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*The Corporate  
Escape Coach*

SPECIAL REPORT



# 3 Critical Mistakes

People  
Make When  
Planning a  
Corporate  
Escape...

and How To  
Avoid Them

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Congratulations on taking a big step toward escaping the cubicle farm and creating a business—and a life—you love!

The fact that you're reading this right now tells me that **you're ready to free yourself from the pit of dread sitting in your stomach** every Sunday night...

AND that you're wise enough to look before you leap. You've probably heard the saying, "Leap and the net will appear." I believe that's true—as long as you've done the work to get the net in place beforehand.

So to help you make sure that net will appear when you are ready, this report will reveal the **three biggest mistakes most new entrepreneurs make** and key strategies for avoiding them. Strategies that other potential entrepreneurs just like you have used to make a successful escape.

### **So Why Should You Listen to Me?**

I know, I'd be wondering that too, so let me share my story before we get started.

I was a creative kid born into a family with no inkling of creativity at all. Growing up I did well in school, but I also spent a lot of time alone in my own thoughts—writing, painting, dreaming, dancing and singing. However, my dad made it clear I was expected

me to go to university and get a “good” job. And since he spent his career in a manufacturing plant, he defined good job as becoming an engineer.

I did go to university and although I didn’t become an engineer, I did grab a rung on the corporate ladder afterward. In most of my jobs, I did well. **But I changed jobs a lot because I never felt like I really fit in.**

Since my friends and husband all seemed pretty happy with their corporate careers, I started thinking that something must be wrong with me. They told me to just do my job and focus on enjoying life outside of the workplace. But after so many hours working and commuting to jobs that sucked the very soul out of me, I didn’t have any desire to “live” life outside of work.

The turning point came when I was about 6 months pregnant, working long hours in the communications department of an automotive production plant. You would think there would be some creativity in a job like that, but there wasn’t. And the work environment was beyond miserable. I cried every working day of my pregnancy, and secretly hoped the doctor would find some kind of medical condition—nothing that would hurt the baby, of course—but something that would give me an excuse to go on maternity leave early.

One day my task was to arrange to distribute new jackets to 4,000 workers that night. So I forwarded a memo with the time slots for pick-up to the assistant who controlled the employee email list. But later, I realized I had used AM instead of PM for the times. Since the assistant had left for the day, I sent the correction out myself. The next day she backed me into a corner and started screaming at me because she thought the way I worded the email made her look stupid. Once I was able to push my pregnant body past her and get away I thought, “What am I doing here??!!”

**Right then I decided I was done with the corporate world. There just had to be a better way.** “Why am I here? What’s my purpose in life?” I knew it was finally time to find the answers to those questions.

Shortly after that, I gave birth to my son, which added a wonderful new dimension to my life and my focus turned to raising him. But there was still this longing deep inside of me. So I kept looking for those answers.

**So I know how confusing it can feel to be where you are right now.** And I know that once you finally have an idea of *what* you want to do, you can still waste a lot of time spinning your wheels and **feeling frustrated and overwhelmed** by figuring out *how* to do it.

Looking back, I know that if I could have found someone who understood me and could have given me a map through the process, I might have found the courage to take the first steps a lot sooner.

That’s why I became a **Corporate Escape Coach**. I love helping people wake up to the possibilities and guiding them through the journey of creating a business and a life they love.

I can’t tell you how much time, money and effort I invested in seminars, books and coaching to figure this out. But all of that has given me a wealth of knowledge and

experience, which I've used to create a process that can help others travel the same road much faster and more effectively.

Part of this process is learning to avoid the stumbling blocks—and I've found that new entrepreneurs often make **three critical mistakes** which delay or even prevent them from achieving success.

Mistakes that can:

- **Waste months or even years of time**
- **Cost thousands of dollars**
- **Squander energy better spent elsewhere**
- **Or even prove fatal to the business**

Ready to find out what they are and how to avoid them?

## **Mistake #1: Ignoring Your Inner Genius**

I believe that each of us is born with unique gifts and talents which I call our “inner genius.” **Your inner genius is your special ability to assist others in this world.** We’re not talking about merely finding the things that you like to do. This is about discovering the core essence of what you’re passionate about—what drives you and is your purpose in life. **And it’s about finding a way to make a living with it.**

However, if you ignore it, you’ll end up just as unhappy as you were in the corporate world and you’ll probably sink your business.

Have you ever heard the saying that puppies are cute for a reason, otherwise no one would put up with all the chewing and “accidents” of puppyhood?

Well, this passion is what helps entrepreneurs put up with the challenges of running a business, and rise above the obstacles. (While it’s totally worthwhile, let’s be honest, it’s not a cakewalk!)

I’ll use myself as an example. Someone asked me once what I would do if I had to choose a different business, other than the one I have now. And I said I love to cook so probably something to do with that. Now, at this stage in my life, I wouldn’t want the crazy life of trying to become the next hot New York City chef. But I could go into catering or start selling pierogi or something. And while that may seem like a drastic change, the essence of the two careers are actually pretty similar—they’re both about creatively combining a lot of “ingredients” to create something new.

Here are three questions to help you start excavating your inner genius:

- What do you love doing so much that you lose all track of time?
- What did you love doing as a child?
- What does everyone else tell you you're good at?

If you don't know the last one, ask! The answers are sure to surprise you.

## **Mistake #2: Trying to Be Everything to Everyone**

I know this seems a little premature since you haven't even left your job yet. But I have watched so many new entrepreneurs struggle because they don't take the time to create a clear vision about what they want to sell and who they want to serve (aka your "target market").

There's a lot of truth to the saying, "**niche to be rich.**"

This *doesn't* mean you have to turn away clients who aren't in your niche. What it *does* mean is that you focus your marketing efforts on a certain group of people. This grows your business faster and makes your marketing much less expensive and much more effective. You'll have an easier time finding them—and as you become known as the de facto expert serving this group, they will eagerly start coming to you.

Think about it. If you wanted to hire a travel agent to help you plan a cruise, wouldn't you rather go to a travel agent that specializes in cruises than one who does everything?

Of course, you would. Because you know the specialist will be better equipped to find one that suits your interests.

While, there are a number of factors you want to evaluate when choosing a niche, some things to consider are:

- What types of people have you worked with before, in your corporate jobs?
- What types of people would you be excited to work with?
- What types of problems do you want to solve, and who has them?

Figuring this out should really be part of planning your business from the very beginning. You will need time to learn more about your chosen group of people. What are their problems? What do they want? Where can you find them? If you can find ways to solve their problems using your talents, then you'll know you have a business idea with a ready market.

### **Mistake #3: Failing to Plan**

I know it's exciting when you find an idea you're passionate about. And it's so tempting to just quit your job and focus full-time on making a go of your new business. But if you jump without having a clue as to where you are going—because you don't have a plan—at some point you're going to find yourself overwhelmed, stressed, and running out of money. And let me tell you, those things will kill the focus and creativity you need to succeed.

So it's much smarter to really think through and plan out exactly what your business will be, how you'll market it, and how you'll make the transition from employee to entrepreneur. I call this **Creating Your Escape Plan**, and it includes:

- Writing a out a plan for your business
- Taking classes to boost skills or gain knowledge
- Building your contact list
- Researching your target market
- Talking to a small business accountant
- Creating some marketing materials
- Applying for any loans or credit you may need
- Getting your business licenses
- Deciding what to do about health insurance

In short, it's everything you have to do to get your business off the ground but won't get paid for! **Of course, it's even better if you can start taking on a few clients and get some successes under your belt before you leave that steady income behind.**

And the downside isn't really that bad.

Yes, it may take some strategizing to carve out time to work on your business, especially when you've got other priorities like family to juggle. But it *can* be done. In fact, *Days of Our Lives* actress Kristian Alfonso recently told a CNBC host how she runs her jewelry and clothing business during the 5-minute breaks she gets every hour during the 14-hour days of shooting. So I promise—we can find time for you to do it too!

And while the thought of staying at your corporate job a little while longer may be disappointing, having this other secret life of planning and building your new business will make your remaining time MUCH more tolerable.

So just to ensure you DON'T make those 3 critical mistakes, let's recap with what you're going to do instead. You are going to:

1. **Discover and Honor Your Inner Genius**
2. **Decide Who Your Business Will Target**
3. **Create Your Corporate Escape Plan**

Great! Are you feeling excited yet?! You should be because...

Your dream IS possible.

You CAN discover what you were born to do...and make a living doing it.

You CAN break free of the corporate world and map out a new path.

## Haven't you waited long enough?

You know you have, so start planning your corporate escape today! To help kick-start your efforts, I'm offering a one-time-only **Corporate Escape Laser Session**. You'll get 45 minutes of my undivided attention and expert advice **for only \$60**. (Normally, I charge \$150 for an hour of my time!) We can talk about whatever you're stuck on, such as:

- Defining your life's purpose
- Figuring out how to turn your passion into an income
- Exploring other alternatives to staying at your job full-time while you prepare
- Identifying the next steps to moving forward toward your dream

It's your time, so you decide. But I may not be able to offer these sessions for very long, so don't wait—visit [www.TheCorporateEscapeCoach.com](http://www.TheCorporateEscapeCoach.com) to get more information and sign-up now!

To your dreams,

Lynn Burkholder  
The Corporate Escape Coach

PS—If you haven't done so yet, go to [www.thecorporateescapecoach.com](http://www.thecorporateescapecoach.com) and sign up for my newsletter *The Escape Route*. Every two weeks you'll get FREE tips and valuable resources to help you discover your **passion**, turn **interests into income**, and **move forward in building the business and life of your dreams!**

## **About Lynn Burkholder The Corporate Escape Coach**

Lynn has been studying human behavior for more than 20 years. After obtaining a degree in psychology and business, she spent most of her corporate career in customer service for a number of industries.

She first realized that there was “more to life than this” through her exposure to yoga, which led to extensive research on the many views of the self and life passion. As a result, Lynn not only found her passion—she discovered that she wanted to help others find theirs and founded her first coaching business in 2002.

Her approach to entrepreneurial career coaching involves learning to uncover who we are, which makes it possible to discover our passion for this wonderful life and how we will live it. We also often have to learn how to break free of societal norms and give ourselves permission to create a life and work we love, which will bring joy to us and everyone around us.

Lynn lives in Guelph, Ontario with her nine-year-old son, who is a self proclaimed Guitar Hero III aficionado and states that playing video games makes him better at math.

*“Working with Lynn has been a FANTASTIC experience. She’s warm, funny and intuitive. She gets right to the “core” of your issues and comes up with wonderful, concrete, creative career change and business ideas to get you going in the direction of your passion. I literally would have spent years trying to discover these ideas on my own. Lynn has been a godsend. Thank you Lynn!! I look forward to our continued journey together.”*

--Stevie Grayson, Calgary, Alberta

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