

BACONWRAPPED BUSINESS

With Brad Costanzo

**Featuring
How To Land 6 Figure Clients On Demand With Kelly Fidel**

Transcript

Listen To The Show At:

BaconWrappedBusiness.com/kelly-fidel

or Subscribe on iTunes/Stitcher

Copyright 2014 Brad Costanzo

Brad Costanzo: Hey, hey this is Brad. Welcome to Bacon Wrapped Business. Excited to have you back. It's been about a week and a half since our last episode. Sorry for getting a little behind schedule for you guys but I'm really excited today because I've got a very special guest and we're going to be sharing how to land six-figure clients, maybe more, on demand with Kelly Fidel. Did I get that right Kelly? Is that /Fidel/? or /Fidel/?

Kelly Fidel: Yup, /Fidel/

Brad Costanzo: /Fidel/, I thought so. I thought so. So I've known Kelly for several years. I've known her to be involved in multiple different businesses in the past few years. I've really seen her career take off as a premier sales expert, business strategist, and entrepreneurial mentor. And Kelly what's really unique about you is that when having a conversation just about business and strategy takes like 15-20 minutes for you to unlock unbelievable opportunities to make six figures, over half a million dollars and business that people don't even see. I actually... that's one of my specialties as well with a lot of folks they say that, "You know Brad, you see what I typically miss." And I actually think that's a really cool power to have is a lot of entrepreneurs and business owners get admired in their own business too much and sometimes there's huge opportunities right under their nose so Kelly is an expert at finding those. You may be stepping over opportunities, leave them on the floor, but today we're going to find out how to uncover those and how to really pick apart the hidden opportunities in your business. So I'm excited for you guys to be able to learn from her so you can take these strategies that she's going to share and implement them in your own business. And then you can go out and start with the right kind of clients that you want today, right now. And I'm going to have Kelly explain a little bit more about what she means by clients. Like who exactly she helps and how she helps them because I think you might be surprised that even if you don't think that this information is pertinent for you because you don't have clients, maybe surprised how quickly you can get some... making a lot of money. She's going to share about some really cool stuff that she's doing including an upcoming conference in Las Vegas and I guarantee that you're going to want to hear about. And Kelly, I'm really glad that you're here. Welcome to the show, Bacon Wrapped Business.

Kelly Fidel: Yeah Brad, I'm super excited to be here. Thanks so much for having me. It's going to be awesome.

Brad Costanzo: Thank you and I really appreciate it. You know it's really funny. I got to bring this up because I love airing dirty laundry... and this has nothing to do with you. But just on my last episode, because I posted this on Facebook, I got a listener, bless her heart, who emails me and says, "Brad, I'm really so disappointed that you haven't had a woman on the show," accusing me of sexism and all this just because my past guests happen to be men and you committed on that so I'm not having Kelly on here to fill quota, just to let you guys know. I value the business advice you share.

Kelly Fidel: Right. Just busting into the boys' club right?

Brad Costanzo: Right, absolutely. But you know what's really interesting about the fact that with your expertise and what this woman accuse me of is you actually... or at least what it appears as though you've carved out a really nice niche helping to serve female, women entrepreneurs and break through the glass ceiling and get rid of it all together. And that's what's kind of funny is because you are very much about female empowerment especially in the workplace and here I have you on immediately after I got accused of...

Kelly Fidel: Listen, I love women. I love men. Actually 40% of my clients are men and I still have

my NFL clients and all of those. But sometimes women, they forget their own value and they feel this propensity to go back to the 70s of burn the bra, woman power, and it's not necessary. You know you can have the soft power as a woman. And it took me a while to learn that. I mean coming out of corporate and competing in some of the most powerful board rooms in the world. I lost that for a while. I mean I love to win and I did win those deals, you know million and billion dollar deals. But as women, oftentimes we forget that it's okay to just play in your world and other people don't have to join you. So yeah, I saw that gender discrimination.

Brad Costanzo: I love it. Hey, you're nobody until you've been accused of. That kind of stuff. So...well enough about that. Let's jump in to the meat of this, pun fully intended. And let's talk about... I don't like to go too far or too deep into the origin stories of folks because I think they're really important, for people to understand where you kind of came from. But I love for people to have actionable advice when they're listening to this. You know they're spending their time and giving us their attention. But let's get... do a little bit of origin story. And then let's get some people some really fun stuff that they can run out and do. And then talk about your No Glass Ceiling Women's Conference coming up in Las Vegas here in just a few minutes. But quick back story, what got it all started?

Kelly Fidel: Yeah, I could do that. Yeah I can do that in about 45 seconds.

Brad Costanzo: What makes you qualified to be on my show Kelly?

Kelly Fidel: Well, I'll give you and your listeners the quick and dirty. I mean truly, I started my sales career at the age of 9. So I was raised by a single mom, very poor. I wanted a pair of shoes, right? A girl has got to have her shoes Brad.

Brad Costanzo: Oh yeah.

Kelly Fidel: And my mom was brilliant and she said, "Look, go pick avocados at your aunt's house. Take them door-to-door and sell them. And earn the money and buy shoes. And I was like, "Oh my God, that's brilliant!" So I did. I picked the avocados. I went door to door. And I found out very quickly, calling on clients one-on-one sucked. Now, I was really young so I really didn't understand the art and science of leverage and how sexy it is, which is a lot of what I teach today, whether it be through selling and center of influence and strategic alliances and what not.

But I got this bright idea of where do my clients hang out in groups? And I went to the cul-de-sac and sold them all. And of course, I got my shoes. So I love selling. You know selling, sales, deal making, deals closing, closing the sale. I mean I really call it what it is. I climbed the corporate ladder for anyone listening that may say, "Well this is easy for you because you've done all this." Let me give you a quick heads up. I ditched all the time in high school and barely graduated and I ejected from college. So I really did love the art and science of sales and selling and have these tremendous experiences to like I said, climbed this corporate ladder, loved corporate, loved working with men, and running billion dollar sales to visions and I mentioned earlier, sitting and competing in some of the most powerful board rooms in the world of Fortune 100.

But you know what happened Brad was like along the way, I saw a lot of women and I see cool men that either did not their own value or did not see their own blind spots and had a lot of minefields that took them out of the game for absolutely no reason. And it really bugged me. So I've been on a mission for quite some time to turn that around for people.

Brad Costanzo: I love that. I love your mission driven entrepreneurs, that's fantastic! And you

even mentioned just a minute ago, I love dealing with men but now it's almost like you're helping women. Is it because you're so effective in working in a kind of patriarchal business environment that you really kind of understood how to do it and now you're trying to help other... and you're not just working with men... with women. As you said 40% of your clients are men but you really do have a niche carved out in helping women kind of following your footsteps and achieve their greatness. Is that part of the mission or is it...

Kelly Fidel: Yeah, the actual mission and vision of No Glass Ceiling is to help one million women make one change, one simple change. And it represents 1% of the world's population to cause a ripple effect from around the world.

Brad Costanzo: That's amazing.

Kelly Fidel: So that's the legacy. I'm committed to do that. I have nothing more to give but all of my knowledge and my time before I die. And with the results that people get. Brad, listen, it's the football mom in me. I'm like, "Let's go! Chop, chop, wickey, wickey. Let's get some results." So...

Brad Costanzo: There's no crying in business.

Kelly Fidel: Stop crying.

Brad Costanzo: Cool. So you've brought up a couple for us. So first of all, you mentioned kind of what you're doing now. So you mentioned that you help your people land six-figure clients. So the word "client" can be a little bit nebulous because a client can be all different types of clients but give me an example of some of the folks you've helped like what they do for a living? What their business is? I can, I would imagine people who are consultants from business marketing consultants, life and business coaches, and things like that are absolutely perfect clients of yours but tell me more about the people that you really serve in kind of varying degrees of what they do.

Kelly Fidel: Yeah, definitely. So first of all, sometimes when people think oh six figure deals in sixty days, how do you do that or is that like stringing myself out to get a hundred clients. Or they'll hear, yes I'm notorious for closing big clients or corporate clients in like a 1,2,3 call close. So disclaimer: first of all, less is more. So you don't need a hundred billion clients and bigger is not always better in this particular case right? So the big jumbo client may not be. So the folks that I really work with as far as clients go are entrepreneurs. Now that is still a really broad category so not the brand new, fresh and shiny entrepreneur that is just trying to figure out what an email is or what a landing page is, right? Love them. But the football mom in me Brad would probably tear them apart with love because I like to move quickly and someone has to at least, and in business a little bit, don't have to have success with it, but maybe try to get it up to over 20 miles an hour and really can't do it. Some of my clients are folks that have come up of corporate that want to start a business. Some have been entrepreneurs that have struggled to find the right business model and go out and make six figures. I mean you got to make six figures before you make seven, right?

Brad Costanzo: Yup, walk before you run.

Kelly Fidel: Exactly and so I serve both entrepreneurs and corporations meaning small to midsize businesses and huge corporations. So there are three separate profit channels in my own business and my heart is in the entrepreneur market because I can go out and kind of put my finger on the cocktail and stir it up and land big business with a corporation and that's

money, that's great. But the ability to really give back and help people make a difference and make money comes from the entrepreneur space. That's what I love.

Brad Costanzo: I love it. So give me an example not on one of your successes but of one of your...

Kelly Fidel: My clients?

Brad Costanzo: Give me one of your favorite ones just to it was like, "Oh man, this was maybe even improbable or unexpected or just something that you were able to remove one kink in the hose that made everything work. I love stories like that where it's... just the fun ones. And not about you because people might think you're a superhero. I want to hear what you're able to do for other people.

Kelly Fidel: Right and this is cool because they can also go to the website and see all this. I'll start small and go big okay. So I have some training that's accessible and the free membership and when people actually go in and do the training, I love in the Facebook group and people go, "I got my first client." The first right kind of client, right? A higher paying client. So Lucia, she landed her first client and then she landed her second client. Then her third client, then her fourth client in a week.

Brad Costanzo: What kind of business does Lucia do?

Kelly Fidel: Lucia has a company called Lucia and Company. And she does this really cool thing where she does corporate gifts and entrepreneur gifts. So for example, if you were going to send a thank you to a client or if like for example, if I'm going to have a speaker that's going to come to an event or something, I would give them a gift, right? Or someone comes in a Mastermind, or if someone is a private client and they have a success. They break through a barrier. You can send them a gift.

Brad Costanzo: I'm actually working on something like that as being a customer right now like sourcing something exactly like that. I mean I want to talk to you offline about that but go ahead. I love that.

Kelly Fidel: Oh yeah definitely. Mary is, I don't want to say their last names because...So Mary is the un...

Brad Costanzo: By the way, plug them if it's something that they can benefit from you plugging. I mean I'm sure there's a lot of people who would... like corporate gifts and stuff, that's cool so...

Kelly Fidel: Yeah so Lucia Robles, Lucia and Company. And then Mary Kramer, completely different, intuitive healer is a registered nurse, moved into the energy intuitive healing space. Believe it or not, Fortune 500 executives that world. We spent about an hour and a half at lunch. She went out six hours later, landed a client. She's like not a sales person at all. So I was excited about that. And there's countless stories of people landing a client, two clients every week that are the right kind of clients. And then A.J. Roberts, A.J. is the world power lifting champion, comes out of the fitness market, goes to a ton of events, had never even looked at larger clients, came to my event, we spent three days, and the first thing that I was really honored Brad is that he said, "I come to a lot of events and everything that you've said I've never even heard before. It is like the ultimate lead gen." So...

Brad Costanzo: That's awesome.

Kelly Fidel: Yeah, that was enough for me. But then he went out in 90 days and he landed a \$180,000 nutritional company.

Brad Costanzo: Wow! Yeah and he does marketing, consulting, and online and digital and everything else that...

Kelly Fidel: Yeah, exactly. I mean it's 50% down and then they pay 50% before the gig is done.

Brad Costanzo: Yeah, nine degree and down, that's not bad.

Kelly Fidel: Yeah, right. Well, because that's what I teach. I mean listen, it's big pocket. Companies expect that. But what's funny is I said, "So what was it like to land your first big client?" And he goes, "You know it didn't feel like a big client." Like he went in jeans and flip flops because he modeled them, right?

Brad Costanzo: Ah that's beautiful.

Kelly Fidel: And that was cool. And the last one I'll share with you is a gal named Jeannie Hudson. She has a company called Talent Insights. She came to me as a referral, literally was in Human Resources in a company. No sales, super quiet. And didn't have a business, didn't have a domain name, didn't know what she's going to do like literally scratch. But has a little bit of business background right? And we took her from domain name, website, business model into targeting the right clients and in ten weeks, she landed a \$16,000-client and then 30 days later, another \$30,000-client. And now she consistently does these five- figure or annual six-figure deals.

Brad Costanzo: Ain't that so fun to know that you created that success in those people?

Kelly Fidel: You know...

Brad Costanzo: Or that you not even created it. You unlocked it like it was there. It was there the whole time. They had that ability and you just kind of helped them see that look it's possible.

Kelly Fidel: Yeah, you know I'm glad that you said that because I never would have think I created it right? I mean people have to do the work and it's tough.

Brad Costanzo: Lead the horse into the water. You led them into the water. It's like okay there's an oasis over here, you just kind of know where to find it.

Kelly Fidel: Yeah, and they were super thirsty and they were like, My God! This is fantastic Yeah, again I could just go out and make money, obscene adult money i call it. But what lights me up are these kind of results that people get because they struggle unnecessarily so I totally dig it. That's why I do it.

Brad Costanzo: That's awesome! So earlier in the conversation to prove to you I'm taking notes, and paying attention, you mentioned something about... one of the problems you see is that certain people just don't realize their own value. Talk to me a little more about that because from some of my clients I've seen that. That's been an issue with me in the past where I always... I never kind of felt like I was worthy of charging a lot of money or worthy of taking the next step for putting myself out there and it's like something that I had to kind of work through on my own stuff. I also think that it helped me... you know that feeling of inadequacy? It can either cripple

you or propel you. Luckily, I think it propelled me because I always felt I wasn't good enough so I had to learn something new or do something more, where it did cripple me. Sometimes I would not go out of my comfort zone or just take that step when I was ready and I kind of never felt that I was ready. But it least it added the fuel to my fire to get better and better and build my skill set. But I see that as a big challenge for a lot of folks. So how do you help people...

Kelly Fidel: Raise their rates and on their value?

Brad Costanzo: Boom!

Kelly Fidel: Yeah, so first of all, I'm going to talk to the listeners for a second okay Brad like with depth?

Brad Costanzo: Okay I'm going to go get a drink and you know get a burger.

Kelly Fidel: I would like an umbrella in it please.

Brad Costanzo: There you go.

Kelly Fidel: Yeah, so for the listeners. First of all, here we go and take a couple notes. It's not about you. when it comes to your pricing alright? The value proposition and the pricing proposition is about the result proposition. One thousand percent. So it works like this. And I do want to talk about value on the other side of the fence in one moment. So what happens is oftentimes, you'll say I want to raise my rates or I want to change my pricing. So I think I'll just double my rates.

And then what happens is getting into that sales, buying process I call it. I don't subscribe to old school selling so it's always a buying process. A negotiation is simply someone.... objections come from a negotiation where someone has not heard the value yet. So what that means is this, the result that you get for someone is equivalent to the investment that they're going to make in their business. So what that means is this... If you charge a thousand bucks and I'm going to get 2,3,5 thousand dollars in results, is it worth it? Yes. If you're going to charge \$5,000, and you haven't done that before, it may feel odd to just jack up the rate, which is what a lot of people do in the industry because and it makes no sense because you have to the understanding behind it of the value and the result. So if someone's going to invest five grand, but the return on investment is ten, fifty, a hundred thousand dollars then obviously, it makes sense. Or if someone is going to invest ten grand and the result that they're going to receive is maybe getting healthy and living a week longer. How much is that worth? Or being able to generate, I'll invest ten grand and I'm able to generate a hundred grand, is that worth it? Yes. Absolutely.

So what happens is people identify their pricing with their own value; instead of identifying pricing or an investment right, the cost of goods sold, to the result that they get for their client.

Brad Costanzo: It's great that you said. It's kind of funny just to interject so one of my... he's a close friend, mentor, and happens to be a client as well. He phrased it in a very similar way. And I've taken it on to myself as well which is, you know he charges \$20,000 to spend one day with him. He calls it Power Day but you know he's in the real estate niche and he helps people just increase their business. And he goes, "I'm not worth \$20,000 for a day. Nobody is worth that. But I can solve a \$20,000 or more problem for somebody. You know that's the thing is like if you've got a problem you want to make... Is it worth \$20,000 for you to solve that?" And if they know it is, because if they know that they can get \$100,000 out of that or \$1,000,000 out of that,

well, you're not paying for me. You're paying for the solutions and the results that I can provide you and it's realizing that, "Yeah I can solve the \$20,000-problem of \$5,000-problem. And getting people... ascribe that value to the results that they're getting?"

Kelly Fidel: Completely. I mean what happens with big companies and also let's talk a little of the value Brad because you're so right. I mean people that get it say, "Oh yes.Okay. That makes sense." So it's kind of like when you walk in to a big company or even an entrepreneur and if I were to say to you, "Brad, let's pretend you drink milk, right? And I don't know how much a gallon of milk is but maybe it's \$3-\$4 per gallon of milk right? But if I brought you a gallon of milk and said it's 30 cents, would you buy it?"

Brad Costanzo: Knowing that it's normally \$3 or \$4? No.

Kelly Fidel: Okay, why not?

Brad Costanzo: Where'd you get that milk?

Kelly Fidel: Exactly, what's wrong with it?

Brad Costanzo: Did you milk the bull? I went there.

Kelly Fidel: That's bad. And I instantly went there... so that's why you are worse. But people do that. They become what I affectionately call the \$8-business booty call. They undervalue and they say, "Buy the 30 cent gallon of milk." Well people know that that is not the true value of someone's gift or result that they can generate. So they think there's something wrong with it.

So corporations will run. They're used to paying top dollar. They've got to off load the budget. They've got the money. And they really do want to do business with companies. I mean the MGM outsources \$78 million of goods and services to people like you and I every year. They're speaking at the event.

So now the value piece especially for women of, like give a little tough love, but women are notorious for, they have a lot of experience. They've done different things in their lives. Of course, get to a certain point where I'm going to start a business or I'm going to do something new. And we forget any previous expertise or value that we have brought to the table are results we've ever helped people in the past. And erase it completely and feel like we have to start from square zero and get all of these new results, these new testimonials and figure out our new skills set instead of looking at and bringing forward the value.

Now, men who I love. On occasion, you're right have value issue. However, men remember the day they're born. They know exactly how awesome they were when they drank the bottle. Or exactly awesome they were when they won the Kindergarten soccer game. And I adore that about men because owning the value, the two different ways of... the brain.. are wired I don't have time to go into that. And just the way we as people are hardwired, the value does bring forward.

Now, both sides of the fence really do need to break through the barriers and understand value and it's not always just about results. It usually comes from other places too.

Brad Costanzo: I love that. I love that. And especially, i mean that really is the key takeaway, and it's funny because I haven't even thought about that until you brought it up which is...yeah you're value is not in the,,, in how valuable you feel to somebody. If you know that you can solve

their problem, if you know that they can capitalize upon the investment that they're making in you, then charge it. I've got a million examples of that. But now I want to jump in to some more of the actual advice and the things that you give people. So for instance if you're talking to me. Imagine that you're talking to Brad Costanzo right now. You sound like you've got this done pretty well that you can, no matter somebody's doing, whether they're an intuitive healer or a marketing consultant, or you name it. You mentioned that A.J. said that "Oh this is some ultimate lead generation stuff. I've seen a lot of stuff and I haven't heard the stuff that you're talking about." What's the kind of stuff that, what are the little knowledge bombs that you're dropping to make people's ears perk up to go "Huh! This Kelly girl. She knows her stuff."

Kelly Fidel: Okay. So instead of just the knowledge bomb, I'm going to give one actionable strategy that people can go out right now and land a piece of business, is that okay?

Brad Costanzo: Even better, go.

Kelly Fidel: So they can hear it, rewind if I go too fast. So it's going to revolve around leverage. Remember the cul-de-sac with the avocados? So mark, set, go - here is how this works. One strategy is associations. They're very easy to get to. They typically have three, five, or ten employees. So the decision maker, whether it be Human Resources, Marketing, Accounting or the CEO, whoever's in there? You can get to them very easily. They'll make a decision. One thing that you can do is with the 3, 5, 10 employees. Let's just say 5 employees. They typically have a membership base of 10, 20, 50,000 members. Those are also your ideal clients. Associations are always looking for "educational partners" to come in and provide value to their membership. They need to constantly help their members grow their own businesses so that they don't leave their association. They're competing to keep the membership. So how do you do that?

First of all, call the association. Let them know that you work with companies as an educational partner and you would like to provide some value to help their members grow their business. Boom! It opens the conversation. You don't tell them what you do. You tell them how you're going to help them.

And here are some methods on how you're going to help them. You can interview the key decision makers. Brad just like what you're doing, a podcast, I mean if you went into an association CEO and offer to do a podcast, that CEO is instantly going to want to do what? Blast it out to his 10,000, 50,000, 100,000-member base. So it's a great...

Brad Costanzo: Oh by the way, and you can interview the CEO not only put it on a podcast, transcribe it, stick it on Amazon, Kindle or depending on how big it is. Make a physical book about it and now you've just given that association and the CEO of it something that's amazingly valuable.

Kelly Fidel: Exactly. I mean exactly. That's one method. But if people aren't doing like what you and I are doing right now, they can also provide a blog or an article in a newsletter because that goes out weekly or monthly to that entire membership base. And you just put there a little bio box. You know you're little ad slick in there.

Another really awesome thing is that associations are always looking for educational partners, wink wink, which is just like a sales person to do a teleseminar, a webinar, out to the base. Now the guy will say, "Warning! Warning!" Do not sell on the first go around. You can say you have three strategies. You're going to teach one and then have them opt in to get the other two. But

the build the relationship.

So it's a fantastic way to leverage thousands of people. I mean Brad if you're the CEO of an association, I interviewed you or I offered to do a teleseminar for your folks or whatever, of course, I instantly have credibility when you pump me out to your list. So it's great.

And you know there's a couple other things that you can do. I won't get into it a lot of this but there's local, regional, national events. But one of my other favorites is that they have what's called the Client Appreciation Day. They'll partner with an auto dealer. The auto dealer will set up a canopy and bring cars and then have a barbecue and the member show up and they give him a reduced loan rate. Well, you can do the same thing. So you can use literally their training room or their board room and have small groups of their... in their reports, they have the A, B, and C business clients. So you can ask them or negotiate with them. I'm like going super fast, this is like two day training in five seconds.

Brad Costanzo: Do it. Hey do it. You know the nice part is when you're listening to this like on podcast apps or what not, you can slow it down to like half speed.

Kelly Fidel: Right, so but what's cool is that you can actually do mini group training. So imagine doing a 4-hour or a 3-hour business strategy kind of consulting day. You can call it whatever you want. And they'll put 10, 12, 15 people in a room for you so virtually there's no marketing cost. The association will pay for the copy and the bagels or whatever. And you come in and add this value that's very unique in the market. I am truly hoping that I do not see this like launched out on some ridiculous Internet marketing launch but they won't ever be able to do what we do because there's so much more to do it Brad. But it's super simple right? To me it doesn't matter. There's business everywhere and money is all around you. There are millions of associations and there 5,000 live events every single day in the United States.

Brad Costanzo: And everybody's looking for content, for expertise, they're looking for.. I personally, I have a podcast, I'm looking for valuable guests and here you are. I invited you to come on because I value your expertise and now you're helping to share your message with all of my listeners. It's very, very similar. This is an association of bacon wrapped businesses, right?

Kelly Fidel: Boom! I love it. Who doesn't love bacon?

Brad Costanzo: Boom! So this is cool... I want to add one thing because I think it's important I'm sure you go over this but... because I've got a decent amount of experience in creating the strategic alliances as well, one of my favorite sources of businesses is exactly like that.

And like when you said, when you contact these people and you said, listen I'd love to be able to provide value to your members to help grow their business. The other thing is, this value also helps you Mr. Association CEO grow your business. How would you like to attract, reactivate former members? How would you like to grow your member base because you hit that selfish thing with them as well as just providing value, they have those selfish things as well so you let them know we can provide, like you mentioned it, the Client Appreciation Day. Why would an auto dealership or why would another company do a Client Appreciation Day? Because they want more of those clients to come in and spend more money.

So just to the listeners out there, always play on their greedy, I guess their self interest as well as the more... that will help you help your clients, that's great. But you know what that will do for you is that it'll bring you more business. Like "Ah okay, so I can use Kelly or Brad or whoever as

a marketing tool for myself. Ah that's genius." Then all of a sudden, you really do become a partner and you're not just somebody who's just trying to get your message out there. So it's so, so powerful. I love that. And you're right so few people talk about that. I never hear people talk about, go to those associations.

Kelly Fidel: Yeah, I love associations. There are actually 17 different profit verticals just like that. Association happens to be one of them and then there's 16 others. At the end of the day, it's a business. So I love what you said to your listeners.

Hi listeners! Like I love what Brad says for everybody right? Which is... this is a business. Don't be afraid to talk about profitability. I mean we're not a nonprofit. It's not a hobby, right?

Brad Costanzo: And even if the association is a nonprofit, they still have goals. What are their business goals? They want to grow their membership base. They want to grow their... if it's a charity, they want to grow their charitable donations. They want to grow different stuff. And this is true in sales, if anything, it kind of leads into the next step which is into the closing of the deals. But find out what they really want and then pitch that. So few sales people ask good questions in my opinion. They just go straight into the pitch.

Kelly Fidel: Well, it's such an awkward transition right? So what happens is that it's a fatal mistake that I think entrepreneurs and salespeople make is that they look at the sales cycle and the process as this 3 or 5 or 7 disjointed separate functions because that's what people teach out there oftentimes. And it's too 80s, 90s.

At the end of the day, there's no such thing. It's a buying process. And what happens is by the time we get in front of a decision maker or contact them because of the Internet, they're already 70%, 70% through the decision making or buying making process. So when someone like us comes in and that decision makers are already 70% through the buying process. And we start at square one. It's like, my God how fast can I grab a dull pencil and stab myself in the eye? I mean who want to do that? So that's why people can't close a deal. And then you go, "I don't know what's wrong?"

Brad Costanzo: So what do you think the key is to closing the deal to get into the six figure clients? Because it's easy to go out and get three and four and not always five figure clients but sometimes, what is it that you and your clients are doing so much better different or more effective than the other stuff you see on the market?

Kelly Fidel: Yeah I think it's honestly it's like a combination of things right? Super high level. I mean first of all, what's your plan? And who's your avatar? And people talk about avatar or ideal client in this very esoteric way. But when I work with folks and they get super clear on exactly who that client is, it's a fast track to cash, no doubt, because when you really understand your market and your business model, and your ideal client, then it's a matter of packaging and pricing your deliverable to that market, okay? And once that's done, which is relatively a quick process. Then it's actually tightening up the plan. And then going out and making the call or getting the introduction to people.

Brad Costanzo: So what do you feel has been for both you and some of your clients the most effective way to make that initial introduction especially, like what you are saying a minute ago is your head of the associations and that is general, putting-yourself-out-there lead generation and hopefully you have enough value to these people. But what about you're like, I want to go, you've got your sight set on somebody or a very specific avatar or a person, do you go direct to

them to prospect or you just...

Kelly Fidel: Yeah I mean I'll tell you how I closed the MGM Resorts in three-call close in one week.

Brad Costanzo: Now we're talking. Give it to me.

Kelly Fidel: I'm going to give it up. So I literally look at... So I'll tell you exactly how I did it in a short amount of time as possible okay? I'm having the Event No Glass Ceiling in Vegas in October. I wanted to see what other types of women leaders were in that area and women conferences. I literally stumbled on them, the MGM and that they do a women's conference internally for their people. And I wanted to see who the stakeholder and the decision maker was. Like who's the trigger puller that's driving this? It started with curiosity and I did some research on her and she reports to James Murren, the CEO of the MGM Resorts. Now they have fast... I'll give it to you fast, they have 62,000 employees, 44% are women in middle to upper level management. And they outsource \$78 million a year in goods and services for people like you and I, from graphic design and construction to human resources, leadership, marketing, sales, you name it.

Brad Costanzo: So they got a \$78 million budget a year to hire people, other people outside their company. That's an important thing to realize folks. So go ahead.

Kelly Fidel: Yeah it's huge I mean they've paid out over 1.5 billion and they're very big on diversity. So it did not take me long. I'm staying maybe 20 minutes to kind of drive down into the internet and see and I was fascinated. And I said, I'm just going to pick up the phone and call. And I did. I found their 800 number. I looked around at some other things and I figured out they're naming conventions so sometimes a company will have first initial, last name or "full name.last name @" So I just figured it out. It's not hard. Just look on the press releases, they told you everything...

Brad Costanzo: That's so great. So yeah you wanted to find her email address right but you didn't know exactly and you didn't necessarily ask that person so did you guess it based upon that naming convention?

Kelly Fidel: I guessed it but I didn't have to. You know we were all busy right so I called. I asked to speak with her, I got her voice mail. And I left a message and I said, "Hi! This is Kelly. I never say my last name."

Brad Costanzo: Because you didn't want them to do a bunch of research on their own?

Kelly Fidel: Because they won't remember. They won't care. Like who cares, people's last names? They'll remember Brad but they won't remember Costanzo necessarily.

Brad Costanzo: Ooh plus you know psychologically, if you just say this is Kelly, it may cause her to think, if she's casual in first name basis with me, maybe I met her...Hmmm... did I meet this person? Do I know them? Maybe I do. Maybe I'll call them back.

Kelly Fidel: Yeah, and she leads the diversity division. Now please don't get me wrong. I was a little nervous. I mean she was the first black law student in the 60's, 70's. She leads a multi trillion dollar company. I mean this was like, she's a big deal.

And I called I said, Hi this is Kelly. I've helped companies to grow their business and help

women. I think I said something like, I help women break through barriers to build a better lifestyle and build a fearless seven figure business. Something like that right because I had to kind of like adjust it on the fly because I'm dealing with a corporation. And I said I'm having an event in October, the Ceiling, I would love to talk with you not only about my event, but I would love to talk to you about the diversity division and how I can bring what I do into your company.

Brad Costanzo: Yup you went right for her hot button you knew it.

Kelly Fidel: Yeah.

Brad Costanzo: Because the early research paid off. It wasn't a cold call. I mean it wasn't.. maybe cold for her. but it's warm for you because you knew what that hot button was. You weren't just saying here's what I do, here's what I do. You knew that they had a diversity division. You knew it was important to them so you addressed it. I like that.

Kelly Fidel: Yeah and I said, in this particular case, I happened to say, as a Fortune 100 executive, I wanted to say congratulations for 44% of your organization being met in upper level management women.

Brad Costanzo: You did that on the voice mail?

Kelly Fidel: Yeah.

Brad Costanzo: That's great.

K: See, you know what Brad... I don't know. Maybe I've just grown enough where time is money for everybody and she'll either get it or she won't. So 24 hours later, I got a phone call from the Director of Public Relations. He reports to her, she reports to the CEO. And he said, "I want to talk to you, 15 minutes." I said, that's great. We get on the phone. I said we have 15 minutes to go? He says yes. I said, "I'll tell you what, we have 15 minutes. If we're here any longer. You're asking questions. I've booked out 90 minutes." And he goes, "Oh great!" Hour and 15 minutes later, the deal was done. They were impressed at how much I knew about their company which was really a 10-minute Google. I mean I wanted to do business with them because Brad I believe in choosing who you want to do business with. Not because you have to, you want to hang with these people.

Brad Costanzo: Life gets a little a lot easier when you do that.

Kelly Fidel: Amen brother, I'm telling you. Then I had a second call with their team. And the third call was with her and the team. And she will be at the event. And talking. She's going to do a 45-minute and we're going to do a 20-minute fire side chat. And the speakers are required, it's my requirement, that they share something in their life where they had to break through their own barrier, break through their own glass ceiling.

Brad Costanzo: Oh that's going to be fantastic.

Kelly Fidel: Yeah so she's going to be doing that. And I actually did the same thing with Zappos too.

Brad Costanzo: Ooh...

Kelly Fidel: Same exact thing.

Brad Costanzo: Love Zappos.

Kelly Fidel: So they're going to be there too in same exact formula. So really it is, at the core, I mean I don't want to like go an hour but we could right. It really is about understanding the result you get. And if you don't have results yet, think about former results and test it with a small group. Understanding your model, who you want to do business with, and it all comes from that place of want. Dial in your package and your pricing. Understand the buying process. And do a research, this doesn't take long. And you only need two, three, five, either big companies, associations, affluent entrepreneurs, my NFL clients, obviously are different... my executive mentoring clients for CEO's are different. Entrepreneurs are different. So understand the pricing model and the value that you bring. And you don't need... maybe back up, I'm a little excited... 3, 5, 10 clients as a seven figure business.

Brad Costanzo: Yeah, you're right. Now is there anything different that is with you that when you're actually in the close because we kind of talked about general lead generation in putting yourself, associating with the right leverage points, getting in the door once you know who you want to talk to. You research, find them, get in there, hit the value propositions, etc.? So is there anything else that differentiates your style when you're actually there? When you're advising people like A.J. to close a \$100,000 deal with 50% upfront. Is there any secret sauce to it?

Kelly Fidel: Yeah, there is. I think the biggest thing is that first of all, when you get in front of the decision maker, whether it's on the phone or in person. They are there to do business and people for some reason, they forget that right? It's not like you're having people over for Christmas dinner. You're not planning a wedding.

Brad Costanzo: You're getting comfortable and small talk to much or what?

Kelly Fidel: You know you're there to do business. It's really a 20-minute conversation. So for me it would go something like this, "Hey, thanks for your time. We've decked about 18 minutes. If we're talking any longer, you're asking questions. Let's talk about what we both have, what we can bring to the table together. If we are a fit, and what we need to do if we move forward to a yes."

Brad Costanzo: Great! Set the stage early.

Kelly Fidel: That's the first thing I come out of my mouth.

Brad Costanzo: And I love the "Hey, I'm blocked off 18 minutes, if we're talking any longer that's because you're asking me questions." I love that. It's a really good strategy.

Kelly Fidel: Yeah, I always use an odd number. Because it's a patter interrupt. In 15 minutes, means 30 and 30 means an hour and people are sick of that, so...

Brad Costanzo: So in 20 sounds like you just pulled it out of the air. Yeah.

Kelly Fidel: Yeah, atmospheric extraction right?

Brad Costanzo: Frank Kern, I've heard him say rectal extraction method.

Kelly Fidel: I know, God Frank, I love him. And then I'll just have the conversation. "Hey, with the limited amount of information that I have, here's what I know today." And then I take 90 seconds

and then let them talk. Listen more. Ask them what's the biggest challenge in your business right now? Let them talk. If you don't make a change in the next three to six months, how is that going to impact your business? Like if you're talking to an entrepreneur. Or how is that going to impact your company or other departments, if you're talking to a company. Right, what do we need to do to move forward to a yes? And I tell people, listen, so Brad this is important right? Time and value are one-on-one when it comes to working with anybody, whether it's an entrepreneur or a key decision maker. Because if someone makes a thousand bucks an hour, eight grand a day let's say for easy numbers. And they give 30 minutes of time to either one of us. they're basically giving us \$500 because of their time. So I think people need to honor that. So it's like the thought of spending more time? Less is more. So I literally tell them, ultimately our goal is let's see if we want to move forward together to a yes and we'll come to an agreement of a fast yes or a fast no, or continue the conversation. And they're like, Yeah that's great! And I said, yes there's nothing worse than the forever, maybe.

Brad Costanzo: Yeah, you're so right. That kind of brings up one of my favorite books on negotiation it's the... have you ever heard with *Start With No*?

Kelly Fidel: Yes I have. It's been a while.

Brad Costanzo: Have you read it?

Kelly Fidel: It's been too many years, I shouldn't even say that.

Brad Costanzo: So I don't know if you've read it but... so he takes, he goes the great pains, the author does it, I forgot his name, to to discredit the start with yes or the win-win, just getting the yes. I think it's getting the yes is that strategy. Because he says "Look, a decision hasn't been made till somebody says no, first of all." So he goes, "I'll start with no." Listen, to end this also helps to ease them and put them in a comfortable zone. Something of the nature like, listen I don't know yet if what I have to offer is going to be valuable to you or not, so I want you to feel free to tell me, "No, this won't work for me. Not under any circumstance. It's not going to work. That's okay. Feel free to tell me no. That being said, here's what I've got." So you kind of put them at ease. Tell them, "I'm going to give you permission to say no and tell me to take a hike." I love that.

Kelly Fidel: Jim Camp.

Brad Costanzo: Jim Camp. Boom! Yes, exactly. I love that. And I also love the fact that you said, "Look, I'm going to put you at ease. It's only going to take a little bit of time. And what's it going to take to get to yes?" Because you're going to basically tell them. How do I need to sell you? you tell me what you need to hear. And a lot of times they will. That's kind of...

Kelly Fidel: Yeah, and there are times when I'll have a conversation with a client and this is rare, but if it does happen and they get very demanding, I always keep it in a partnership style of we're working together. The minute it changes to a price negotiation, and I may vendor, I'm out. Because it's no fun. It's like wait a second, the only person I'm going to answer to is my husband and my kids when they need me, not some company. And I also by the way manage expectations. And I tell them in the process. I said, "Listen, before we move forward, I do want you to know. I do not work Fridays. I'm a football mom. I'm super involved in high-school. We're Division 1 team. My husband played in the NFL. So we are like football... I think I played in the NFL in a former life, right?" And they dig it. they're like, "Oh God, I wish I could do that."

Brad Costanzo: And you know, you own your value. You own what's going on in your life. And they respect that. Because you're not just willing to lay down and play cape. They know you're serious. They know you're not desperate as well. That's a very important thing in any kind of sales and negotiation. So what do you think... I kind of want to... as we're approaching the tail end of this, I want to get into the women's conference the No Glass Ceiling in Vegas that you're going to be doing, which everybody needs to hear about this and check out the link on the show notes. But what do you think is really the biggest challenge. What is the overall biggest challenge to

your entire process that people end up facing besides, you know once they get pass the "okay, I'm not good enough." What is the biggest hurdle to overcome?

Kelly Fidel: God, that's like asking me which one of my boys I like better. And it depends on the day right?

Brad Costanzo: Depends on the day. Depends on the shape of his room. Well, it probably depends on the client that you're dealing with. Let me ask you this. Let me rephrase it. What's your biggest challenge in business right now. We all have challenges that we're working to solve and maybe when you tell me, maybe I have an easy solution, maybe not, but let's see. What is your biggest challenge right now Kelly?

Kelly Fidel: Yeah so it's great that you worded it like that because I'm going to say the biggest challenge that I see a lot of other people have is landing a higher paying client and understanding the sales psychology and the buying process first. Really, truly understanding how to get higher paying clients and affluent clients because everybody wants that. And then secondary is, the mindset, the marketing, the sales, and the money that all falls into those buckets.

Now for myself, my biggest challenge? Gosh, I mean we are growing. We are in a...this No Glass Ceiling, I've owned the domain name for 14 years. I've put it up, pulled it back...

Brad Costanzo: I want to say that's a great domain name by the way.

Kelly Fidel: Thank you. I mean it really was a vision of mine actually 20 years ago. Put it on hold. My mom said, "You've got to do this." And a year later, she died in my arms. I was 8 months pregnant with my first son.

Brad Costanzo: Oh my God.

Kelly Fidel: So I put it on hold. Fourteen years ago, put it out there, pulled it back, and I was scared. Everybody goes, "You could not be scared." Yes! I am human. Everybody...you know it's like "What will people think? What if doesn't work? What if does work? What if..." So this year on my mom's birthday, I pulled the trigger and launched it. And it has absolutely taken off. That was January 9th. Really launched in May. Our event is 75 plus percent sold out. I'm speaking at the United Nations in November.

Brad Costanzo: Wow! Congratulations!

Kelly Fidel: Yes... thank you. Lots of strategic alliances with huge companies like Freddie Mac, Fannie Mae, MGM, Zappos. I mean they sent one email and had 80 women show up and say "Yes, we want No Glass Ceiling as an internal event." So for me, my biggest challenge right now is that I'm in this incredible growth. And it's the right growth. And so I am now leveraging out my team infrastructure.

Brad Costanzo: So you're..

Kelly Fidel: Phase II of team. I have team. But now it's like we need team on steroids.

Brad Costanzo: Yup, yup, getting them, operating them like a well-oiled machine.

Kelly Fidel: Yes, and it's a... this is really odd. It's like sometimes, it's like looking back at your high-school picture and saying, it's that me? I look at the business right now and go wow is this happening? Because the volume of opportunity, the right opportunity is literally like just pouring in. And we're meeting the demand. And it's an honor. It's you know I could go to heaven tomorrow and say I did the right thing.

Brad Costanzo: That's amazing. That's a great feeling, isn't it? I think we all kind of strive for that moment like, Oh I want happiness in my life. What is that? So esoteric. Is it money? Is it this ? Is it that? A success? How do you define it? I think at the end of the day, what you just said is really what's it's all about. Do you feel as though the work you're doing is so good that if, if I die tomorrow, no regrets. I did it. Like I achieved, kind of what I'm proud of...

Kelly Fidel: I work my ass off. I don't know if I'm supposed to say a bad word or not.

Brad Costanzo: Go for it.

Kelly Fidel: But I did and we did seven figures in five months. And I've done several times before with other businesses. So I did obviously know how to do that. But it's great. It's been fantastic. The biggest piece right now is we have just expanded the room and we would love to have more people attend the event in October.

Brad Costanzo: Cool. So perfect segue, because I want to ask you about the event. I also have been want to going to finalize this with the other deliverable that you do because it's not just events. I know you've got everything... I'm guessing from home study to in-person coaching, group, whatever, but I want you to explain that. But first, let's talk about this all important event as it comes up in October. So, name of the event is...

Kelly Fidel: NoGlassCeiling.com. So... No Glass Ceiling Women's Conference for women and cool men.

Brad Costanzo: Okay so guys can come. You're not discriminating based on genitals are you?

Kelly Fidel: No. In fact, 35% of our attendees are men.

Brad Costanzo: That's so smart of guys because it's like, "Hey I want to go hang out with a bunch of women." so...

Kelly Fidel: I'm telling you... where women go, men will follow. We're in a \$19-trillion market. So I'm going to teach how to tap that market. So men should be there.

Brad Costanzo: I love it.

Kelly Fidel: Yeah, so October 9, 10, 11.

Brad Costanzo: Which hotel?

Kelly Fidel: In... it's at the Hilton Resort & Spa, it's a former Ritz-Carlton in Vegas. I've negotiated a stupid low rate. And yes, we have some incredible speakers. Com Mirza, billionaire entrepreneur will be there; Sharon Lechter from Think and Grow Rich; Jenny Hutt, Google calls her highest paid multimillion dollar blogger in the world; Laurie Taylor, Top 10 Social Media female in the world...

Brad Costanzo: You're really a slow talker though it's hard to...

Kelly Fidel: I'm sorry. And of course myself.

Brad Costanzo: I love Laurie, it's just...

Kelly Fidel: Right now I sound like Laurie as fast as I'm talking. And of course I'll be there. MGM and Zappos of course will be there. We have a couple of other surprises. It's not a multi-speaker. It is not a pitch. It is a no pitch event. No fluff. This is come, earn, break through barriers, walk out with your plan for a six or seven figure business on landing high end, affluent clients whether they be entrepreneurs, small to mid size companies, or corporations. It's deep learning. Usually, 65-70% of my attendees land six figure deals in sixty days or less.

Brad Costanzo: That's great. There's not a lot of events that can...

Kelly Fidel: Yeah and I should say that I want people to get results in advance so it's not just an event. So when someone does register, they have 10 modules of everything that we talked about today, they get all of this for free. In Elite Business Mastery, and I'm doing live Q&A calls in advance. So that's... we have people landing 1,,2,3,4 clients every week in advance.

Brad Costanzo: Wow by the time people show up, they're going to be testimonials, not just learning.

Kelly Fidel: Right, well what I want is for people... I mean that would be cool, but what I want for people is go through the training in advance. Go through land deals in advance. Show up at the event. And do deals at the event. And do deals at a different level than you would have if you just showed up in an event.

Brad Costanzo: Right and the people there. They are the exact kind of people that you will be potentially doing deals with. I mean it's probably people like you said. They've already got some degree of success and are looking to break through that ceiling and that's... all the best deals of my life, best relationships have come from events, bar none. I mean I met you at an event.

Kelly Fidel: Exactly. I mean we will do... these are 6,7,8 figure earners and people who are on their road to six figure is totally great too. And we have some of those folks as well. I'll take desire over an MBA everyday of the week. And we'll do a lot of cool... I'm creating an ecosystem within the event for some cool networking and then the Ultimate Sales Edge, is a home study program. It will have an event that I'm going to do also with it this May but Ultimate Sales Edge, Elite Business Mastery, No Glass Ceiling, and then of course the mastermind, my mastermind Just Accelerate.

Brad Costanzo: That's great. You know what I love about you Kelly also on this is... there's so many people in the world of consultant and trainers and information marketers and just this industry that we swim in a lot who are kind of faking it to teach people. But like what you said in the beginning, you've been there. You've sat at the tables of Fortune 100 companies. You know what it's like on the other side. You've built six and seven figure businesses in multiple different industries and you've performed a very high level. So it's not like you just kind of stumbled into it recently, and then all of a sudden decided that you want to be an expert and teach other people. You've got the chops. You've seen it. You've kind of seen the mistakes and the roadblocks and the obstacle that are in the way.

And a lot of times, that's really where I believe that people when they invest in education, mentorship, building their skill sets, that's what they need the most of. You can get great education of what to do, the basics from a book, \$10, \$12. But you don't get the wisdom. You get the knowledge, but you don't get the wisdom. You don't really understand how to really navigate the minefields of business and opportunities especially when an opportunity comes up and you're like, "Okay I'm ready to capitalize on this but man I've got some questions. I don't really know what to do." Good luck in getting answer out of that book necessarily. That's why we're having not only like a mentor or relationship with a person like yourself but the relationships that you get from attending events like this come in so helpful. I can't tell you how many times I've called on people I've known whether they have been paid mentors of mine or friends or people that says, hey I've got this, I need your help. But I did that because I invested in myself either getting myself out there, meeting people, or paying for mentorship so...

Kelly Fidel: Yeah I'm pretty vocal. I don't subscribe to the self ordained mastery. I think it's a bunch of bullshit. And I definitely have failed my way to the top and I do know where the mine fields are. I agree with you, there's know-it-all's and there's learn-it-all's. And then there's a blend in between right? I did want to... we'll have a special link for your folks for a thousand dollars off of the registration.

Brad Costanzo: Seriously?

Kelly Fidel: Yes, so it's at...

Brad Costanzo: That's so generous. You didn't tell me that before. That's a surprise! It's sizzling hot.

Kelly Fidel: I know. Well, I did it this morning. I put together a page. It's noglassceiling.com/private and it's \$497 instead of \$1,497 and where in early birds, the tickets are going to go to two grands so that \$497 is for your peeps.

Brad Costanzo: That's fantastic! That's also a thousand dollars off and the event is what, 2 to 3 days?

Kelly Fidel: Yeah the event is 3 days. October 9,10,11 for \$497 and they get the 10 modules and the live Q&A, and a post event live Q&A call and three days to literally dial in their business.

Brad Costanzo: Wow! And a thousand dollars to blow in Vegas at the craps table if you like or whatever...No

that's really amazing and the value on that is fantastic. And it is true, people who are going to the event, it's not just the cost of the event. They're investing their time away from their business or their family. They're investing it potentially a hotel or gas or airfare or whatever. So this is amazingly generous. Look at that thousand dollars as... you just basically paid for all of their travel and hotel expenses.

Kelly Fidel: Yes I paid for all their travel and hotel basically. But also with the pre-event training and Elite Business Mastery, I want them to be able to at least double or quadruple or 10x their business before they even show up. So they're in the green. Forget the black and the red. Let's get in the green. Let's have some extra money.

Brad Costanzo: Listen to this, I'm not making any money off of this. I'm bringing this to you because I really think Kelly's material is amazing and I think you should learn from her so this is not an affiliate endorsement. This is for you and it is really, really generous of you to do that Kelly. I appreciate that.

Kelly Fidel: Yeah, I would like to have you at the event. I know you're looking at your schedule and...

Brad Costanzo: I actually... I'll definitely try to. I'm going to be in Vegas for War Room Mastermind and like the week before, like the 28th through the 2nd. Hell, maybe I'll just spend a couple weeks out there.

Kelly Fidel: You know what, you and I are only a three-hour drive.

Brad Costanzo: Exactly. It's not too far. Because you're up in the Orange County, right?

Kelly Fidel: I'm in Orange County. I'm right near Laguna Beach.

Brad Costanzo: What are you driving out there to get out there in three hours? I think it took me 4 1/2 or 5 last time?

Kelly Fidel: I take the toll road. So really it's 3 1/2 if I don't stop. For you it's a little further because you're coming out of San Diego.

Brad Costanzo: Little bit. Maybe I'll drive my R8 there and a little faster so... Now this is really, really cool. What was that website again? Was it noglassceiling.com/private?

Kelly Fidel: Correct.

Brad Costanzo: Cool and then your other websites, like if they want to like, "Okay, I want to find out a little more about Miss Kelly." So just general noglassceiling.com is one. And then do you have another website you want to direct anybody to?

Kelly Fidel: Yeah, definitely. Please go check out KellyFidel.com. So, k - e - double L - y - F like Frank - i - d - e - l.

Brad Costanzo: That's fantastic! And you know guys the nature of podcast and shows like this, they live on the Internet forever so let's just say after October you're listening to this around Thanksgiving time or whatever and the event is over. I guarantee she's probably going to have some more. However, like you said on noglassceiling.com, there's places to get home study courses, there's places to get the things that they can do at the comfort at their home. They don't have travel. Is that correct?

Kelly Fidel: Actually I totally forgot. We have a free membership. So anybody that goes to No Glass Ceiling or noglassceiling.com private, there is a button on there and just get a free membership and there is a ton of free training, interviews, all sorts of really cool stuff out there. I'm a firm believer in giving people the tools so that they can really move the dial in their business and then I'm all about leverage. I have corporate sponsors that pay for this stuff so that my entrepreneurs don't have to.

Brad Costanzo: That's beautiful. That's a whole another...

Kelly Fidel: That's a different podcast.

Brad Costanzo: Oh yeah, it for sure is. One of the last questions. Who are some of your mentors? Who are the people who have kind of made the biggest impact on your business and in life? Who have you grown for? Who do you want to give kind of thanks to in that area?

Kelly Fidel: Oh wow. First, I'd have to say my parents. They divorced when I was three. But they kept in touch and they were both really good. They're both gone. But my dad had made millions and lost millions as an entrepreneur and he did a lot of things wrong and a few things right. And my mom was also an amazing entrepreneur but she worked in corporate and just broke through every possible glass ceiling and took a lot of hits. She was a manager that was kind of it. But she really taught me the art of selling and the elegance of being a woman.

After that, I had some Fortune 100 mentors that, who were amazing. Jay Fukes was a great mentor. Of course today, Com Mirza who does 3 billion a year, 20 companies in 7 countries is phenomenal. We've carved out No Glass Ceiling to 20 million next year and 50 million in a 5 year plan with a lot of the stuff we have going on, I do talk about it at the event. I don't care. If people want to know, fine. It's not a top secret thing. It's a business. So I would say... and a lot of mentors that don't know that they're mentors.

Brad, I learn from you all the time. I'm not just saying that because we're on here. Because I would just say nothing. But I think you're brilliant. You definitely create a pattern interrupting the industry.

Brad Costanzo: Oh thanks. Awesome.

Kelly Fidel: Yeah when everyone's going left, you go right. Internet marketing or any of the traditional vehicles of how to do business. You understand big business in a bigger way. And you're able to... what I love about you is that you have an incredible deep knowledge. We have similar backgrounds. And you're able to bring that big, fat deep knowledge and things that are complex, bring them down into a simplified process so that people can understand, take action, and get results really quick. And that's what I dig about you.

Brad Costanzo: I really appreciate that.

Kelly Fidel: That's why I said yes too.

Brad Costanzo: I really appreciate that because it's so often like we talked in the very beginning. It's so often. It's hard to know your own value, like and how other people see you because we all see ourselves one way and sometimes we think of our... we don't realize that. I'm actually reading a book right now. I'm halfway through it. I think Dan Sullivan wrote it *Unique Ability* for that exact reason. It's a great book you can get it on Amazon or Kindle and it's... part of that is asking other people, what do you think my unique ability is? How do you see me? Because you'll oftentimes be really, really surprised. But I'm glad you recognized that because it makes me feel really good. I appreciate that.

Kelly Fidel: I'm going to say this too.

Brad Costanzo: Okay.

Kelly Fidel: You are a good person at the core and I have the ability to see that in people right away. And I love your dog.

Brad Costanzo: Did you see the picture on Facebook? He's learning to read.

Kelly Fidel: Yeah.

Brad Costanzo: He's learning to read.

Kelly Fidel: Now you rock! I'm a fan.

Brad Costanzo: Well thank you very much. I'll coach you on that.

Kelly Fidel: Definitely.

Brad Costanzo: So Kelly, thank you very, very much for being on the show. Guys, run out to noglassceiling.com/private and actually if you go to noglassceiling.com/registration you'll see other people pay \$1495 for this and Kelly is paying for...she's giving you \$1,000 out of her own pocket in order to pay for all the other expenses etc. so that you have not only No Glass Ceiling, but no excuse not to go check her out. I am going to juggle my schedule around and see if I can be there as well. So if you're listening and you want to meet me, God forbid, this may be an opportunity I can't promise but I'm going to try. And go back, listen to this a few times. This is... I don't transcribe every single episode. I'm absolutely transcribing this one. And I'm going to make it available you know to people. I'll link here in the show notes. Because I think there was so much valuable advice that just came out of this and it really needs to be shared and I think if people take this and learn from it and get out there, they can literally change their life with one deal. A lot of people have value to offer and they just don't know how to kind of get it in the right hands. One deal not only can inject some much needed cash in your bank account depending on where you're starting at, but it can also give you that much needed vote of confidence in yourself to go out and wash, rinse, repeat and do it again and again and again.

Now if you enjoyed the show. Well actually if you didn't enjoy the show, you're brain dead. If you did enjoy the show, let me know. Send an email to askbrad@baconwrappedbusiness.com. Tell me what you enjoyed the most about it. If you like a second opinion on what you're doing right now, on how you can grow your business. If there's anything else or if you'd even like to share your own I guess bacon wrapped business strategy, tactic, if you think you could be a good guest or if you have any other guests that you think would be in the same league as Ms. Kelly Fidel over here and you think, "Brad, I'd love to get in there and extract the information as well." Let me know. That's a great way to reach out and contact me.

I also love those iTunes reviews. We're a top rank show on iTunes and it's only because of you guys. It takes only a few minutes to run over there and give me that 5 star if you think I deserve it. I read every single one of them and I love each and every one of you guys for doing that.

Until next time, Kelly, thank you so very much for being on the show. I know I learned a lot and I can't wait to get this out to the public.

Kelly Fidel: You rock Brad! Thank you so much. My honor, I'm serious. I had a great time. I had a lot of fun. And I appreciate you.