



**INSIDE EVERY WOMAN**  
Using the 10 Strengths You Didn't  
Know You Had to Get the Career  
and Life You Want Now

**Vickie Milazzo**  
*Inside Every Woman*  
**Q&A**

**1. In your new book, *Inside Every Woman*, you talk about 10 Feminine Forces. Why are they so important?**

Women already possess these forces. And by recognizing their power they are armed with a secret weapon in the business world and daily life. For example, **Agility**. Women handle unexpected change and the demands of family and career gracefully. They're not thrown by getting up at 2:00am in the morning or having 10 things come at them at once, they're used to it – it doesn't upset their day. That flexibility is why female managers are so successful. Another force is **Genius**. The power of a woman's genius is collaboration. I watched a group of male CEOs compete with their homemaker wives at a brain game. The men lost miserably because they failed to collaborate. Yet the women came together immediately. It was natural.

Despite how busy we are, I want to remind women how important it is to connect and collaborate with other women. That connection gives you the power to use your genius at the highest level possible.

**2. You made 5 Promises 70 million dollars ago. What are the 5 Promises and are they really that powerful?**

My first career was as a hospital nurse. I thought I had discovered my passion – making a difference in people's lives. But within six years I was becoming like every other burned out nurse and didn't like what I was seeing. I knew there was a different destiny for me. But I was going to have to make it happen.

For anybody who wants to make a change it starts with *5 Promises*. The *5 Promises* I developed took me from being that hospital nurse to owner of a consulting business to the creation of a new industry – legal nurse consulting and a \$14-million company. I've been recognized as *Inc.* Top 10 Entrepreneur. All this from a woman with no business education.

These promises are so powerful I still make them every day. They're like a Board of Directors guiding me through every decision I make. Which brings me to the first of the *5 Promises* – to *live and work a passionate life*. I still make that promise to myself every day.

**3. In your book you suggest that any woman can become the CEO of her life. How is that possible?**

Actually women are already CEOs. From managing finance to entertainment and even “janitorial detail,” women have been running their family company for decades and getting little credit. What’s that if not a business? I’m talking to everyone out there, those of you at home and those of you on your way to work. It’s time to start acting like a CEO and take charge of the rest of YOUR life. If you don’t you’re going to wake up 20 years from now feeling like your life has taken a back seat.

CEOs expect a payoff for every business venture. When women take on new ventures or choose how to spend their time, they should act like a CEO, and ask “*What’s the payoff?*” Is it monetary? Is it good for my spirit? Is it good for my career? Is it good for my life? Is there a bigger payoff available to me if I say no to this opportunity? The profit need not be in cash but there needs to be a payoff for what you say yes to.

**4. How does today’s woman juggle family demands and society’s expectations and still have a satisfying career?**

That’s the million dollar question. My motto is women CAN do anything – NOT women SHOULD do everything. This is the greatest dilemma we’re facing. Women need to set their own expectations for what they want to accomplish, stop being commitment queens and shed the guilt.

If you want a career and a happy family life you’re going to have to learn to say NO to this committee, that committee, people who drain you. You may have to say NO to your school fundraiser and any other cause that comes along that distracts from your goal. And this is a tough one. You’ll have to say no to your husband and kids. You’ll have to say NO to doing all the laundry, all the housework, all the carpooling. Everyone will benefit – especially your husband since you’ll be a much happier person when you crawl into bed at night.

By just saying NO, you’ll own your time, amazed at how much is available to devote to your passions. There is a new freedom to achieve your goals, not everyone else’s. The YES is for your priorities. Only say YES when it works within the balance of your career, family and personal expectations. Don’t say YES by default.

**5. Women often give up on their personal goals when they experience a major setback – illness, financial problems, divorce. How can they overcome that setback to find a way to success?**

I've mentored women with every one of the setbacks you mention. They succeeded despite those obstacles by remembering and focusing on the strengths they still had. The key is renewing your life plan, recommitting to realistic strategies and taking action every day. Nothing neutralizes the pain of a setback better than action. You should make your own decisions and shrug off all restrictions, including any bad advice from well meaning friends and family. Your goals may need to be slightly altered based on new challenges, but should be no less audacious than those of any other woman.

**6. You've trained and mentored thousands of women. What are the most important factors in determining whether they succeed or fail?**

Many think success is determined by IQ, experience or luck. Not true. This is where the second promise is so important. *Go for it or reject it outright*. The people who succeed are the people who go for it and take action every day with no guarantee of success. The people who fail give up too early. They're more focused on the success or the money than the work. The success and money will come. But you have to make sure you're still in business to cash the check.

Here's the secret. Really successful people don't determine success by dollars. They judge it by the life they're creating for themselves.

Which leads me to the third promise – *take one action step a day* toward your passionate vision. Do something every day. The first 30 days – it doesn't really matter what you do. After the first 30 days, be vigilant about what actions are giving you the results you want. Impactful action.

I started mentoring a woman who was in her 14th month of business and about to give up because she didn't see the income she wanted. In month 15, her business grossed \$16,000. What if she had quit before she called me?

**7. For every person out there, man or woman, who wants to create their own business, whether on the side or entirely new business, what's your advice?**

Point #1 – Know that investing in a business is investing in you. People invest in a house, in a car, in your child's future. When's the last time you invested in you? The time to do so is now.

Point #2 – Treat it like a business not a hobby. Start small with a strategic plan. Success doesn't happen overnight. I speak from experience. I worked and lived in tiny apartment. I lived lean, dinner was often popcorn or tuna. Every morning I got out of bed, unpacked my work onto my kitchen table, and worked there all day. At the end of the day I'd pack it all up and put it away again.

Point #3 – The business will change and you have to change with it. I started as a solo consultant to attorneys. Now I train nurses to become Certified Legal Nurse Consultants<sup>CM</sup>. I have 28 employees and that many subcontractors and vendors. You may start out as a neighborhood business and expand into a national company.

Point #4 – Grow yourself every day and your business will grow too. Become a genuine expert. I started my business solo, *on my own*. I had no back up. Who was I going to learn from? I had to seek out opinions from people in business who would be brutal in their criticism. Continue learning from experts on a daily basis...or better said, ***commit to being a success student for life***. This is one of the most important of the 5 Promises. By really listening to successful mentors and even weighing the messages from your adversaries, valuable lessons are learned.

The same applies for those of you trying to build your careers. You have to ask yourself the same question. Who are you going to learn from? Do you typically hang with your best friends who never disagree with you? Do you eat lunch with the same person every day or sit next to the same person in every meeting? I recommend doing the opposite – get with the people who challenge you by not saying YES to you all the time. The key is keeping your vision vividly in focus and eliminating anything that doesn't serve you in pursuing your passions.

**8. Can you briefly describe your business and how it grew from your home office to an international company?**

Every legal case involving a medical issue has complex records which need to be evaluated by a medical professional. In the past, attorneys hired doctors as consultants at a very high cost. As a nurse with six years of experience, I knew an RN would be as competent in interpreting medical records plus be more cost-effective. My new career as a legal nurse consultant not only gave me financial freedom but allowed me to work from home. When I got my first attorney-client I saw what a difference I could make. I knew I was onto something big. This secret was too good to keep and I had to bring this new profession to nurses across the country. Prior to creating my company, there was no formal training program. I had to learn it the hard way. Through

Vickie Milazzo Institute I have trained more than 14,000 nurses as Certified Legal Nurse Consultants<sup>CM</sup> since I pioneered this industry in 1982.

**9. Within the last 20 years we've identified societal obstacles for women seeking to succeed in certain professions or businesses. Have things really changed?**

The business world is opening for women, but all the obstacles have not magically disappeared. There are still issues of childcare and the glass ceiling. Women must take responsibility for their own future. And over 15 million women have done just that by becoming business owners. For many, their solution was to create their own model for success. But this path is not for every woman. I urge women to decide on a plan and take action every day. And believe you can do it – which is Promise #5, *As a woman I believe I can do anything.*

**10. Why do you think some women put off their personal goals...even for an entire lifetime?**

They're not making themselves a priority and taking the risks to reach their goals. My mom always wanted to travel. The Eiffel Tower, Big Ben, the Sistine Chapel – she planned on traveling the world. Then she met my dad and said, "When we have enough money, we'll travel." Then she had children, and she said, "When the kids are grown and out of the house, we'll travel." Well the kids were finally out of the house, but at age 48 she was diagnosed with breast cancer and died. Her death taught me that the time is now. When I'm afraid to take a risk, I honor her by asking, "What's the worst that can happen?" This has been my mantra for years. All women are worthy of taking a risk and honoring themselves.

**11. Vickie, you propose women should network with and nurture each other, suggesting they form groups that you call Female Fusion<sup>SM</sup>. How does this work?**

First let's take networking out of the equation. It's an overrated term. Female Fusion<sup>SM</sup> is much more than that. In my book, I explain in detail that a Fusion is an organized gathering of a small number of women who challenge and support each other in reaching specific individual goals. Women crave intimate relationships with each other. It's been scientifically proven that such connections are one of the reasons we live longer. The Fusion process I created provides women the safety to discuss risk and rewards. Which leads to the last of the 5 Promises. *Believe that as a woman you really can do*

*anything*. Forget your book club and start your life club. It's Fusion that will help you believe and achieve.

**12. You say to women: be your own number one fan. Why is this so important?**

Announcing your achievements validates the choices people have made on your behalf. The bosses who promoted you want to know they bet on a winner. In working with both men and women, here's my experience: Men overrate themselves and women underrate themselves. Your husband says, "Hey, honey, I washed the dishes." You're thinking, "Big deal, I just had a baby." If you don't announce your achievements, who will? Do it with humility but don't let your accomplishments go unnoticed. When you nail a big project or win an award, let the right people know. When you've kept to your budget or repaired the leaky faucet, make sure your family cheers you on.

**13. So when did you know you made it?**

One evening, crammed in my tiny home office, while I was packing the day's business away, my eye fell on a huge frame on the wall with a million dollar bill that my husband had hung as a surprise. He was celebrating my first million-dollar year in sales. That was the moment it hit me, "I've made it! Why I am packing and unpacking my office on my kitchen table every day?" I can afford office space.