanne:** Yes. Although belief has to come from within for success, it's very important to also let others know you believe in them. Appreciation and encouragement is one of our highest needs as humans and sometimes it can make a huge difference in someone's day.

**Cheryl:** Encouragement and belief in their abilities is certainly a great contributing factor towards anyone's success. If someone is continuously being discouraged by their entire support system, their chances of going

after what they desire may significantly be decreased, but it's not impossible depending on their own belief in themselves and their desire to obtain it.



**“Inspiration can be found everywhere.”**

**Leanne:** Absolutely! I've had the most profoundly inspirational moments pondering soil and ants! Nature does it for me most times! Challenges, people who are homeless and people with disabilities have also been incredibly inspirational to me.

**Cheryl:** It all has to do with perception and how we view the world around us. There are lessons all around us and when looked at it from the right angle, an inspirational message may be trying to grab our attention. There is beauty in every situation, we just have to be receptive to receive the message.



**“Looking back, a few things could have been done differently.”**

**Leanne:** Well, we've learned from it all and we're currently where we are because of all we've done. So, in that sense, I wouldn't change anything. However, it would have been much more effective if we had waited until our list was bigger before launching our membership site the first time.

**Cheryl:** That is a tough one, because any mistakes we have made along the way make us what we are, so taking anything away will actually make us less credible and effective, even if some of our lessons sting a little bit. We're just glad we have made mistakes in the beginning because we are getting a lot of our knowledge this way. Again, it's all about perspective.



## **“We love to give away our three best tips for Work At Home Mom success!”**

**Leanne:** It's hard to only give three. But mine are:

- 1.** Choose a niche (then get to know your niche and interact with them).
- 2.** Work with others (mastermind, be part of communities, outsource and create partnerships or joint ventures). It's best to achieve success together.
- 3.** Inner success foundations are as vital as outer success foundations. Work on your mindset and build your business based on your values and passions.

### **Cheryl:**

- 1.** Have a coach (I learned the hard and extremely expensive route). I could have been much more successful, faster, if I would have just invested in it in the first place.
- 2.** Keep a detailed schedule and stick to it. It doesn't hurt to delegate household tasks and errands to make sure you meet your schedule and minimize what you take on so you don't set yourself up for disaster.
- 3.** Do what you can to involve your children in feeling important while you work. Give them something to feel helpful to contribute to your work so they don't feel that they are competing for your attention. I got my 4 year old daughter a Barbie laptop and we do our work together and then we compare notes. So this way I minimize my mommy guilt by spending time with my daughter and get work done at the same time.



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