



Bonus Episode - Help - Transcript

00:00 Hey friend, you're listening to The Nicole Walters Podcast. I'm a former six-figure corporate executive who woke up every morning feeling stuck in the life that I built for myself but using my corporate skills I took to the Internet and built a multi-seven-figure business, showing others how they can build a life they love. Now on this podcast, I share stories of being an entrepreneur, a mom to my three amazing girls and a wife to my crazy, cooky dancing Hubbin. I've had a couple of viral videos too. So you know there's going to be a lot of laughs here. So whether you've seen me on my viral vids or on the Today Show or read about me in Forbes, this is the place where we can meet, share stories, share laughs, and share fun. I'm your best friend in your head. So sit back, listen close, and let's get started.

00:49 Hey friend, so I get a bajillion messages from you guys on Instagram and my dms or through email and I just love interacting with you. I don't want our friendship to just be something where we connect once a week like this. I love when you reach out to me, whether it's on Instagram @NicoleWalters or on Twitter @NicoleWalters, or you shoot me an email. I mean realistically, let's make sure that we are actually doing the work and you're checking in. And because I'm a real person, you're a real person and I really do love hearing from you. So I get a ton of messages asking Nicole, I love to hang out with you. I love everything about your family. You make me laugh. We have so much fun on social. But what is it that you do exactly? Haha. What is it that you do?

01:35 I know that you're a corporate consultant, I know that you work with people and you like have a really successful business, but like how do you work with people? So I want to talk about that a little bit just because one friend, I'm pretty sure that we probably could be working together. That's one of the things, right? But the other thing is if you want to do the type of work that I do, maybe this'll help you out too. So I just want to take a minute and some time, not much of it, for us to kind of chat a little bit about what it is I do, how I got there and if working together makes sense for us. We're actually in a really important time of year. I have this thing called 1K1Day Academy. Now 1K1Day Academy is a program.

02:18 It's a pillar program that I run and in this program what I do is I help everyday people, friend, just like you, normal people, right? Who are saying to themselves, I've always kind of been interested in starting a business or I know that I met for something more or I've kind

of been dabbling online, like I play around with my blog or I've been taking pictures on Instagram or I'd make some stuff on Etsy and what I do is I show them solid, legitimate business principles. Now I know that can sound kind of scary, right? Like oh my gosh, Nicole's doing fancy pants stuff and I can't keep up. But I just want to let you know part of what makes this space so special is it's like this. It's the way that we have chats and you know how at the end of our chats you're like, oh, I get that, or Nicole, that makes sense.

03:06 That's one of my God gifts. I'm really, really good at taking complex concepts and simplifying them so that real people can understand them. Because guess what? I'm just like you. I am a regular girl who grew up super broke and had to work my way to the top, which means I had to figure out how to make a lot of it makes sense. And that's what I do in 1K1Day Academy. I'm taking these crazy pants, business concepts that always seem to float over your head or a really difficult to apply. And I take those concepts and I make them accessible, like real life things that you can apply to your business. So let me tell you what 1K1Day is it one k one day academy is not a place where we're just going to go in there and play with logos.

03:50 It's not a place where we're going to go in there and I'm going to say, oh my gosh, here's what you need to do as a Facebook ad. Like we're not gonna do that type of business stuff because realistically there's enough places you can go for specialized marketing training. I know a lot of great people who are good at that and when the time comes, I'm happy to work with you to get you those answers. But the reality is social media excellence is not business foundations. It's just isn't. Being great on social media is a talent and there's an awesome way to leverage making a lot of money on social media, but the reality is if you're trying to build a business that really is profitable, and when I say profitable, I'm not talking about, oh my gosh, I had a big, huge six figure launch.

04:32 I'm talking about just financial breathing room. I don't know about you, but friend growing up, we didn't have enough. My parents worked hard enough to make sure that we had food in the fridge and that we were able to get by, but it was definitely paycheck to paycheck and those paychecks didn't stretch long enough and what is a vacation? We didn't do those. And summer camp was something we had to scrape together for and hope that they offered scholarships and that's what I'm talking about. I'm talking about building businesses that at least start out making us enough to give us that extra room, that space so that we can feel like, sure, we may not be trying to quit our jobs tomorrow even if we really want to, but we're just trying to make sure we have enough income so that that way we're not saying to ourselves, Gosh, like we have to pick between which bill we want to pay or we have to say no to simple life experiences that we know we're going to nurture our kids. Like they deserve violin lessons if that's their passion.

05:25 We want to see them go to that next level of karate. I mean these are real things and we just don't want it to be as uncomfortable as it can be sometimes. And that's what I do. That's my specialty when I'm working with everyday business owners is just really saying to them, Hey, you can do entrepreneurship, you can have a side hustle and it can be something

that is simple enough to understand without compromising what matters to you most. And if you're like me, that's your family. So that said, that's what I do every single day is I help people. And the way that I help them to start off with is in 1K1Day Academy. And that's why I wanted to take out this time to chat with you about I am launching 1K1Day Academy this September.

06:10 Now this matters because of this, I only launched twice a year. I haven't had a lot of time between the family and the kids and business and all those things. And I do have larger corporate clients that I work with every single day. And so because I'm so busy between filming and all those things, I only have the capacity to welcome a group of students twice a year in order to guide them through this process. Now this process is a signature system. It takes about six weeks and we go through step by step. Now it's an online course. What that means is there are digital video lessons that are online that you have access to anywhere in the world. This is not a US based specific program. We actually have students in over 63 different countries. So in taking this course experience online, you are able to access the content when you have the flexibility to watch it.

07:03 So that means just like we listen right now, you could be listening to a lesson on how to build your business. When you're washing dishes or prepping food for the baby, you could have me playing in the background. And then the other thing that we have this compatible along with it is we have a special private online group where I'm able to walk through the experience with you, answer your questions, guide you. And you do that in a community, this is the real magic in a community of rich friends, just like you. We're moms, we're business owners, we're successful people who have a passion for building a legacy and taking care of our family at the same time. So it's a really special community and I know that that's probably what you've heard about the most. If you have seen on social how richfriends showed up or ever come to one of our events and notice that richfriends are taking up the first two rows or if you follow me on social and have seen our get together as well.

07:55 This is where richfriends come from, 1K1Day Academy grads and we end up bonding and getting super close. And that's where this magic starts is in 1K1Day Academy. So if we are just meeting since the last launch of 1K1Day Academy, which was way, way, way early this year, I'm excited because we're getting ready to open again this September. So what that means is you have an opportunity to get on the other side, to take our friendship to a whole new level and allow me, and I don't take this lightly, trust me to help you with those steps and I recognize that it's no tiny thing to be able to say to someone and to yourself that you have something you want to build. And I want to let you know that it's not my first time at the rodeo. Haha.

08:41 I've been through this countless times. We're actually opening up cycle 10 of 1K1Day Academy. We have tens of thousands of students who've been through this process and I'm really excited to be able to do it with you too. So I just want to take a moment out to jump in here and let you know that it's really, really, really exciting for me to be able to welcome you and to personally invite you to come onboard. So here's what it looks like. All you have to

do is go to 1K1Day.com, and you can read and learn more about the opportunity and if we've already opened the doors, you can sign right up and we can get to the other side and start hanging out. So I cannot wait to work with you. I cannot wait to finally get this thing going. And more than anything I can't wait to help you start living your legacy today.

09:35 I'll see you on the other side, friend. Let's go. Thanks so much for listening, friend. If you enjoyed this podcast, head over to NicoleWalters.com. I'd love for us to stay in touch, so make sure you drop your email address. I can send you inspiration, business details, and the occasional funny story and because I'm so generous, there might even be a selfie in the mix. Thanks again. Make sure you subscribe and come back soon.