

Intro: This is the Work-At-Home-Heroes podcast. Your host, Caitlin Pyle, digs deep with people from all over the world who make money from home. Get ready to wake up to a world of possibility for freedom, flexibility, and a life you'll love.

Caitlin Pyle: Well, hey, everybody. Welcome back to another episode of the Work-At-Home-Heroes podcast. I am your host, Caitlin Pyle, and I'm here today with Joanna Bradley. She's a Work-At-Home School student. She's been a marketing professional for twelve years, but she dreamed of working from home. However, her mindset was that it only happened for other people. That sounds very familiar, and it's a mindset I had myself, but with a great support system, a strong why, and a killer determination, her dream of working from home full time is within close reach. Mojo Marketing Plus was born this year, and she's already seeing success with it. She's working hard, maintaining her 9 to 5 while building her business on the side. She's a mom of three kids and is also inspiring her family to follow their dreams, so welcome to the show, Joanna.

Joanna Bradley: Hi, thank you.

Caitlin Pyle: All the way from Tucson, Arizona.

Joanna Bradley: Hot Tucson, Arizona.

Caitlin Pyle: Yeah, very hot, and I'm in Orlando, Florida. It is very hot. We get into the low 90s, but the humidity is really what makes it so killer. Like you walk from your front door to your mailbox, and you're sweating by the time you get back. It's crazy.

Joanna Bradley: Yeah, we just spent two weeks in Maine and Boston, and it was like that, too.

Caitlin Pyle: Yeah, I know. Something about being close to water I guess. Is it dry heat is what they always say about living in Arizona?

Joanna Bradley: It is very dry heat. It's really hot, but it's very dry, yes.

Caitlin Pyle: So you're not dripping buckets.

Joanna Bradley: No.

Caitlin Pyle: So you're married, you're a mom of three, and you have a background in marketing. Tell us the story about how you got into working at home.

Joanna Bradley: So I didn't realize until this year that my mindset was that working from home and working for yourself was what other people did, and I became really unhappy at my job and decided to kind of look around and actually found the Work-At-Home-Heroes Facebook page and was really intrigued by that and started thinking why do I think that only other people can do this? And so I started really kind of working on that and figuring out why I thought that and started doing a little work at a time and then found you and started really feeling like maybe this is something that I can do. I've worked really hard in the last six months, and that's where I've come from.

Caitlin Pyle: Yeah, the rest is history it sounds like. So you were part of the Work-At-Home Summit and our grand opening of Work-At-Home School. What was that like for you? Because you mentioned off the air that it was something that you were kind of like, I don't know if I can do it right now because you had a full-time job. You had three kids, and obviously you're a wife as well. What was that like for you?

Joanna Bradley: So the summit was just amazing. It was one of those where I had to pick my mouth up off the ground several times because I had so many a-ha moments watching all of the amazing speakers in the summit. And I wanted to do Work-At-Home School so badly, and I just felt like it was bad timing, and I have the most supportive husband in the world, but I was just thinking it's a lot to ask right now, and I have this job and I have these kids. And on the very last day to sign up, I came home, and I was a mess and unhappy from work, and I said, I want to do this, and I don't know if we can pull it off. And he said, Is it worth it? And I said, It is. And he said, Well, I have to go to the bathroom, and then I'll come back and we'll talk about it. And he came back out, and he said, You're signed up.

Caitlin Pyle: Oh wow, so he signed you up. That's awesome.

Joanna Bradley: So he signed me up, and he said, Let's go.

Caitlin Pyle: That last day was rough for me, too. That was the day I was on Facebook Live for six hours.

Joanna Bradley: Oh my gosh.

Caitlin Pyle: I don't know if you caught any of the Facebook Lives in the evening.

Joanna Bradley: I did.

Caitlin Pyle: Yeah, it was pretty wild, but I'm sure that you're happy you signed up or that your husband signed you up, and it looks like you've made more than your initial investment. What kind of income are you generating now as a result of getting started?

Joanna Bradley: So I'm making over \$1,000 a month doing social media management and marketing consulting, and I also do some flipping on the side. So the flipping is what actually paid that off really quickly and then started writing blogs, and I do social media management like I said, and I do some branding and some strategy creation for some people. And so I've had projects, and then I have ongoing clients as well.

Caitlin Pyle: That's really cool, and that's awesome as well that you were able to make some money flipping, too. Robbie and Melissa Stephenson of Flea Market Flipper are instructors in Work-At-Home School for those of you guys listening at home that you're like, Wait, what's that? They're from Flea Market Flipper, and they have a course within Work-At-Home School that teaches you how to profit from flipping items you can find for really cheap at the flea market. It's so cool. It's like one of those things where I listen to them talk about it, and I see how simple it is for them to do, and I'm like, I could do that. But then I'm like, I got all kinds of stuff to do, but for people who need money, this is something – I mean they started an experiment earlier this year.

They found something out of the garbage. They made money off of that and then used that money to buy something else and then used that money to buy something else. And their goal was – I think personal issues got in the way or whatever, but their goal was to be able to buy a new rental property with that flipping money from the original item that they got out of the garbage can. I was like, What? That just blows my mind, but they are making full-time, multiple six-figure income flipping items. It's just really exciting for them and, of course, everybody that I've heard of that went through their courses got a lot out of it.

Joanna Bradley: They are so inspiring, Caitlin, and they are really exciting, and they give a lot, and through their Facebook page, they really include us a lot, and I've learned so much. And it's really fun, and it's like a challenge. You challenge yourself to see what you can find, and I found some great stuff, and they're really encouraging and wonderful. I would encourage people to do their courses.

Caitlin Pyle: Yeah, for sure. Plus they have three kids themselves, and so it's kind of like, man. I look at it, and I'm like if I ever needed money, I would have something I could do, and I don't have three kids. And so if I ever looked at myself or I'm like, I need some more money; I need to go and make some fast cash, I wouldn't really have any excuses. That way I'd just never have to worry about money again because I know that there's ways to make it if I ever am finding myself strapped for cash, and I think flipping is a great way to do that. It's kind of like anybody can do it. You probably have something in your house right now that you could sell to make anywhere from even \$10 – I've sold stuff that I just had laying around, \$10 on Facebook Marketplace. There are so many different ways.

So we got a little bit of a snapshot, stepping back a little bit to when we first got started on this conversation, a little –when you were coming home from work and a little bit frazzled it sounded like on the last day that you could register when we were just opening Work-At-Home School. But I want to know a little bit more about what your life looked like before you started this new journey.

Joanna Bradley: So I was working full time at a job that I had loved for a long time, and a lot of change happened and just some stuff that made it difficult to enjoy doing to work, and it was becoming harder and harder as a mom of three and wife to an amazing husband. I just wasn't feeling happy, and I started looking for other jobs, and I thought I don't know if that's the answer. Why can't I be one of those people that work from home? And so I started kind of looking in that area, and that's how my life was. I went from kind of status quo and happy going to my 9 to 5 to somebody looking for something different. And I stumbled across Work-At-Home-Heroes, which led me to the summit, which led me to Work-At-Home School.

Caitlin Pyle: Wow, and so you had mentioned that you felt like earning money from home was something other people did. Were there any other mindsets or beliefs that you had that you had to overcome in order to start taking steps to build your own staircase to success so to speak?

Joanna Bradley: Well, what's crazy is I have two business degrees. I have a bachelor's degree and a master's degree, and I still was kind of stuck in you make enough to cover your bills and lead a nice life. And other people are well off and wealthy and have lots of streams of income, and so that's been something I've kind of worked through, too, and the quote, You are your money story, and you are the hero.

Caitlin Pyle: Oh yeah, you write your own income story, and you are the hero.

Joanna Bradley: Yes, and I look at that a lot, and I say that to myself, and I feel really different. Between the mindset of money and the mindset of I can do anything I set my mind to, and I can run my own business, too, I feel like a different person than I felt six or seven months ago.

Caitlin Pyle: Yeah, and it's amazing what can happen in just six to seven months, and so for those of you guys listening at home, what we were just referencing is called the Work-At-Home-Heroes Manifesto, and you can find that in the Work-At-Home-Heroes Facebook group. It's in the description right now, and basically it's very short. It says I believe I am made for more. I deserve to succeed financially. My past doesn't dictate my future. If I can solve problems, I can make money. I write my own income story, and I am a hero. And so that's the manifesto for the Work-At-Home-Heroes Facebook group. It's the Work-At-Home-Heroes community.

If you want to work at home, you can make it happen, and I'm recording a few episodes today, and I was talking to somebody. We were just talking about different analogies people use, and a common mistake I see people make when they get started is feeling like they have to see the entire staircase before – and I'm going to start using this more often because I feel like it really lands with me, and everybody I speak to about it, they're like, I get that. It makes so much sense.

We want to see the whole staircase. We want to see the top step. We want to see the entire thing and understand how every bit of the journey will unfold before we ever get started. The thing is, though, when you're working for yourself and you're building your own – you're writing your own income story, you are building the staircase, so you're not going to be able to see the whole thing. You are that much in charge. You have that much power to build your own staircase that, if you're waiting for somebody to show you what that is, you're going to be waiting a long time because it doesn't exist yet. You haven't made it yet, and so yeah, that's just a very common mistake that I see people make.

But it so amazing what can happen in six to seven months, and I think back to when we were opening the doors. At the end of the summit, I was like, Think about where you could be in a year from now, and if I were to ask you, Joanna, the day you got started with Work-At-Home School, were you super nervous? Were you mentally, emotionally just coming up against these blocks, and how did you overcome those?

Joanna Bradley:

Well, I was absolutely scared to death, but from the minute my husband came out and said you're signed up, this overwhelming feeling of relief came over me, and I felt like, Okay, this is probably the scariest thing I've ever done, but I can do this, and I'm not sure where I'll be and where this will lead, but I'm going to jump in completely head first and take advantage of everything there is to offer, every course, every seminar, every possibility of mindset change. I'm just going to take it all. I'm going to soak it all in and just reap all the benefits, and I wasn't in the mindset yet that it was going to happen and I was going to have my own company, but I knew I could get there, so that's where I was in the beginning.

Caitlin Pyle:

Yeah, you're building one step at a time, and sometimes it takes a little while to build one step, and it takes a while to get up the gumption to take that step once you've built it. But I mean it's paid off for you already. You're earning over \$1,000 a month and you're building from there. You've got your 9 to 5, but you're going to start outsourcing so you can build an agency and eventually be able to quit the 9 to 5 that you're not enjoying as much, and – but even still, \$1,000 a month times twelve months. That's twelve grand.

You'd be hard pressed to find a company that would give you that kind of raise every year. I mean cost of living increases, but your cost of living goes up, so you don't really make any extra money. But I mean I like to call it life-changing money; \$1,000 extra a month is life changing. People don't really think about it because it's only \$1,000, but I have so many people come to me everyday, and they're like, I just want to make an extra \$500 a month. They want half of what you're making, and that would absolutely change their life because it would pay for their mortgage. It would pay for the mortgage and their car. It just – it's a big amount of money, and people don't realize how simple it is. I wouldn't say it's easy because most of the time there are mindset blocks to overcome like we've talked about, but it's quite simple to make money. If there's problems in the world and you can go solve them, you will be able to get paid for those problems.

Joanna Bradley:

Well, and you know what, Caitlin? Like you were saying about the stairs, that was another thing that was a little bit of a roadblock is because I felt like I needed to know everything and know how to do everything right away. And I needed to go from the bottom step to the top step, and you know what? None of us do that. We walk one step at a time, and once I learned that and that I don't need to know everything today, I'm going to do everything I can to keep learning, but I don't need to know everything today. That really changed everything for me, too.

Caitlin Pyle:

Yeah, and I'm sure it's also encouraging for people to listen to you having two different college business-related degrees and still not knowing everything. And so if there's some people that allow the fact that they don't have a degree to stop them from starting – I have a degree, but nothing I know now about running my business or doing anything online I learned in school, and so it's pretty much like I don't have a degree at this point. I don't have a certification in what I do.

You don't have to have a certification. You don't have to have a degree to be able to solve problems. You just need to have skills, and so – and thanks to the internet, there's so many ways to learn skills these days. And I mean a great place to start would just be hanging out at Work-At-Home-Heroes to get some ideas, get some inspiration. You could sign up for the summit, which is at this time evergreen, and you can go and sign up for free and have lifetime access to it, so you can watch all the videos that Joanna has been talking about.

Yeah, if you're scared of death, there's no reason to be that way. Everybody goes through it. I used the excuse I don't know how to start a website forever before I finally started a website, and I realized, hey, if I don't know how to do something, I can learn, and learning has changed everything for me. And it's not just the information. Information is useless unless you implement it, so I like to say information is useless without implementation. It's the action that you take, not what you know. So somebody can have all the skills in the world, but they don't ever do anything, and they never have success with it.

But even if they have one skill and they take ten times as much action as the person with a lot of skills, they're going to be more successful than somebody who has a lot of skills but takes no action. You're probably pretty busy right now, so that's actually my next question, Joanna, is how does your life look now, and in what ways do you think your life has improved since you started working at home?

Joanna Bradley:

My life has just improved so much. I feel like a whole person. I didn't really realize I wasn't a whole person before, but I just feel so complete because I have taken this challenge, and as scared as I was, I moved forward and have prevailed and have been really successful at projects and ongoing clients. And I really honestly feel like I can keep building and I can do this. There's still days I'm scared to death, and there's days I wake up and think I can take over the world, and there's days I wake up and think, oh my God, I'm so scared. How is this going to work?

But you just put one foot in front of you, and I'm crazy busy. I wake up early and do work. I work at lunch during my 9 to 5, and I come home and spend time with the kids and then do stuff when they go to bed and work on the weekends. But you know what? It's so satisfying, and my family has really jumped behind me. My husband is amazing. He sits up at night and proofreads with me and brainstorms with me, and I'm looking into writing an e-book about his hobby. And my 11-year-old is starting to write an e-book about her hobby, so it's a family thing, and it's amazing.

Caitlin Pyle:

That's amazing absolutely. You've created this ripple effect in your family by taking one step and putting it in front of the other consistently, and I'll tell you, I don't want to ruin any surprises for those of us who have not gotten started yet, but the fear, that

fear you feel sometimes in the morning, it never goes away. It just changes its outfit, so even I wake up with days, and I'm like, I don't know how I'm going to get through this day. I have so much on my schedule. I'm dreading it, but I just show up, and I do it.

And now, I've realized that I can look back on all the times that I've felt scared in the past and all the times I did it anyway, and things always turn out fine. I learn something. If it doesn't go as planned, I still learned something, or I make progress towards my goal, but we all have this fear that if we do something, that nothing is going to happen, and we're just going to fail. And that – our actions don't have any effect, but they do, and if we can clue enough people in, then I think we can really change the world, change a lot of people's minds because there's so many of us that are kind of walking around, sleepwalking like, hey, what I do doesn't matter. And so it's somebody else's fault because it's definitely not mine. My actions don't matter.

It's easier at that point to blame other people for our lack of results, and then we don't take charge when we have the choice because we don't believe our actions matter. And so it kind of just goes in this cycle of our bad results are not our fault, and then our good results are not our responsibility, so we end up doing nothing for our entire lives. And that's just not what I want for people, and so I'm hoping that by sharing stories like yours and other heroes that have been on the show that we can kind of wake people up to, hey, if you do different things, you're going to get different results.

You wrote in your application the future feels so exciting, and I can hear that in your voice, and I am extremely excited for you. It's just so thrilling that your husband and your 10-year-old – she's writing an e-book, too. That's amazing. I think it's excellent that you have so many supportive friends and family, but I know that not everybody is that lucky, and so I'm wondering if there's anybody in your life who maybe had some doubts or gave you some unsolicited feedback or said some negative things to you. And if they did, how did you navigate around that?

Joanna Bradley:

Well, you know what's funny is people outside of my initial – my husband and my mom – will make comments like, Well, yeah, that's great side work, but that can't be your job. You can't make a living doing that, and so kind of what I've done is I giggle inside, and I think, well, I'm going to be the one laughing all the way to

the bank. I'll just let you know when I've done this successfully. You don't need to tell everybody is the thing. You don't need to tell everybody all the details, and you just keep on trucking and believe what you believe, and when you're ready to work at home full time, then you let everybody know. I've been really successful, and this is what works, but you don't have to share all the details all the time because you get too much judgment. People don't believe it.

Caitlin Pyle:

Yeah, yeah, that's definitely the pervasive attitude unfortunately is that people don't understand how it works, and so they believe it doesn't work. It's kind of like I used to joke around. I had never been to New York City before I think 2008, and I was like, As far as I'm concerned, it doesn't exist. I haven't been there. And so that's the kind of mindset that people have when it comes to working at home. They've only seen people try to sell supplements or workout videos or nail polish or whatever through a multi-level marketing scheme, and they're like, That's not going to work because I tried it.

And they think it's all the same, or they just don't know it, and so understanding that that's the perspective people come to most of the time. A vast majority of people unless you're in the Work-At-Home-Heroes Facebook group because they are very aware, when you present to just your average network, 9-to-5ers or whatnot, they just don't know the possibilities, and so they're not going to be the most likely people to give you the encouragement you need to keep going.

And honestly, I mean if you're the kind of person who feels like they have to tell everybody and then you get all this feedback back, that maybe kind of deflates your excitement or it takes the wind out of your sails or whatever analogy you want to use. But that energy that you spend telling those people is better spent actually taking action to build your staircase to success. So you're super busy. How do you keep yourself on track all day and make sure you get everything done that you need to get done?

Joanna Bradley:

That is a little bit of a challenge because you still want time for your family and stuff like that, so I do a lot of keeping calendars and scheduling time to do work and a little bit of time for me even and time to make sure to do homework with the kids and play a game before they go to bed and always eat dinner together. And so balance is something that I always have to work on, and I think

I'm at a pretty good point right now, but you can always tweak it to make it work a little bit better.

Caitlin Pyle:

Yeah, and it's totally a process I think. Plenty of people have started on in the journey, and they're like, This is chaotic. This is crazy. My family is being neglected. And there were times when I was first getting started that I was just like nonstop work, and then my husband was like, Are you ever going to stop working? And then I realized what impact that my one-track mind was having on him, and then I made tweaks.

And the important thing to remember for those of you guys listening at home is—and you can learn this from Joanna; you can learn this from my many mistakes—is that you find a balance, and you can always pivot and make tweaks as you go along. And it's really the staircase analogy applied in this way as well. You don't have to have it all figured out right now in terms of how you're going to build your business or how you're going to organize and stay on track. You can figure it out as you go, and it's taken me years to get a morning routine going because I've never been a morning person, a morning routine person. But now I've just realized that if I start my day off a certain way, that the rest of my day is better, and so that's really my only routine is that I just kind of do, in whatever order I want, the same things in the morning and set myself up for success. And everybody is different, so you're going to find what works for Joanna or for me won't necessarily work for you, but that's okay.

Joanna Bradley:

I think that's important to remember is you don't have to know it all. You don't have to have the perfect balance to make it work. You don't have to have the perfect office to make it work. You don't have to have the perfect situation and know everything and have no fear, you know? You just figure out, and you can tweak every day if you want a little bit or change it after you've tried something and you want it to be a little bit different. And to go back to what we were talking about, about fear, the only difference between me and somebody that is scared is that I just busted through that fear, and the same with you. The only difference between you and somebody that is scared to death is that you busted through the fear, and everybody can do that.

Caitlin Pyle:

Yeah.

Joanna Bradley: You just believe in yourself. Even if you don't believe in yourself, you just bust through that wall and do it and hold your breath, and it's so worth it.

Caitlin Pyle: Yeah, you've actually – that was my final question that I was going to ask you before we run out of time was the advice you'd give to someone who wants to work at home but is scared to get started. You've got to believe in yourself, and you've got to take that step knowing that you're not the only one who's faced fear, and fear is something that we've imagined. Fear is something based on our past experience that we believe is going to be true for the rest of our lives. And when we realize that we're choosing to believe that, we can choose to believe something better, something different such as, if you take different action, you will get different results.

And if you change what you put into your brain, you can change the actions you can take, how you can implement. And really, confidence and – fear never goes away. It just changes its outfit. It's going to have a different face on. It can be a kind of scary face, but learning how to overcome those fears by taking action anyway, that's where confidence comes. People will sit there at the bottom of the staircase, and it's like an empty spot where a staircase is supposed to be because you build the staircase.

But they're staring at it, and they're like, I am not going to get started until I feel absolutely confident I can do this. They're going to be sitting there. They're going to be like a skeleton at the bottom of this nonexistent staircase if they keep waiting because confidence doesn't come until you do the thing that you're afraid of. And then you realize, Oh my gosh, I didn't die, and the thing I was afraid of didn't happen or it didn't – it wasn't as bad as I thought it was going to be. And that's when the confidence comes. You get better at a thing you're doing. You learn more. You practice more.

Joanna Bradley: Well, let me tell you this crazy story. My very first project that I took on through Upwork was a strategy creation, and it was much more difficult than I thought it was going to be, and the next morning I woke up and thought, Oh my God, I can't do it, and I'm going to fail my first client. And my husband sat with me and said, You can do this. There's one little part you're scared of. Go through and look at all the parts you can do. And I knocked this

thing out in forty-eight hours. It was a thirty-page strategy report, and I have never been so proud of anything that I've produced, and it was what gave me all the confidence to move forward.

Caitlin Pyle:

Yeah, you just kind of do it, and I love that strategy of finding the things that you can do because what's magical is when you do the things that you can do. That's like building the staircase. You built a staircase for that project. You can really make this a very minute scale. You built all the stairs, and then it becomes easier to do the things that looked overwhelming in the beginning because you've got all the supporting beams in place I guess for your stairs. So I'm totally digging this analogy right now. I'm just going to run with it. But yeah – and so that's excellent advice for anybody who's getting started.

Working at home is 100% possible. Fear is okay. This is what you said in your application. The difference between winning and failing is not giving in to the fear. I think that's really, really good. Do you have anything to add, final words about mindset or just a final kick in the pants for the people listening to this in terms of should they take that first step? Should they enroll in Work-At-Home School? Should they – if they know they want to be a transcriptionist, should they go and do it? What final words do you have, Joanna?

Joanna Bradley:

I think absolutely enroll in Work-At-Home School because there are things that have caught my interest that I never thought would, and so I'm kind of on a path of certain things, but I've also incorporated so many other components from Work-At-Home School, so it's so worth it. And I would say, first and foremost, work on your mindset. Find out what your beliefs were about why this couldn't work, and then really dig in and do the work about it, and believe in yourself. Pick only one step at a time. Like you say with the staircase, don't go from the bottom to the top. Take one step at a time to meet your goals. Ask for a little bit of support from anybody you can get support from, and learn from others, and anything you dream of is possible.

Caitlin Pyle:

Absolutely, and there's tons of mindset content within Work-At-Home School and also within the summit as well, so hop on over to workathomeschool.com if you want to learn more. And, of course, Joanna is in the Work-At-Home-Heroes Facebook group, so we've tagged her in a thread specifically for this episode, and you can go over there and speak to Joanna personally, maybe

even send her a PM. She might block you if you're weird about it, so just be careful. We don't want her getting harassed, but feel free to ask her any questions, and Joanna, how can people reach you?

Joanna Bradley: You can reach me on Facebook like you said, or you can reach me at joanna@mojomarketingplus.com.

Caitlin Pyle: Awesome, and we'll have that information in the show notes as well. Thank you so much for being on the show, Joanna.

Joanna Bradley: Thank you so much. What an honor.

Caitlin Pyle: Well, thank you for listening. Links are in the show notes as usual. Please join our Work-At-Home-Heroes Facebook community if you haven't already, and if you're finding value in this podcast, it would mean a ton to us at Work-At-Home-Heroes if you'd leave us a review. Thanks again, and have a great day.

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