

# How'd She Do That?!

## TRANSCRIPT

**Tiffany:** I'm so excited! Today, our very special guest is Melodee Forbes. She is...oh gosh...she is so creative. She is a graphic designer. She is a web designer, and I'm going to let her get into all the ins and outs of what she does.

So, let me tell you how I met Melodee. I met her...I want to say was it last summer in Florida, or was it before Florida? I can't remember. We were in a coaching program together and so I knew her name and, you know, knew her by voice, because this was during coaching as a group, you hear different people's voices and stuff.

But, had the privilege to actually meet her in person last summer in Florida, and we actually got to be roommates so we got to know each other pretty well, and she, I was just so drawn to her because of her energy and just how creative she is, and just she put a spark in me during that whole weekend (you didn't know that Melodee), but just being around her, she's like walking sunshine. She's just amazing and I can't wait for her to share her story.

But, when I first learned about you in the coaching group you were doing something a little different, and so before we dive into, you know, all of that stuff, I want you to share with us what your business is and just tell us what you do from that standpoint and then we'll back up and do a little rewind, and talk about how you got there.

**Melodee:** Okay, well, thank you very much for having me Tiffany. I am the founder of [simplyroyalty.com](http://simplyroyalty.com). It's a professional virtual assistant company for established business owners and I serve in pretty much the creative design aspect of web design, graphic design, and like eBook formatting and things like that, and so I love it, and that's what I do.

**Tiffany:** Awesome! That is awesome. So, tell us how you got started in doing business online. Is this your -- is simplyroyalty.com, is that your very first website?

**Melodee:** No.

**Tiffany:** Or business website, rather.

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**Melodee:** No, actually I was -- I had done some things prior to. I have a really great relationship with my dad and I wrote a book about that, and was really trying to figure that out, but like there's this part of me that's very administrative, very project management. Creative—that was just being, I guess, neglected or not -- it was a part of my heart that was not being alive and so I kind of switched directions from that, and that's when I came to Simply Royalty.

And the thing about Simply Royalty is that I really believe that every person, even if someone comes to my site, website and maybe they're not my ideal client or maybe they just want to be encouraged or whatever, that's fine. I really believe that every human is valuable. Every person is original and special and beautiful and I -- my goal is where every person that comes to my website, that they would know or they would leave knowing that they are valuable; they're original; that they're in some way royalty, because I learned that everybody is inherently royal. They're valuable; they're special.

**Tiffany:** Oh, that's awesome! You guys can see why I just say she is just walking sunshine, just, oh my gosh, amazing, and such energy. Now, Melodee, tell us about your background, like before you started your Simply Royalty, before you wrote your book, were you always online or how did -- well, when did you even start to do the first thing online, like your book or your website?

**Melodee:** That was probably a little over a year ago, the first time.

**Tiffany:** Oh, okay.

**Melodee:** A little over a year, probably a little bit -- I'd say a year and a half or so ago, but I was just kind of dabbling. It wasn't even a full-blown website. It was just like, I know that I'm supposed to be doing something online, but I didn't know exactly what it was, and some of that stemmed from the fact of, I'm 26 now, so while I was 23 my mom died and she went to go be with the Lord, and so that was just like a big, *oh my gosh, life is short, I've got to do something with my life.* Like, not that I wasn't doing anything, but I need to like charge it up and go for something more than what I'm doing, and so I didn't know exactly what it was in the online space, but I knew it was something there because I knew I didn't want to have like some brick and mortar business. I didn't want to have, you know, a bunch of employees. I knew I wanted it to be online, so I just didn't know where. So...

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**Tiffany:** That's cool. Now, did you go to school? Did you take any -- did you, tell us did you go to college or you just graduated from high school and then worked? Tell us about that.

**Melodee:** I went to -- well, I graduated from high school, and I graduated number seven in my class with honors, and then I went to --

**Tiffany:** Awesome!

**Melodee:** I went to an internship, a leadership internship when I was 17, right after graduating, for a year, graduated from there, and then I went to community college, took basic courses for about two years or so, and then I went to Oral Roberts University and my degree was in International -- my study was in International Community Development. So, that's like that part of it, and then, as you know, I was a part of the ARC VA Certification Program, and loved that, and so I'm definitely --

**Tiffany:** I have to interrupt, in case no one knows what that is, ARC is A Real Change International, and I had the privilege to actually do a coaching program where we taught brand new virtual assistants to get them started, you know, some were from scratch, some were not. But, we did a five-month intense training program. I did that under the umbrella of A Real Change International, with my mentor, and so that's what Melodee's referring to with the ARC Certification. Just had to interject there cause I don't know if all our listeners know what that is, so that gets you caught up. Okay, go ahead Melodee.

**Melodee:** Right, right, right I forget. So, yes, and so that's where I'm at right now, and so I'm always looking to improve and be better, and one of the things that one of my former bosses, actually two of my former bosses said in the reference letters, when they gave reference letters, is that the thing that they were -- they said one of the things that they liked most about me is that I am constantly seeking to improve myself, and increase my skill, and things like that, and so that's some of that (crosstalk)

**Tiffany:** Now, you mentioned your previous employers. Are you doing your business full-time? Are you still in corporate and doing it part-time?

**Melodee:** I am full-time in business right now, and yea, I'm full-time. Before I was in business full-time, my last job was a guest service team leader or front-end manager at Target.

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**Tiffany:** Love Target! [laughing]

**Melodee:** Yea, I still love it too, [laughing] even though I don't work there anymore. But, I had the honor of leading about 55 to 60 team members and so it was a huge responsibility and it was a great experience for the time that I was there.

**Tiffany:** Awesome! So, you started your business and you were working full-time and then also doing your business as well?

**Melodee:** Yes [laughing]

**Tiffany:** Awesome. That requires discipline. It just requires discipline; it requires sacrifice. Do you think that helped you by going ahead and starting while you were working? Do you think that helped you to get the ball rolling a little faster for your business and did that cause you to kind of want to get out and start, you know, doing your business full-time quicker? I don't know if that was your original plan or what. I'm just thinking about those who are in corporate and just hesitant to go ahead and get something started on the side. What would you say to somebody?

**Melodee:** Well, I would say -- well, the biggest thing for me, like I said, my mom died when I was 23, and I don't know like, whenever you have someone that you love die and you're not expecting them to die, it like, it just changes your perspective. It just shifts something for you. So like, for me it's like, basically I don't have -- I mean I have a family, but I don't have like a husband and kids so I don't have as much responsibility in that regard to like, you know, if worse comes to worst, it's going to be on me. It's not like I have kids that I'm responsible for, or a husband, so it's really different. But, at the end of the day, like you only have one life and life is short, and I'm not saying make stupid decisions and do something dumb that's going to hurt yourself or your family.

**Tiffany:** Right.

**Melodee:** But, at the end of the day, like, if your job fires you, or if you are laid off, or something happens and you can't go to work, like most times, most jobs, they see you as someone who can be replaced. Like you're -- it's almost like robotic sometimes. So, you know, I just really learned that life is short and if you're in a corporate job right now, you know, I'm not saying go ahead and quit your job.

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I mean, you might have a family, and you might have a lot of responsibility and a lot of expenses, so you want to be smart about it, but at the same time you're not getting any younger [laughing] and, you know, time is ticking. I don't like to be -- I mean, I'm a pretty positive person but, I mean, the reality is one day we're all going to die and life is short, and so, you know, go for it! Why not? I mean, what do you have to lose?

**Tiffany:** Yea

**Melodee:** And there's nothing wrong with starting something on the side. I mean it's not like you're -- I mean you still have your job to cushion you so it's not like, you know, you're full fledged on your own.

**Tiffany:** Right, right, and I can totally relate. My dad passed away in 2010 and I had already started my business in '08, but it does completely change your perspective of things and you do realize how much time, you know, you make the most of the time that you know you have, and the only time that we know that we have is the time we have right now.

**Melodee:** Yea

**Tiffany:** We don't even know if we have tomorrow so, you know, I'm just -- I want people that are listening to just know to just go. Even if you're working corporate, start something on the side, take a class, do some research. Investigate some of those things that you're interested in and take action on it, because we can read books all day long, listen to courses, but if we never take action, then it just doesn't matter. We wasted our time.

I want to try to shift gears a little bit and talk about what you were like as a child. Were you one of those kids like, I think the guy's name, I don't know if you've ever heard of him, his name is Farrah Gray, and his was like a teen millionaire, and I hope I'm saying his name right.

**Melodee:** Oh...I read his book!

**Tiffany:** Yes, so I remember at a youth conference years ago. I was chaperoning a youth conference and he was one of the speakers and he was talking about when he was like four or five, he would paint rocks and sell them to the neighbors.

**Melodee:** [laughing]

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**Tiffany:** [laughing] So, I'm curious, you know, you hear about kids having a lemonade stand or whatever. Were you that type of child that was always thinking of things to sell or were you the complete opposite and just, you know, enjoyed being a kid, and playing with toys, and all that good stuff?

**Melodee:** [laughing] I would say I was probably more on the "playing with toys" kind of kid, but actually more reading books, and my mom, she was very -- we didn't have TV growing up. Like we had TV but we didn't have cable, and at the time we lived in a really small town, and so we only had like one channel because we lived up on this hill, and so we read --

**Tiffany:** What!?

**Melodee:** I know, I know, like...

**Tiffany:** Wait a minute. You only had one channel on the TV?

**Melodee:** Yea, like one or two channels. [laughing]

**Tiffany:** Oh, okay. Now, let's back up. Now you said you're 26, and when my mom was growing up, okay they might have had one channel, but is this because of the area that you grew up in, there was only one local channel?

**Melodee:** Yea, it was because we were living, we lived on a hill and it was out in the hill country, and like, unless you --

**Tiffany:** Wow...

**Melodee:** Yea, I remember sometimes we'd see Star Trek a little bit and that's about it, like it wasn't much, maybe the weather or the news, but we didn't really watch, I mean, and my mom was very -- I was more like a nerdy kind of kid so, I mean, I wasn't -- I mean, the fact that we didn't have cable didn't bother me because I loved reading. Like, you'd find me in my room reading a book or outside reading a book. I was kind of a nerd, and so I was actually involved in like Girl Scouts so we had to sell -- my sister and I, we sold Girl Scout cookies and stuff like that, but I don't recall us actually having a lemonade stand or, you know, selling t-shirts or anything like that. But, outside of Girl Scouts, not really.

**Tiffany:** Okay, okay, and where did you grow up?

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**Melodee:** It was a small town an hour west of San Antonio, called Kerrville, Texas.

**Tiffany:** Oh, okay, okay. That is just fascinating. [laughing]

**Melodee:** And I didn't live my entire childhood there, but a good chunk of it. Like most of my younger days were there.

**Tiffany:** Yea, yea, oh that is so cool, and I'm sure in that setting that comes into play now, because a lot of time is wasted in front of TV watching cable or whatever. But, if that was never a thing, just because it wasn't available, and you were able to just enjoy reading, enjoy, you know, being with yourself or friends and different things like that, I'm sure that developed in you a certain type of discipline for your business even now. I don't know if you realize, but I'm sure it did.

**Melodee:** Yea, I do watch -- I mean, I don't have cable even today. I do watch a couple of shows like Shark Tank on Hulu, but like I don't -- I can't say, *oh I have to watch this show every night* or...

**Tiffany:** Yea

**Melodee:** That doesn't really -- I don't know. TV gets kind of old. I have a family, extended family member that we go visit who lives about an hour or so away, and they have like a TV in every room, and it's like after I'm there for about, I don't know, an hour, I'm like, *oh my gosh, I need to go.*

**Tiffany:** [laughing]

**Melodee:** Pretty much it's like you have a TV in the kitchen, you have TV in this room, you have a TV in that room. You'd have a TV in the bathroom if you could. Like it's just...

**Tiffany:** Oh my gosh.

**Melodee:** And this isn't against people watching TV. I'm not knocking that. Everybody likes a form of entertainment. It just, you know, once again, life is short. Are you going to spend six hours of your night watching TV?

**Tiffany:** Right, especially if you're on a limited schedule as it is. If you're already committing eight hours to a corporate job and then you're wanting to start something, you just -- there just really isn't any time, and ABC has

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an app so, you know, I know, what is it? I don't even watch it. What is it, Scandal? Is that on ABC? I think it's ABC. I don't even watch it, but shows like that, and even Shark Tank, they have an app so you can catch it on, you know, a slotted time that you're just chilling and not, you know, a do-nothing time slot and catch up on your shows. So, I'm not as hooked on TV as I used to be. I used to could tell you what was coming on and today I have no idea. It's not important. There's so many other things that need to be done, can be done, a lot of living to be done outside of watching TV. So...

**Melodee:** Right --

**Tiffany:** Now, I'm curious to know -- Oh, go ahead, go ahead.

**Melodee:** Oh, you reminded me of this quote and I don't know who said it. I don't know if it was Dan Kennedy or Jim Rohn or somebody. They said, you know, *rich people have big libraries and poor people have big TVs*, and that's really true in a lot of cases.

**Tiffany:** Yea, sadly, sadly. All right, so I'm going to shift gears on you again, and working virtually, and working full-time virtually, we have the privilege of being able to decide whether we want to work in our home office, or go to a café, or whatever. Where is a place, the ideal place that you like to go and work and really dig in to your various projects? Where is that?

**Melodee:** I have a home office that I like to work from. It's very clutter free. It's very clean for the most part. Sometimes I like to get out and go to like, a Starbucks, but maybe when it's very quiet because sometimes Starbucks can be very loud and noisy, and then sometimes I like to work outside under a tree or just in the green grass. So...

**Tiffany:** Yea, cool, cool-cool

**Melodee:** I do not work in my room, in my bedroom. [laughing]

**Tiffany:** [laughing] Have you ever had a client to ask you that question?

**Melodee:** About my work environment?

**Tiffany:** Yea, about your office set-up? Have you ever had anybody ask you that?

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**Melodee:** No, thank God.

**Tiffany:** Okay [laughing]

**Melodee:** That's kind of weird. Why would they ask that? I guess they're probably just curious. I actually had someone ask me -- actually, I did. They weren't a client, and they just asked me, "So, where do you work at? Where do you work from?" I was like, "Well, I have a home office." They were like, "Oh, okay".

I'm also -- I saw that -- I was also thinking about -- I got this information about this co, I think it's called co-linking, co-working, and I'm considering possibly signing up for that, like where, just trying that out to see how it would be to work around other people at a space. So, we shall see.

**Tiffany:** Okay, now I'm familiar with co-working, but just in case someone else listening isn't, tell us what co-working is.

**Melodee:** Okay, it's basically a place that's designated like near your area where you rent a space or a seat, and there's different like, there's different levels. You can rent a space, like the one I'm looking at, you can rent a space or let's say you want to work, I don't know, three hours a day out of it or maybe three days a week, or there would be these conference areas if you need to meet with clients in a more professional setting outside of your home. They have different prices and different installments for that, and so it's called co-linking or co-working.

I'm messing up the term, but it's this thing that's starting to up rise for people who, you know, like I'm a virtual assistant/graphic designer and let's say somebody -- other people in other industries who are like, maybe they're into, I don't know, environmental work, or maybe they work in mechanical or whatever, all different industries. It's not like a networking type of thing. It's you go and I go, and we're at this mutual place. We're working and we're focused, and it's supposed to improve productivity because you're around people versus by yourself, and that's pretty much what I understand from it.

**Tiffany:** Okay, cool. Now, in your business, most virtual assistants have a smartphone, a laptop or a desktop, or something like that. Tell us one tool, whether it's your phone or laptop that (or something else that I don't even know about) that you use every day and wouldn't want to go without.

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**Melodee:** My iPhone [laughing].

**Tiffany:** [laughing]

**Melodee:** I use my iPhone every day. You know, before I had my iPhone I had a Microsoft HTC HD2, and somebody tried to tell me that was like -- the person who sold it to me was like, *oh it's like the iPhone*, because I was debating whether I should get that or the iPhone. But, since the network that I was with at the time, they didn't have the iPhone, and so I went with it and it was just terrible. I had to like replace seven -- it was seven different things wrong. It was just not good.

So, anyway I have gotten the iPhone. So, let me just tell you, I love it! I love it so much! I never would have thought I would say I love a gadget, but I love the iPhone. It's so easy and so simple. I mean, it's just great and I like the apps. It just -- I mean, I love it, and it's worth the investment. It's one of those things, I mean, very few items -- well, I shouldn't say very few but, you know, it's very rare that you buy something that you have this really high, this excitement and then you buy it and you're like, six months later you're still glad you bought it. Like it's been over a year since I've had this phone and I love it just as much as did when I first bought it.

**Tiffany:** [laughing]

**Melodee:** Seriously, like I'm -- (crosstalk)

**Tiffany:** Okay, that's a little plug for the iPhone and mine is sitting right here. So, your phone is probably never too far from you wherever you are?

**Melodee:** No, like always, it's always with me. Yea, Apple did a great job with the iPhone, they did.

**Tiffany:** Cool, cool. Tell me something that you -- is there something you wish you had known before you started your business, that you've learned, but you wish you had known at the very beginning?

**Melodee:** Hmm...that's a good question. I would say I wish I would have known... Hmm...what would I say? I would say, just creating my business like a business [laughing]. I mean, that's an obvious thing, but it's just like -- not that I treat my business like a hobby, cause I don't, but it's just having that mindset of going into it like every single day, like you're going to -- I don't want to say crush it because it's overused, but like, you know, just

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like when I'd go in, when I worked at Target, every single day I'd go in like, how am I going to take Target from X million to X million? That was my thought every single day. How can I add more zeros to, you know, the bottom line?

How can I, you know, having that mindset frame with my business. Okay, which I'm having more now, but it would have been better had I had it from the get-go. Like, you know, less thinking [laughing], less analyzing, and more of, you know, *okay this is where you are, how am I going to go from here to here today*, and like just having that -- I think Steven Pressfield calls it that "amateur to the pro". Like going -- having that professional, okay, game on, let's go.

I have that more now, but at the beginning I was more of like, *okay, what do I do?* Like more, just too analytical and too like, you know, I don't know, well this is -- instead of -- like sometimes with social media for example, like putting out a tweet or putting out a thought. *Oh, you know, what if they don't like it, or what if...?* Now, it's just like, you know what? Put it out there, if they don't like it, so what. Like, there's another day, there's another, you know, just less in the head and more out, if that makes any sense.

**Tiffany:** That is really good. Say it again. You know how on, I don't know if you've watched, seen Oprah's Life Class, when there's something that one of her guests says, she's like, *that's a tweet tweet*. So, what did you just say? [laughing]

**Melodee:** Less in the head and more out. Like, more out! So many times -- I think my personality is more analytical in certain degrees, but so many times we can get boggled down by, *oh I don't want to offend this person, or what if it's a little too controversial, or what if this is just a little bit too, you know, what if this is not creative enough*, or whatever. It's like, so what! Like, you know, you have another day, and it's not like, I mean, unless it's something really offensive, not that you want to be a jerk, not that you want to be intentionally offensive, then you delete it and move on. Like it's not, I don't know, it's not the end of the world. It's like, just go and just, like the game-on type face. Like, all right, what do I got to do, let's go.

**Tiffany:** Yea

**Melodee:** How can I take my business from making, I don't know, \$200 a day to another zero, or another whatever, you know, just, how can I go from

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making this to this? How can I go from, you know, having one client or three clients or five clients, whatever it is, to making ten, or whatever. Just that versus these, *I don't know, you know, or I'm not really sure what to say, or does this look right, does this sound right?* Forget it.

Just, you know, there was a time this blog post, like even blogging is something I'm growing with and still overcoming, but I'd be like, *I don't want to say anything unless it's really adding valued to people. I just, I don't really know what to say, and so I wouldn't say anything. I was just like, forget it, like, you know, I'll just leave with what I have.* Then I was like, *you know what, it's okay.* It's really okay!

**Tiffany:** Yea, you just, I mean, that whole thing that you just said: less in the head and more out, it's about putting some action behind it because that's the only way you'll figure out what works and what doesn't work.

**Melodee:** Right.

**Tiffany:** So, this is a perfect, perfect lead into the next question and that is: what advice would you give to someone who is thinking about starting their own home business and, you know, they're on the fence? They're just, you know, trying to decide if they should do it—should I do it now or should I wait?

**Melodee:** Well, I would say that having your own business is like, people get really excited and I've been one of those people. It can get really exciting, *like I own my own business, oh my gosh!* But, the reality is it takes a lot of work. It takes diligence; it takes discipline. It takes encouraging yourself when you really don't have anybody to encourage you. Like, you are the person that runs the ship and so like, you know, it -- I mean, I don't want to say everybody isn't cut out for it. I really believe that people can be whatever it is that they want to be, but it takes a lot of work, and so you need to realize that. This is not a rosebud kind of thing. It's a lot of work. It's worth it though. Don't get me wrong. It's worth it.

I mean I had a friend fly in from South Africa. She was here for a brief period and we got to -- I got to hang out with her and spend some time with her and video record her and all that, but I would have never been able to do that had I been working, you know, at Target. There would have been no way.

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So, there's, I mean, I love the flexibility. I love the freedom. I love all of that, but there's a responsibility and you need to be ready for that and realize that it takes work, and if you are wanting to start a business and, you know, that's something that's on your heart to do, I mean, why not? I mean, there's people out there. I mean, there's great mentors. There's great people out there who can give you advice and guidance and wisdom, but I don't want you to underestimate how much work it takes, and how much dedication and persistence and going after it. I mean it takes a lot, and if you are not willing to meet that, then it's probably better for you to stay in a job, just honestly.

But, if that's in your heart to do and you are willing to, you know, take some risks, willing to be persistent, willing to, you know, there's days where you may get down or discouraged, but you still choose, *okay, you know what? I'm in this for the long haul. I really want to serve people and help the world and provide a service or product that's really going to impact people.* Then you get up again and you go for it. If you're willing to do that, then, heck yea, why not? It's just you're not getting any younger, but you need to realize that there's work involved.

I think people, we live in a very microwave, you know, environment. Like, so many times we'll want to have the results that somebody has that's been doing it for 20 years, and I've had to remind myself of that, because I'm like, I look at somebody else and I'm like, well, you know, *look at where they are.* Then I'm like, *wait a minute Melodee, wait a minute.*

**Tiffany:** Yea

**Melodee:** *You've only been doing it for how long? You know, you're how old, like, you know, be fair to yourself. Like, you know, you are going. You're moving forward and it takes time. There's no such thing as an overnight kind of success. There's no such thing as, you know, microwaveable results.*

So, you have to realize, if you're really wanting to start your own business, you just have to realize that it takes work, it takes time, and it takes A LOT of persistence, and if you're willing to do that, and if you're willing to be up to that challenge, then heck yea, and if you're not, that's okay too because, you know, some people like being employees, and they like, you know, not taking a risk, and having someone else doing much of the thinking for them and the decision making for them, and there's nothing -- that doesn't mean that that's any worse than, you know, having your own business. It's just;

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you've got to decide what's right for you. So, if it's in your heart and you're willing to take on the risk, go for it!

**Tiffany:** Awesome! That is awesome! I like that you said basically: it's work! It's not something that's quick. It's not going to happen overnight. It's work and if you're willing to put in the work, it's definitely worth it, and there's a place for everybody, either to own a business or to help someone else in their business. There's just a place for everybody.

**Melodee:** Right.

**Tiffany:** Tell me something that was surprising to you in starting your business or just in working your business every day, something that was surprising to you.

**Melodee:** Something that was surprising to me. Hmm...I think (crosstalk) -- go ahead.

**Tiffany:** No, you go ahead.

**Melodee:** Oh, okay. This is something that -- sometimes [laughing] -- I have to be honest. Sometimes I don't -- at times I have not wanted to show up on social media just because, I don't know, there's days where I don't feel like I have anything good to say, or I'm not really --

**Tiffany:** Yea, you're not alone! [laughing]

**Melodee:** [laughing] I'm positive, but there definitely is, you know, people, I mean, I am a positive person but I don't always have positive -- I'm not always feeling positive. So, there's times where I'm just like, you know, *I don't want to go on social media. I just want to be in my own little space. I don't want to talk to the world or be in that world right now* [laughing].

But, you know, there's this thing, other people talk about it, like being consistent, and like, you know, go, and so it's funny, on some of the days where I don't feel like I'm positive at all or it's not necessarily that I really don't feel positive, I'm still projecting that, you know, I'm still sharing positive or inspiration or whatever, and I'll have somebody who will like, they'll either email me or they'll like leave a comment, and I'll get someone that's like, *oh my gosh, you know, you so inspired me, thank you so much*, and I'm really stumped and I'm just like, are you kidding me? I mean, I don't feel like that right now.

The Interview Podcast For Womenpreneurs: How'd She Do That?!

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# How'd She Do That?!

I just -- it just surprises me how many amazing people there are in the social media world who are so kind. I've met some of the kindest, some of the sweetest, some of the nicest, most beautiful people on Twitter and on Facebook and on Instagram and it's like, are you kidding me? Like, what? I was not really expecting that. So like, I mean, I don't know. It just kind of surprises me. Even today when people talk back to me they're like, *thank you for this*, and they're like, *you're just so positive and you really inspire me*. I'm just like wow. It's very humbling, very humbling, and just like, I'm kind of taken back a little bit.

**Tiffany:** Aww, that's cool. Now, if someone wanted to find you on social media: Instagram, Twitter, Facebook, tell us where we can find you.

**Melodee:** Okay, on Instagram I'm [MelodeeForbes](#), like the magazine Forbes, and that's my, you know, on Instagram and Twitter, and then on Facebook it's [MelodeeForbesbiz](#). So, that's where I'm at.

**Tiffany:** Cool, cool. Awesome! So, make sure you guys follow her Twitter, Instagram, Facebook. I love your Instagram posts. I just -- she does all kinds of funky images. So, like if you're looking for someone to create Instagram graphics for you, that's not your area, you're not creative, but you've got content sitting, Melodee is your girl. So, check her out. It's just amazing and if -- is your book still available if someone wanted to get your book?

**Melodee:** You mean the father book?

**Tiffany:** Yea!

**Melodee:** You know, it's not available right now. It's kind of not for sale, but I might bring that back at some point, but I didn't want to -- I'm the kind of person like, when I'm going after something, I'm just really, really focusing, so that's not available right now, but maybe in the future.

**Tiffany:** Okay, sounds good. I just want to say, I just -- I like how focused you are, even with the whole thing about your book. That was a project Melodee was working on when I first learned about her, and the fact that, you know, you get to a point where you have to make a decision in your business as to what you're going to focus on, instead of being all over the place. Not that that would have been all over the place for you, but there's sometimes there could be so many projects that aren't related to each other. Not to say that, you know, the only thing you can do is just your one

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service, but you could provide multiple things if they are like an extension of each other, and there comes a point where you have to decide in your business, *is this other thing that I'm wanting to do or have done, does it still make sense right now, or do I need to put it on hold for a while?*

**Melodee:** Yea

**Tiffany:** And there are times in our business where we have to kind of shift things and put things on hold. One great thing about when you create something, I mean, it's not like it's gone away. It's there, but not for now, but for later. So, I just, I think that's great.

Melodee, I just want to thank you so much for your time and just really sharing some good insights and wisdom, and Melodee is a perfect example of someone who -- it's not -- she hasn't been in her business ten years, five years. She's a new business owner and she's taken the bull by the horns and just going forward and stepping out, and even when you're not feeling like being on social media, you're still inspiring people on social media, realizing that or not, and I just think that's awesome. I just want to thank you. You're our very first guest on the show.

**Melodee:** Yay!

**Tiffany:** And I love your energy. I just really, really appreciate you being a part of this and I know that your story will inspire someone else. So, just -- is there -- do you have any last, final words for our audience that you want to share?

**Melodee:** Well Tiffany, I just want to say thank YOU so much. You are just someone that I admire and I respect so much, really. Just being under your mentorship, and getting your wisdom and your advice, it's just been a really huge impact on my life and I'm so glad to be connected with you, to have met you and to have gotten to know you. You really are a jewel and I'm just so thankful for YOU and for our friendship and our connection.

[End of Audio]