

# Fire Your Boss

*And*

*Become A Wedding Planner*



## **“Life Doesn’t Happen to You... You Make Life Happen for You”**

**Look in the mirror and  
repeat after me.**

*“You are amazing.  
You can accomplish anything  
you set your mind to.*

*There is no one who can  
stand in your way of success or  
happiness in your life, but you.”*

You control your future and the  
present by actively focusing on your  
goals in life and taking actions to  
bring them to you.

No other person on this planet is  
better or more deserving to have what  
you want in life than you.

**Life IS the journey, not a destination,  
so put your priorities in order and Let’s get to work.**

### ***My Story in 1996...How I Got Started***

I had a passion for business and a love for all things beautiful. I also had a burning desire to start my own business. But at the time, my spouse was still in grad school and my oldest son was 3. Between working to pay the bills, doing the laundry, and raising a toddler, I dreamed about a future. In my dream, I had a beautiful company, in an amazing ever expanding industry to keep my interest and the intrigue of others.

“Hmmm, I said. What does that look like?...Where do I begin?” I took a page from Steven Covey’s 7 Habits I had read in college and applied one of



the rules..."Begin With the End." I started to wonder, what would success look like once I achieved it? I wrote down the first thing that came to mind.

***"I want to do, whatever I want to do, the moment I want to do it."***

**I laughed out loud and made that my first goal.**

Next, I wondered..."what industry should I work in?" I thought about my current job in pharmaceuticals and medical equipment and knew I had no passion for my current job. Every day I would dream about doing something else instead of enjoying what I was doing. I knew I had to make a change to save my dream before it was too late.

Then I thought about my passion for beautiful things, for love and relationships, family, and celebrating life. I thought about what was most important to me and the struggles I had at the time.

I wanted to be a better mom, wife, and role model. I

needed to find a way to my passion with my work and work around my most important priorities, which were my family and the time we spend together.



blend

***"I knew I couldn't be the only person who felt this way."***

I set out to create a company that would help others, like me, to pursue their passion and start a business in an industry that is ever changing, beautiful, happy and provides the flexibility and fun to keep priorities first.

## Looking back on 20 years...

I can't believe how much time has flown by since I started my company in 1997!

Life happened anyway and time marched on no matter if there were good times or bad. And through it all I never gave up on my dream to launch and grow a profitable business that would give me the luxury of time.

There were many times when I questioned my choices, and started to doubt myself, and even if I deserved to be successful. Those self-defeating thoughts can really be a challenge to overcome.

I decided that whenever that would happen I would control my thoughts and try to reprogram my thinking. I would instead envision my future and describe the life I wanted to live.

### I would tell myself...

**“it was ok to want more, it was ok to want better, and it was ok to want the best for myself and my family.”**

Why I didn't already know that is still a mystery to me. But I'm thankful I didn't let those negative self-doubts hold me back and stop me from taking action to pursue my dream.

If it wasn't my own self-doubts it sometimes came from others. I had many people close to me challenge me, and tell me I was going to fail, or I should just quit, or it's never going to happen.

I had others take advantage, or act as if they were on my side to find out later they never were. One time, I even had a competitor send one of their employee's to work inside my company as a spy. “You know who you are.”

***I want to thank them all. Your challenges helped me to learn, get wiser, and grow stronger.***

## Fast Forward to Today

Today, Team Lovegevy's community of Alumni graduate from over 2200 colleges and universities and span across 166 countries in over 1650 cities worldwide. Team Lovegevy graduates are in business for themselves but not by themselves. Our community continues to grow everyday with amazing, smart, creative entrepreneurs ready to build their own lifestyle brand and successful business.



*Twenty years later and I am living my dream...  
I am so thankful I didn't let 20 years go by  
while I did nothing  
because those negative self-doubts held me  
back.*

YOU may be ready to make a change, too. The changes you make today will lead to your own dreams of success and what that looks like for you.

**Now let's get to work!**

Life is about enjoying each day and loving your life's journey. It's about finding your life's purpose and pursuing your passion. It's about living the life you love and loving the life you live.



*"So believe in yourself and pursue your passion. Don't stand in your own way of fulfilling your life's work. Only you can make that happen. And if you're afraid of failure, then you're in luck."*

*"Because people don't fail, people quit. So don't be a quitter and you'll be great!"*

***YOU GOT THIS!”***

*xoxo*

*Choling*

Cho Phillips

Founder/CEO, Lovegevity, Inc.



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