

November 24, 1998

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Woman's World

THE WOMAN'S WORLD

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CAROL'S HAPPILY-EVER-AFTER STORY

She offered a sick friend her kidney—but he ended up winning her heart... and her hand!



Cynthia quit her job and then

She made a MILLION DOLLARS!

Learn how you can Turn \$100 into \$200,000 in your spare time!

WW reader Cynthia McKay of Denver, CO



Make-ahead HOLIDAY DESSERTS



million om home!

Cynthia McKay was working long, dreary days in an office building when a package arrived that got her thinking. That same day, she quit her job—and got started making a fortune. And all across the country, Cynthia and other women like the ones on these pages—Marilyn, Dawn and Kerren—are proving that you can turn a little cash into hundreds of thousands of dollars or more! Here's how

Fields had started her million-dollar Mrs. Field's Cookies by giving out samples on the street. Soon, Cynthia was waiting for the elevator in one of the office buildings downtown. "After you," a dapperly dressed man motioned to her as the two stepped through the doors. "Nice basket," he said. "Who made it?"

Cynthia smiled. For hours, she carried an elegant basket of delicacies and rode that elevator in the Denver high-rise. "Here's my card," she smiled to everyone.

And in the weeks that followed, when Paul came home, he could barely wade through the baskets-in-progress. And the house was crowded with friends Cynthia had hired to help deliver baskets. But there was one basket she wanted

to deliver herself—full of Twizzlers, chips and salsa, balloons and a card that said: *Thank you for your faith. I love you.*

"I love you too," Paul said with a hug. "You did it."

She sure did. With advertising, referrals, repeat business—and holidays especially!—Le Gourmet's annual profit grew from a few thousand dollars to a few hundred thousand dollars! And six years later, Cynthia expects to make more than a million dollars this year! She ships anywhere in the world. And with a client list that includes corporations like Coors, Boston Market and Hilton Hotels, she's been able to expand her staff and move operations to a new company headquarters in a splendid old Victorian house.

And there she sits at her desk, reviewing the sales from her 219 franchises while in the background, soft music plays. She reaches for the phone to call Paul.

"What do you want for dinner, honey?" she asks as Keeana sleeps peacefully at her feet. She can't help but smile. Life is so good.

"You can play it safe and be unhappy . . . or take a chance," Cynthia says. "But if you want something badly enough, you can make it happen."

—Diana Mignatti

get-rich tips

6 If you don't have enough room at home for a work area, keep at least one room that's business-free so you can escape and relax.

7 Most people will know you first as a voice on the phone. Tape record yourself. Practice speaking pleasantly.

8 Write everything down! The downfall of a lot of businesses is poor organization.

9 Ask for feedback from customers to fine-tune your business. They'll be appreciative that you cared, and they'll give you their business again.

10 As the saying goes, Do what you love; the money will follow.

amazement, most people placed orders! Through word of mouth, people who heard about Dawn

asked her to give presentations in their homes. By the end of her first year, she was giving two presentations a week—and making \$100 to \$150 a night.

"I'll take it!" she beamed as she picked out adorable outfits for the kids.

"Do you think I could do this too?" customers

began to ask. Soon Dawn was training others and reaping the rewards of her hard work!

Dawn's best success tips

- "Say only positive things to yourself," Dawn says. "Customers will pick up on it and want to buy from you."
- "Make time in your schedule for yourself," Dawn says. "You'll get lots more done if you're rested."
- "Imagine what your life will be like six, 12 or 18 months from now," Dawn says. "That will keep you from getting discouraged."

Seven years later, this mom who just wanted to earn pocket money earns over \$230,000 a year working at home. Leafing through her family's albums, she's all smiles. "It feels great knowing what I do helps others preserve their memories while making a good life for my family," she says.

