



***Star of the Week: Chris McLaughlin –  
Showing us that it's never too late to  
pivot and build a business you love!***

SHYGIRLSGUIDE NEWSLETTER

#### PREVIEW

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Joy Horsley

StarLog Newsletter: Subject Line: It is NEVER too late to start your dream business!

***Star of the Week: Chris McLaughlin – Showing us that it's never too late to pivot and build a business you love!***



**Name:** Chris McLaughlin

**Business/occupation:** I have a website called “Hold My Coffee: I gotta make this!” where I post all kinds of DIY handcrafts. I will be launching ‘Makers Gotta Make’ monthly subscription boxes soon, which will have DIY sewing, embroidery, etc. – anything that has to do with fabric, needle, or thread.

**Quick get-to-know-you:** I’m a writer/author with a passion for animals, wildlife, and plants. I’m also a life-long creator that is obsessed with sewing, needlework, and nature crafts. We live on a small farm in the Northern California foothills – we just can’t do life without acreage! We share our farm with Colored Angora goats (mohair fiber), rabbits, ducks, chickens, dogs, and cats. (We hope to bring home a pair of mini horses at some point because we miss the horses we had for so many years.)

**Are you a night owl or an early bird?** I am probably a night owl in some ways. But I love nothing more than waking up before the world does. (When I don't stay up too late, lololol)

**Coffee or tea or neither?** COFFEE first. Tea second. I love both! (Let's be honest: caffeine)

**Reading, Binge watching or Gaming?** Reading AND Binge Watching, LOL. I'm a life-long avid reader. But since the world has been able to binge watch...that's been a game-changer.

**Back to Business....**

**Preferred social media contact or website (or both):** Website: [Holdmycoffeecreate.com](http://Holdmycoffeecreate.com)

**Facebook:** [facebook.com/HoldMyCoffeeIGottaMakeThis](https://facebook.com/HoldMyCoffeeIGottaMakeThis)

**Instagram:** [instagram.com/igottamakethis](https://instagram.com/igottamakethis)

**Quick overview of the products/services you offer and your story (the path/why that got you there.)**

Previously, I was a garden writer and author for 15 years. Although I truly enjoyed the journey, it wasn't taking me where I needed/wanted to go. So, when I turned 59, I decided to make a huge pivot and began to build an entirely different business (which I have been dreaming of for years). I turned 60 three days ago, so now is the time, lol!

What skills or resources did you need to start?

Skills that I already had (or was used to anyway) such as:

- I've been sewing and crafting my entire life.
- Writing (and I've written a lot of how-to articles and books).
- I'm quite social by nature.
- I'm passionate about quality (that sounds weird. But I think it helps me).

Skills I **needed** were many:

- Technical skills (TONS)
- Online selling skills
- Self-promoting skills (without being sleazy)
- Self-esteem skills (for me, this is a learned skill)

To gain the skills I didn't have, I knew I needed to belong to a group that understood what I was going through. I know people say that you can do these things alone. Of course, you can...but why do it alone? In my opinion I have gotten to this spot faster and with everything in place correctly (highly undervalued). I joined the Female Entrepreneur Association (FEA) and never looked back. I also knew that I also needed specific support for my subscription box business that FEA doesn't have, so I also joined Launch Your Box (LYB), as well. **Between these two arenas, I feel like I'm unstoppable!**

**Best "Corkpop!" moments - the successes – monetary or non-monetary- or customer satisfaction that you have had so far.** When someone signs up for my newsletter that I don't know and am not connected to in any other way. I feel like I'm being valued for what I am putting out there! It never gets old. :D

**What strategies do you use to grow your business or that you recommend?** All of the training I have received has been GOLD. But in my opinion, the best thing you can do for your business (and yourself), is to CONNECT with others that you vibe with. Reach out, make connections, find the people that reach out and make you better. It means everything. Then...you reach out to someone newer than you and help make them better!

**What “best habits” do you do daily that lead to your success/best life?** I literally have a ‘block’ of time carved out on my calendar daily that’s only for building/focusing on my business.

Favorite business advice – or any you just like: Quotes I love:

“Never give up on a dream because of the time it will take to accomplish it. Time will pass anyway.”

~ Earl Nightingale

“Remember that the minute you take your first step into the life of your dreams, the first to greet you there will be fear. Nod. Keep walking.”

~ Brianna Wiest

**What are your future plans or long-term goals?** Oh, that’s easy. I’m going to build an Empire. :D

- And we believe you will, Chris! -

## How to Improve anything at any time!



TRACKING anything is the best way to improve. The more you track, the more you have ways to win!

If you can see yourself improving even just 1% (for instance – you jogged 20 seconds longer!) it's a motivating factor that you're moving in the right direction. For me - it will show me sooner the places I need to improve. This has been valuable because there are times when it feels like it is ALL work with little to show for it. However, when I track it – I can still see that things are on an upward trajectory.

With that said, here is this week's "weekly metrics":

- Audience growth – **up 1%**
- Web Traffic – **Up 2%**
- Financial growth – **up 2%**
- Newsletter Subscribers – up **7%**
- Total Pieces of Content – UP! **45 pieces of content** this week.

**What worked:** Staying consistent, not perfect. I had a **lot** of travel this week and even though nothing was my "best work," my goal was to check the boxes for posting, commenting, sending updates, etc.

[Check out our latest blog](#) detailing how I took a side hustle to a 7-figure business!



IF you are new here: I am Joy. I am an introvert, shy and I am a LATE bloomer. All of these things should work against me, but I have been able to create a 7-figure government compliance business in a few short years! If I can do this – anyone can!

Now, I am blogging, vlogging and writing about ALL the ways one can make more money through virtual work, side hustles and creating businesses (everything from real estate, PR, Ads/advertising, book writing, YouTube, Amazon, Shopify, AirBnB, Etsy, etc.)

**Why am I doing this?** There is so much "Insanely easy ways to earn a gazillion in one week ..." out there! It took **work** to hit my first seven figure mark - but it was possible. I wanted to see what else was possible for a shy, introverted, late bloomer and pass along my steps, errors, successes, failures, and I plan to be **VERY** candid about how much money can be earned.

This newsletter will provide you with updates every week so you can see - in real time - what it takes to get started, how much it costs, how much time it takes and any helpful tips! So, if you are shy, older, or late to the game – if you are reinventing your life, working on phase 2 or plan B ... this newsletter/journey is for you.

**CORKPOP CALL OUTS!! Taking any action, even when it is hard, yields results. If you track your progress – share what is working for you so I can post it on social media and cheer you on!**

**Joy**

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*“Don’t shine so others can see you. Shine so that through you, others can shine!”*