Jean Shaw Interviews

Kim Nesbitt



Hi, it's Jean Shaw here and today I'm talking to Kim Nesbitt, a very nice lady who I met in San Antonio in Texas.

Kim has been in business for herself since high school and has been in direct sales for 30 years, however it's only very recently she's put her business online and it's due, in part, to a book she read in July 2008.

Apparently that began her journey of getting out of debt and it's a path many people would like to take these days. She said she's learned a lot and also made a lot of mistakes. So let's see what advice she has to offer. Hi Kim, how are you?

KIM: I'm great. How are you?

JEAN: I'm fantastic. Thank you. So tell me Kim, where do you live exactly?

KIM: I live in Seattle, Washington.

JEAN: Right. Well, I am what is known as geographically challenged, so where is that as far as America is concerned? Is that the West coast? East coast? Where?

KIM: It's the West coast and it is the upper left-hand of the United States. We're the one that kind of looks like, I don't know, anyway, it's up in the left-hand corner of the United States.

JEAN: Alright. Okay, so at least I know now. So you've been in direct sales for 30 years. What exactly have you done?

KIM: I have. My very first experience, it was kind of funny, I went to a tupperware party, and I was in high school, and at the end of the presentation I decided that I thought I would like to host a party. And so I just went to the consultant and I said "well, how do I do this?", meaning how do I host a tupperware party. And she thought I meant "how do I become a consultant?", and so she just started talking to me as if I was interested in becoming a consultant, and the more she talked, the more I was like "well that sounds

really fun and really interesting" and so I signed up as a consultant before I even hosted my first party.

JEAN: So you couldn't have been very old then?

KIM: No, I had just turned 18.

JEAN: Oh good. And is tupperware still going, because it's that kind of thing that once you get it you never need to buy anymore because it seems to go on and on and on, doesn't it?

KIM: Right. Well, they always came out with new products. Tupperware is still very, very big. I am not in it any longer, but they always had new things that you would buy, new types of storage things, they came out with lunch sets and all kinds of stuff, so they always had new things for people to buy.

JEAN: Oh really? And so, if you're not in tupperware, what did you do after that?

KIM: I started doing Avon, which was a lot of fun. I didn't do a whole lot with it. I didn't get a whole lot of customers, it was more just for friends and for myself, and I did that for just probably a couple of years.

JEAN: And then what happened after that then?

KIM: After that, I went through several of them, never really found one that I clicked with. I've done Princess House, I did Cut Co. which was Cut Co. knives, I did okay with that one. And then I got into Creative Memories, which is a scrapbooking, and I did very, very well with that.

I had one son and I had so many pictures and so it was fun to be able to kind of share that art with other women, and do scrapbook parties on weekends, and all that kind of fun thing. And I did that for several, several years and then I got into Arbonne which I am still doing now, which is healthy skin care, vitamins, makeup, and that has been a lot of fun and I've been very, very successful with that. Like I said, I'm still doing Arbonne now.

JEAN: I think if you really like the product you can immerse yourself in it and be successful. But a lot of people, I think, try things just for the sake of getting in and hopefully earn some money, don't they? And if you don't really click with it, if you don't fully believe in the product, then you can't really make a success, I don't think.

KIM: Right, right. And I think that's why with tupperware I was very successful, I was excited about the product I did, I really enjoyed it. Avon I just kind of did on the side. Knives, I liked them, but I wasn't real passionate about them. I think the passion came around with the scrapbooking and then now with the makeup and the skincare.

JEAN: So all these products and things, presumably they were network marketing and MLM opportunities, were they?

KIM: Yes, they all were.

JEAN: So did that involve lots of hotel meetings and trainings and cold calling and things like that?

KIM: Yes, it was a lot of that type of stuff. Meetings every weekend, and a lot of time going out and inviting people to come to the hotel meetings, and then you would have "oh, I can't come today. Someone is sick" or something happened, so you'd think you'd have one or two people coming with you, and then I would end up going to the meeting by myself because my guests weren't able to make it. I always found that frustrating.

JEAN: I don't really know a lot about network marketing, but I think the recommendation used to be that you'd make a list of all your friends and families and invite them round, and I would have thought that's the easiest way to lose all your friends and families.

KIM: Yes, that is what they always recommend that you do. It's friends and family first and personally, I think friends and family are the hardest to get involved. For me, I did do a lot of different companies and I would even get thinking "How am I going to tell them? I was doing that one, but now I'm going to do this one and see how that goes", and I finally came to the conclusion that I didn't want to do friends and family, because they just seemed like the hardest to get excited for you.

They're the first ones to say "no, why are you going to do that? That's not going to work" and when you're just starting a new business, you don't want people to tell you "no, you're not going to do it" until you build a little confidence.

I would say to the new people to be very careful with which friends and which family you are going to share it with, because you do want to start out with maybe your closest friend, or a sister, a brother, someone that is going to be super, super supportive and not going to tell you not to go after this, because people when they hear that don't go after it. I

don't know why it is, but it always seems easier to believe the hard stuff. People can tell you that you're going to be great, you can have 10 people tell you that and you think "okay, I can do it", and you'll have one person say "that is a dumb idea. Don't do that".

JEAN: I suppose though, for like friends and family, generally, usually they want to protect you and they don't want you to get hurt or make a fool of yourself, do they? So maybe, especially if you decide to do a career move that is completely alien to something that you've ever done before.

You can understand them thinking "oh no, here we go again. She's just going to get hurt and make a fool of herself", so they'd rather stop it in the bud.

KIM: Yeah.

JEAN: But it is hard. I know everybody wants respect and to be encouraged. So I know what you mean. It only takes the smallest thing to make you be filled with self doubt, doesn't it, and think "well, maybe I can't do it after all".

KIM: The support group is so important when you're starting a new endeavor or something that maybe your friends and family aren't familiar with. I think that's where it's important to get with your team that you're building and just be able to talk about all this kind of stuff.

JEAN: So you've only recently got online then, because all these other ones, they were like door-to-door and meetings and things. So how did that come about?

KIM: I was taking a procrastination cure class. I know, it sounds very funny, but it was a class that was designed to help Arbonne consultants to get over the fear of picking up the phone to make those phone calls, because it's very scary.

The class was phenomenal and, in fact, one of my dreams that I want to do is put together a program for people to get over procrastination, and get over being overwhelmed, because for me I know when I get overwhelmed I just stop everything. And in this course we learned how to work through your fear, or your overwhelmed feelings, to work through that and get it done.

The coach that I took that with, her name is Wendy Hart, introduced a group of us to internet marketing. We did a class with Michael Cheney, and when we signed up with Michael Cheney to do his program. We were introduced to GVO as our hosting company.

There were 12 of us that took the entire course and I believe I am the only one, maybe there was one other that, I'm definitely the one who has gone the farthest, after the Golden Thread had ended. Most dropped out before, or right after, the golden threat ended they stopped and I just kept going. I just got hooked on it.

It was funny, I was excited. My husband is an engineer and he works with computers all day, and I'm always like "ugh, computers. They're so boring. Why would you ever do anything with them?", and then I took this crazy class which was so interesting and I learned so much, and I totally just got hooked. I love it!

JEAN: Michael Cheney is very funny though, isn't he? His magic red pen, he always used to have that on everything. So, are you kind of technically minded then, as well?

KIM: Well, I am learning the technical. I will watch a video again, and again, and again until I get it. I do what they suggest. You have the video play on the left half screen, and what you're working, on the right half of the screen, and you play the video until it says "do this", I would pause the video. Then I would go to the right side of my screen and do that one tiny little step, and

then I would go back to the video and do that tiny little step. I just went back and forth, back and forth.

The next time I had to do something again, I couldn't remember what I did, so I'd go back to the video and I'd watch the video and do it again. Each time I did that I would learn that process.

JEAN: So do you write things down? I mean, as you're watching the video, you could write them down so you've got a system, so instead of having to keep watching the video you could just refer to your notes, couldn't you?

KIM: Yeah. I am so visual that I'll take notes. But even when I'm looking at my notes I like to have that video to watch and just see it again and go through it again.

JEAN: I think most people are visual learners actually. I mean it's nice to have all different formats, isn't it? The word and videos as well.

KIM: Right.

JEAN: So you've got two teenage sons, haven't you? Do they help you at all?

KIM: They do in fact. It was funny. I mean, they don't help a whole lot, but if I ask them questions a lot of times they'll answer it. I was doing something, well I was trying to set up a website for someone, I could not figure out how to save this one little thing.

And my 14 year old was sitting next to me and I had finally, after working on it for 3 days trying to figure out how to do this, asked him "how in the world do I do this? How do I save this?" and he goes "Oh, just go right up here and you just save" and I'm like "are you kidding?". I had looked for 3 days trying to figure out how to save that, and then he knew immediately how to do it, and we've had a good laugh about that.

JEAN: That's the thing about teenagers, or even younger children. They're sort of born with mobile phones and computers so they know so much, don't they? And yet, you just don't think to ask them.

KIM: I know! It was like I should have asked him 3 days ago.

JEAN: It's wonderful he's able to help. Normally if you ask a teenager, they're sort of in a different world, and they sort of roll their eyes to the sky, don't they, and go "Aah".

KIM: He said "are you kidding? You've looked for 3 days for that?!" and I'm like "yeah, just don't say anything".

JEAN: So, apart from your procrastination course, you also did visual performing arts, didn't you? What's that all about?

KIM: Well, I went to college at Northern Illinois University and I was going to be a speech teacher, and then I went in to see the councilor and he said "oh no, you can't be a speech teacher. You're much too small. The kids will never respect you and you'll not be a good teacher because they won't respect you" and I was crushed. I just thought "wow. Okay, so..."

JEAN: Sorry. Excuse me. When you say "speech teacher" do you mean like a speech therapist or what?

KIM: Like high school kids...how to give speeches.

JEAN: Oh, I see.

KIM: So, I wanted to be a teacher in a high school and help kids get over their fear of speaking, and learn how to give a good presentation, and all of that type of thing. And then the councilor said that, and while I was starting down that path I had to take some theater classes.

It was all part of the communications degree that I was going to be getting, and I just loved the theater, and drama classes, and there was lighting and costumes and acting, and I thought "well, if I can't be a speech teacher then I'm going to go into visual and performing arts" and that's kind of how that came about.

JEAN: So have you ever been in the amateur dramatics and things like that?

KIM: I did a lot of drama in our church and I did one play where we actually travelled around and did a show in different communities. But I always laugh because I think I use my degree every day, even though I'm not really in the field and I'm not paid for that.

They taught us body language, how to read body language, how to mirror people so that when you're talking with them they can feel comfortable and you can feel more comfortable, and the improve, how to kind of think on your feet. So I feel like I got a great training, especially for doing the direct sales, and even in the online world. It's been very, very helpful.

JEAN: So in the online world, I know that you create videos and you come off as very natural in front of the video camera. But you just mentioned about mirroring people. Well, obviously you can't see your customer, or your client, or your viewer, so how do you decide how you're going to promote yourself when you can't see the audience?

KIM: Well, one of the things with body language is that you want to keep yourself open. You don't want to stand with crossed arms, or sit with crossed arms, because that appears as though you're very closed off. So when you're on video, it would be to try and keep your arms more open and not have your legs, maybe, crossed so tightly that you're appearing very closed off.

JEAN: So do you do all your marketing then via video? Or do you write copy? Do you write articles and things like that?

KIM: Yeah, I'm doing online. I'm writing copy, and I'm also still phoning people to see if they're interested in the services I have. I think a misconception that people have is they think once they go online they'll never have to talk to anyone again. For me, I just don't see that happening. I think that marketing is still very much about relationships and it's very much about people.

Joel says all the time that people do business with people. They don't do it with a company and they don't do it with a brand. They do it with people that they know, like, and trust. So it's creating those relationships, so you want to know people, and not get to know them so you can make money off of them, that's not at all what I'm about. I want to get to know people and see if there is truly something I can help them with.

JEAN: So when you say you phone people, do you do it through Skype, or do you do landphone, or how do you communicate with them? Do you have your web conference room open?

KIM: Yeah, I do actually all of those things. I call them on the phone, or talk to them in person. Call them on Skype, and then the video conference too, so that I can invite people in and say I'm going to be talking about this topic, on facebook even, and say "I'm going to be talking about one of my passions which is helping people get out of debt" and so I've said "come talk to me about debt" and have had some people show up and that's been a lot of fun talking with them to try to help them to get out of debt.

JEAN: And do you have your conference open at specific hours or is it just if you're there?

KIM: It's just if I'm there right now. That's something I want to do, where I'll have a set time that I would be there. I would like to get a group of people together. I guess try a pilot program to see what's going to work and what didn't work.

JEAN: So what have you found has been the most difficult thing for you being online? Is it the fact that it was such a learning curve? Or is it all the different information, you know, information overload? Or what?

KIM: Yeah, I think there is definitely a huge learning curve that takes place. When I first started, I felt like I was attending university college classes, and they were all in French, because I didn't know what was a URL, what was HTML.

I didn't even know what they were talking about. What's a domain name? And so there's all these new words to learn, and then as I would go to learn something, you'd find something else that you had to learn or that you thought you had to learn. I think that's where the GVO Academy has helped so much because it gives you direction, and they've got some of the step-by-step pieces you need to take in order to get yourself online.

JEAN: Yeah, and I think another good thing about the GVO Academy is that they do make you realize that yes, there is a lot to learn, but you don't have to learn it all at once and that as long as you persevere, you will get there in the end.

I think there's a lot of misconception on the internet, especially for people that are just beginning that you just have to put your website up, learn one thing, and you'll be an instant success at it overnight, which isn't what happens at all. It generally takes a long time. Or, that you have to do absolutely everything.

You have to Twitter, you have to do Facebook, you have to submit articles, you have to create videos, press releases, the whole lot. And obviously, the more that you can put into the mix, the better, but you really do not have to do everything. And I think it takes people to actually say "look, it's okay. You don't have to do that", but if you don't feel comfortable doing that bit, it's okay. Try something else. Do you think?

KIM: I agree, yeah. It's definitely like putting blinders on and it's doing the list the night before. What am I going to work on tomorrow? Because I'll sit down with my list and I'll get online and I'll go look at something, and all of a sudden I'm down this wrong path. But when I look back to my list, I'm like "okay, that is not on my list today.

I can do that later, but today I've got to do these things", maybe a blog post with a video, and the first time you do a blog post and a video, it's going to take some time, and they get easier and easier, but what people don't see is sometimes you do four or five takes to get one you're like "okay, I can put that one online". And one of my secrets with my videos, I don't like to watch myself on video, so I will do it, I'll watch it once, edit it, make sure that it's okay, and then I try to not ever watch it again.

JEAN: But you always come across as very, very natural so you obviously either do some good editing, or you're just a natural anyway. I absolutely hate being in front of the video. I just hate it.

KIM: Many people I know, they do it because they have to, but they don't really like it. And that's where if I don't have to watch it again, I'm quite happy.

JEAN: But I think possibly your visual performing arts could have helped there, because you were used to being on stage, although really, everybody's on stage, aren't they, even if they're not actually?

KIM: If you get out and you go to, if you take your kids to school or something, you're out and about, you can do video. If you're presentable enough to go to the grocery store you can do a video. People are nice. They're not trying to be mean to people, so if someone is out and they're trying then that's good.

JEAN: But talking of people not being mean, you recently created a video talking, very excitedly and very openly, about getting your first client, a

hosting client, for local business. And clearly there must have been some snide remarks because Mark, one of the GVO trainers, kind of defended your honor in one of the webinars, so how did you feel about that?

KIM: I was shocked when he said that. I was like "wow, really?". I had no idea that anyone had said anything, because obviously they sent an email to him. Mark had never said anything to me about it and on so many levels I can understand it. I think that people struggle, and when they don't get it they want to...I don't know if they thought someone was helping her, or doing it. How can she do it and I can't do it?

I don't know. I don't think like that so I don't really know what they're thinking when they said that. I realize as you get going and you start to get more recognition, that you have to have a little bit thicker skin.

JEAN: It just seems that some people want it to happen for them without putting in the work, but you clearly put work, the hours of learning how to do things, and then trying to help others.

KIM: And I decided a long time ago that I was not going to quit until I made this work. And I think partly that comes from that I've done so many multilevel companies, and they are hard. People tell you when you get in that you're going to make \$30,000 a month. Well, you will, but you have to really, really, really work to get that. It doesn't happen overnight. And that is the piece that people don't get.

JEAN: I think many people fail because, exactly that, they don't get immediate success and they give up too easily, don't they? And they're jealous of the people that do persevere and make it.

KIM: Which, in fact, instead if they would just reach out to those people, those people would help them, and that would be a better use of time. You know, to reach out and say "how did you do this? What did you do?"

JEAN: But some people can accept information from different people in a different way. I know myself, I've often heard the same message spoken by lots of different people, but I only resonated with a few of them. The others it just sort of went way over my head, or I just didn't get it, and then somebody says exactly the same thing it all seems to make sense somehow.

KIM: And there's big saying that when the student is ready, the teacher will appear.

JEAN: Yes, I've heard that many, many times. It's true, I think. I think it is true. When you've got your mind open and you're ready, then you will make it. You will.

KIM: And I've spent hours on Google. If I can't figure something out by watching the video, then I go to Google and I will type in "how do I..." whatever my question is, and I will search on Google and look for a different way of hearing the same information, just exactly like you just said.

JEAN: And do you go to youtube then, as a visual learner, because that's a very good place as a browser as a search engine, isn't it?

KIM: Because a lot of times they have those same type of videos that are watch it, stop it, do it, watch it, stop it, do it.

JEAN: Exactly. So going back to helping people get out of debt. What was the book that changed your life?

KIM: It was a book called The Total Money Makeover by: Dave Ramsey.

JEAN: I read somewhere that it made you laugh, so was it very amusing, or something? A true story or what?

KIM: True story. Dave Ramsey actually went bankrupt twice. He became a millionaire and went bankrupt, lost everything twice, and so he vowed never, ever, ever to go back into debt. It's the story of how he and his wife Sharon got out of debt.

It's easy to read. I read it in a weekend, and then on the way home from a camping trip I read it to my husband out loud, it was a ten hour car ride and I read the whole thing to him on the way home and we just started doing that. It was two years ago.

JEAN: So have you got some quick tips for everybody then?

KIM: Well, he has baby steps that he does. The first step is to save \$1000 for an emergency. Then you do what's called the debt snowball, and you knock out the smallest debt first, making minimum payments on every other debt, and then once that smallest debt is gone you take whatever payment you were making to that one and you put it on the next smallest debt. And you just work your way out, and it's painful and it takes time, but it has changed our lives.

JEAN: It certainly makes sense to do it that way, doesn't it?

KIM: Yeah.

JEAN: Because it's like everything else. I suppose if you've got a multitude of debt where everywhere you look you've got debt, debt, debt, it can sometimes feel like what's the point? I may just as well get into more debt because I've dug a hole so deep I'm not going to get out of it anyways.

KIM: Yeah, and people call him, he has a radio show here in the United States. He has people call him all the time and say they're going to file bankruptcy, and he'll go through the numbers with him, and he's like "you're not bankrupt. You can work through this". Very, very rarely does he ever tell someone "yeah, you need to file bankruptcy", because he can usually work through with them a plan that would get them out.

JEAN: Well that's great. I do hope you do that kind of class then, because I'm sure you'll have a lot of viewers listening in. So, let me see, I know that

you are keen on Susan Boyle and Oprah Winfrey. They are very motivational people and they always seem to have the same attitude in as much as they don't give up easily in the face of adversity, which seems to me that you're following along their paths actually. So, is there anyone else that inspires you?

KIM: Gosh, there's so many people really that inspire me. Right now all their names have left me. Of course, the How To Win Friends And Influence People by Dale Carneggie is so good. Another book that I really like is Dare To Dream And Work To Win by Dr. Tom Barrett.

JEAN: That sounds inspiring. You went to see Marshall Silver, didn't you? How did you get on with that? Was that a turning point in your life as well?

KIM: Absolutely. That was huge. Yeah, it really was. So many people from GVO went, and that was the first time that I had met any of the GVO people in person and that was really, really cool.

JEAN: So did your husband go as well?

KIM: He did not go. He did not go. In fact I got to meet you, and talk to you for a little bit too, which was very fun.

JEAN: Not in Las Vegas?

KIM: That's right. That was...

JEAN: This was in San Antonio? Yeah. When the Las Vegas one was on I was in hospital because I'd been to a workshop in Las Vegas earlier, actually with Alex Jeffreys.

I don't know if you're familiar with him, but he's quite a big internet marketer. And on the way back, in London when I was going up the escalator at King's Cross, the suitcase that I was holding slipped and I did a backward flip down the escalator and hit my head also. So actually when the Marshall Silver thing was on I was in hospital being checked out. But I'm okay now, she says.

KIM: Good. I think my husband did go with me to Las Vegas.

JEAN: Oh right.

KIM: Yeah, he was there. I got my trips confused, but yeah, he went and that was fun because we got to spend a weekend together and I was still able to attend the seminar and stuff during the day.

JEAN: Was the weather nice in Las Vegas when you went?

KIM: It was okay. It wasn't super warm, but it was nice.

JEAN: When we went for the workshop that I went to with Alex Jeffreys, they had more rain in the week that we were there than for the entire year. So in one way it wasn't really a very successful trip, but it was a nice experience

and I did meet some lovely people and learned a lot, so that was good. So where are you going from now then, Kim? What is your next step, do you think?

KIM: Well, the next step is to get my new client's website completely up and to start sharing with people what I have learned, the steps I have taken to get to where I'm at now.

JEAN: You said that you live in Seattle, but your client is in Florida. Is that right?

KIM: Right.

JEAN: And that definitely isn't close to you.

KIM: That's not close, but I love to talk on the phone, and we needed some insurance in Florida and so I called him on the phone and we started talking. I went to his website to check it out and he didn't have one. I got one of those 404 errors. And so after we finished talking about the insurance, I just said to him, "oh, now what's going on with your website?" and he said that he wasn't happy with his website, so he had taken it down.

Then all I said was "oh, well maybe I could help you with that because that's what I do" and from that we got talking and he said that would be great. And I said "well, let me put something up and see if it's something that you would even like" and when I showed it to him he liked it. And he's going to host with me now.

It's been very cool, very exciting, and I told him. I said "you know what? I'm brand new at this, I'll do everything I can, and we'll work together" and he was excited and I was excited. Again, I am still learning. I think with the internet you're going to always be learning because things are always changing.

JEAN: That is absolutely amazing. I obviously live in England, so why would you want insurance in Florida? Why couldn't you just get it from a local insurance person?

KIM: We have a condo down in Florida.

JEAN: Oh, I see.

KIM: Yeah, so we need to have insurance on it, and you have to get your insurance in the state. Well, so I went to Dave Ramsey's site, and he has what's called "indoor local providers" who are people that he trusts, and I trust Dave Ramsey, so when I looked up ELP for Florida, they got me back and said that's who it was.

JEAN: So you see, when you read that book in 2008, that was the beginning of this new venture really, wasn't it? Because if you hadn't read that book, you wouldn't have gotten in touch with Dave Ramsey, so you wouldn't have gone

on his site, so you wouldn't have found this insurance man who needed a website.

KIM: Exactly.

JEAN: I always believe that things happen for a reason, don't you?

KIM: I do, yeah.

JEAN: Anyways, it's been lovely chatting to you Kim, but I'll let you go now. So thank you very much for sharing a few of your thoughts. How can people find you?

KIM: They can go to my website which is KimNesbitt.com.

JEAN: And will they be able to see your facial expressions to see if they can guess your body language?

KIM: Yep.

JEAN: That's good. Tell me, do you use it on your husband and son? Not actually use it, but when they say something, do you look at them and think "oh yes, you're..." whatever?

KIM: No. I don't think I do with my family. And it's not something that's even in the forefront of my mind. It's not like I'm trying to manipulate people, or anything like that, but if you're in a situation where people, like you can feel when people are pulling away from you, just understanding what you're doing that's making them uncomfortable and what I can do to make them more comfortable. It's that kind of a thing, but I don't know. I'd have to think about that, whether I use it on my family or not.

JEAN: You perhaps do it subconsciously, but then again they might know that you're doing it, so they might be mirroring you as well. Anyway, thanks again, Kim. It's been great talking to you and no doubt we'll see your happy smiling face in a few more videos.

KIM: Well thank you so much.

JEAN: You take care. Bye.

Note From Jean – Kim is now one of the instructors with **GVO**



Kim Meshitt





Read my book - also available on Kindle and Amazon

