

Message in a Bottle:
Managing Your Mood So You Can Manage Your Business



October 2014

**"Managing Your Mood So
You Can Manage Your Business."**

Kelly McCausey

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Kelly: Hey there. Welcome back to another Message in a Bottle from [Beachpreneurs](#). You're here with Kelly McCausey. I'm flying solo in this month's message. This is a topic that I care deeply about because it had a very strong impact on my life. We're talking about managing your mood. Another title could be, being in control of your state. These sound like very woo-woo terms for a down-to-earth business coach like me. Don't worry, this is not going to get woo-woo. I am not a life coach. I'm picking up some of the jargon. For me, this message is about 100% what you're putting out there in your business.

When I'm working with a client, I try to find out as quickly as possible, "What is it that you want other people to know about you? What do you want them to do about it? Have you provided a clear path so that they can take that action?" For me as an online solopreneur, this is 90% accomplished through content marketing. That's how we're found on the web, through some item of content. That's how we express ourselves. That's how we let people know our areas of expertise. That's how we tell people what we can do for them, how to take advantage of that and how to put offers out there.

We're present on the internet as human beings, as solopreneurs, as business owners, as women, as mothers, as sisters, as service providers, as coaches, as consultants. If we go back pre-2007 when Twitter first hit my community, you could have a private life that was almost invisible. You could purely present yourself as an entrepreneur. There was very little reason for anyone to ever question what it is that you were presenting to the world.

From 2007 to today, our lines have disappeared. Our worlds have come crashing together. In social media, we're operating as individual humans. I'm tweeting, Facebooking and pinning things that I care about personally as well as those things that I care about in my business. On any given day across social media, I might have pinned some really cute fingernail design and a recipe. I may have Facebooked a funny video that made me laugh or a sad video that made me cry.

I may have shared something that frustrated me that day in the comings and goings of life and promoted a blog post, a recent podcast and reminded everyone about a deadline on an offer. All of those messages are happening. Like I said, the line is gone. It's not even that the line is blurred. It doesn't exist anymore. Kelly McCausey is one whole person on the internet. There is nothing of me that's hidden. Well, that's not true. There are some things that I choose never to put on the internet, of course.

Because of this, because we're not hiding behind professional personas anymore, because social media has so removed the lines, we have friends who are business clients and clients who are friends. We have family. We have these deep relationships that cross all these websites. They're following us everywhere. They're aware of everything. Can you control what people see? Yes.

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You could become a master at the art of social media permissions. You could make sure that your “I’ve had a bad day” posts are only seen by family members and your promotional deadline posts are only seen by business acquaintances. That takes time, effort and experience. There aren’t very many people I know who are operating like that. Most people are one whole person present across the entire web.

It creates some issues when it comes to our topic today, managing your mood and being in control of your state. Maybe you wake up and you’re having a bad day. You decide, “I should share this.” Maybe you tweet, “I got up on the wrong side of the bed.” You Facebook post, “I could kill that dog today.” You Pinterest a picture of what the dog did. You Google+ a little mean-spirited meme because it fits your mood today. It’s a little dog shaming meme.

Then you get your cup of coffee and your mood improves slightly. You post, “Yay for coffee saving my life today.” Somewhere around lunchtime, you decide, “I have that project I promised to give some social buzz to today.” Now you run back across all of your posts saying, “Hey, don’t forget about this project. We’re so excited about it. I can’t wait to help you with this.” There is a problem, isn’t there? The person who woke up and cursed the dog has now come back two hours later saying, “Hey, spend some money with me.”

I know that this topic frustrates some people. We’re not just going to talk about social media behavior. That’s not even the point of this. It’s just part of it. I know because I’ve had these discussions with friends. You confront someone about how incongruent it is to take your bad mood out on the world through social media and then expect them to trust you and think you have it all together. That’s a bit much to ask. You can’t be surprised if you’ve whined and complained through the first few hours of your day. It’s kind of hard to take you seriously when you come back later and say, “Hey, I want to help you get control of your business.” There is a disconnect. It doesn’t fit. The picture is not fitting together.

I’ve confronted people before about this and asked them how they think people see them. The instant reaction, in some cases, has been, “That’s it. I just won’t use social media anymore. If I can’t be real, I’m just not going to use social media anymore.” That’s not a great way of looking at it. Let me ask you this. Is having no filter what being real is? Is there any situation in your life where you should feel free to be filter-less at all moments? No, of course not.

We learn filters from a very young age. People tell me, “I just don’t like having to think about when it’s okay to say this or that. The heck with it. I just won’t say anything.” I think that’s such utter baloney. We take three and four year-olds and put them into Pre-K. Within a day or two, they learn how to raise their hand when they have something to say. They learn how to stand in line when the group is going somewhere. They learn

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what it means to be patient and wait your turn. We pick up situational behavior fast as children. As adults, are we really saying that we can't pick up the idea that there are situational behavior patterns that we can adopt to serve our business goals? Of course we can do it. Of course we should do it, in my opinion.

There are people out there who live without filters and find their flavor of success. Who is to question that? It's the culture that they desire to create. I'm big on creating your own culture. If your culture is a daily snark about your pet and everyone loves that about you and it doesn't hurt your business, yay for you.

Let's move away from social media a little bit. I want to plant that little seed for you. The topic is managing your mood and being in control of your state. Again, these are woo-woo words. When I say "being in control of your state," I'm talking about when you're struggling with something, when something is going on in your world, how well do you manage your emotions and what other people experience of you?

Let's put something specific into the picture here. Let's say that you're in pain. You have a terrible headache, a bad back or arthritic knees. You have pain that you're dealing with. It's chronic. It's not fully managed and it's on your mind constantly. How well do you manage your emotions around that and what other people experience of you? Some emotions around pain are feeling frustrated, a little hopeless, overwhelmed and challenged. What are other people experiencing of you?

Does every person that comes into contact with you know about your pain fast? Are you wearing the pain on your face? I'm going to suggest that we're talking about pain that can be managed. If you're walking around with a broken leg, you can't pretend that's not happening. If you have chronic pain that you've been dealing with, you've probably learn to at least control the look on your face so that people don't know how much pain you're in.

When someone runs into you in the grocery store, is it immediately obvious? They might say, "You're in pain. What's going on?" Are you able to control your state in that period of time? Are you able to control your emotions and what other people see of you? Are you able to greet them pleasantly, inquire about their lives and when they ask you how you're doing, not bring up the pain?

Are you able to cope and have a complete social exchange without the other person knowing about your problem? If you can do that, you can control your state. If you think of your state as what people are experiencing of you, that helps you to understand what I'm talking about.

What if it's not pain? What if it's relationship trouble? What if you've just had a terrible fight with your best friend? You don't know if you're ever going to speak again. You're so

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worried about it. You have a webinar to do. How well are you equipped to manage your mood and be in control of your state? Can you mentally deal with it? Can you put up a little partition and say, “I have to do this webinar. My webinar guests are what’s really important right now. I’m going to put aside my personal issues and not let people experience that from me right now?”

Are you able to do that webinar and no one would have a clue that you have some serious angst going on in your personal life? If you can say yes then you’re someone who is in control of your state. Are you the person who shows up sniffing, wiping their eyes and saying, “I’m so sorry guys. I’m going to get a grip. I promise?” I’m picking on myself here because I know for a fact that I’ve done that. I’m not picking on anyone else. If you have to carry your angst with you and get a bunch of acknowledgement for it before you begin to get a grip, you’re not really in control of your state.

Here is another example. Money trouble. This is personal for me. I know a lot about what it is to have money trouble in my past, being poor, broke, single, no credit, debt up to the eyeballs and feeling really hopeless. I remember literally wearing that on my face every minute of every day. It didn’t matter what was going on. It didn’t matter what anyone else talked about. I could bring it back around to, “It must be nice. I wish I could. I would do that if...” I was constantly whiny and feeling sorry for myself. I had no control of my state. I did not manage my mood. It was so heavy on my mind every minute.

Here is what’s interesting. When I think back to that version of me, I can’t even understand her. I’m so capable of managing my mood today. I think, “What did I hope to gain in any one of those situations by being such a whiny baby everywhere I went?” I couldn’t be happy for anyone. I can’t say that I had a huge jealousy problem but I definitely had a “feeling sorry for myself” problem. I just wore it like a big, old cloak on my body, bringing everyone else around me down.

It didn’t even occur to me then that I could control my mood. It really took some amazingly patient and loving people to consistently put a mirror up to me and let me see what a pain in the butt I was. I had a friend, another single mother who was older than me. Her kids were older. I complained about money all the time. I whined about debt. One day after I had been complaining non-stop for two or three hours at work, it occurred to me that she was never complaining back.

She never said anything about her life being bad. I knew her life was bad. I knew she had just as many money troubles as me. I brought it up to her. The tactful person that I am, I said, “Your life sucks, too. Why aren’t you complaining?” She smiled and said, “I thought you’d never ask. You know what? Troubles I got. But I don’t have to talk about them. I don’t have to carry them with me. I don’t have to share them. They’re there, but I choose not to focus on them.”

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She also went on to say that she put her trust in God. She knew he had her back and he had a plan to get her out of these troubles. I listened to what she said. I thought, “What a crazy attitude!” But what she said worked on me for days and weeks after that until I started to ask her, “How do you do it? How do you not worry about it?” She taught me a lot. She taught me some things about prayer, patience and shutting your mouth and not complaining and whining all the time.

She was the first person to really plant the seed in me that you don't have to walk around wearing your problems for the whole world to see. You can have rough things going on and still be a cheerful person. You could think about the other person for a minute, which was something I wasn't very good at. For me, it was money trouble. For many years, it was pain. For many years, it was relationships. There is always something. Almost every person you meet, if you get to know them and see behind the curtain, there is a lot more going on than you would realize.

At our recent [Beachpreneurs Lifestyle Conference](#), a long-time internet acquaintance was at attendance named Marya. Marya is dealing with something called dystonia. I'm not extremely familiar with it but I know that it's uncomfortable and at times downright painful. She sat through our live event in pain. With dystonia, there are muscle spasms. There is a lot of motion going on in her body all the time. You were very aware that she was dealing with something. It's not just motion, it's pain.

She was there a whole day before it occurred to me that she was in pain. Yet, every time I looked at her, she smiled at me. Even though she was certainly in more pain than anyone in the room, you would never guess it. She is someone who definitely knows how to be in control of her state. I have such admiration for her. I know myself. I know what a wimp I am about pain and how whiny I could be. I just don't think I could have done that. I don't think I could have sat in a conference room for three days in pain and not emote it on everyone around me. I so admire her.

Now you see what I mean. This isn't just about social media. This is about the very idea that you can manage your mood. You can be in control of your state. You can be dealing with something and not casting it out all over everyone around you. I so admire it. Sometimes my eyes are opened to someone who is masterful at this.

For example, there is someone who is always upbeat, positive and encouraging me, always lifting me up. I found out that she had a very difficult home life. Probably every single day that she was reaching out and blessing me, she was personally feeling pretty bad. When I realized it, I wanted to crumble into a soggy pile of Kleenex and cry about it to think that, in the midst of what she had to deal with, she kept thinking about me. This is someone who knows how to manage their mood.

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They're in control of their state. They know a secret power tool. That is to find a way to be of service to someone else. Whatever you have going on, if it is overwhelming you and you're having a hard time not talking about it, not wearing it on your sleeve, the best way to get it out of your head is to find a way to be of service to someone else. Put your crap up on a shelf and focus on someone else's needs. You will be amazed at what a coping tool it is for you.

I was making up some little characters. I'm going to introduce you to five characters that I've thought up tonight. I want you to keep thinking of other characters. Maybe it's a character of yourself or some way that you've behaved and affected others. There is the wet rag. This is the person who leaves everyone wanting to get the heck away. No one wants to be brushed up against by a wet rag. This is someone who says, "Woe is me. Everything is so bad."

That's how I would describe myself for so many years. The wet rag is bad enough. A sour smelling wet rag is worse. This is that person who never deals with it. They just spin and spin. They complain to you. They complain to the next person. They complain to the next person. They're a stinky, wet rag. No one wants to be around that person. But the wet rag could learn to be in control of their state. They could think about other people.

Next is the power vac. This is the person who sucks the life out of the room. From the minute they arrive, they're not happy to just spin one-on-one with people. They have to command attention of everyone in the room and Hoover in all their energy as they complain, grandstand and get pity from everyone.

Then there is the cool breeze. This is someone who brings refreshment into the room. This person might have all kinds of problems going on behind the scenes but you don't know about it. They come into the room and smile. They ask you how you are. They show interest. You just enjoy their presence.

Then there is the fireplace. This is the person who, it doesn't matter if it's their house or not. They create a cozy, safe, warm environment wherever they are. They naturally warm up the temperature of the room for everyone. You just want to grab a cup of coffee and sit there with them. The fireplace is pretty awesome. So is the cool breeze.

Then there is the DJ. This is the person who brings the fun. They may have all hell breaking loose back home, but right now, they're just going to have a good time. They want you to have a good time, too. They want to bring out a smile or laugh and lift you up. I have several friends who this fits. I'm thinking about Paul Taubman. I'm thinking about Dan Morris. They're fun. They bring the fun. They boost the mood. They lift everyone up.

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My five are the wet rag, the power vac, the cool breeze, the fireplace and the DJ. What other characters can you think up? I know that there are probably dozens of great characters we could build around. They're so in control of their state. They're so aware of what other people are experiencing of them in any given moment. They leave their crap behind in that moment. This is not about never dealing with your problems. This is not about having friends that you can go to and share your problems with. You need that. You need safe environments where you can spill your guts, let people see all your dirty laundry and look you in the eye and tell you you're still an incredible person with massive potential and gifts. There's a place for that.

In business, if you're going to be successful, you have to be able to manage your moods and control your state. You have to leave that crap behind and not emote it all over the place. You need to be aware of what you're putting out there on the internet. It's not about not being real. It is not about being fake. It's about situational behavior, what we learned in kindergarten. Certain things are okay in certain situations. Some things just aren't. You get to decide. Like I said, you get to develop your culture. If a little edgy snark is what you want to put out there and those are the people you want to draw to you, go for it.

If you've never really thought about this before, the whole idea of managing your mood and being in control of your state, I have a couple of printables. There are two creatives that come with this Message in a Bottle.

The title of the first one is, What Helps Me Achieve Lift? The other one has the title, What Causes Me to Spiral out of Control?

I have learned that I am highly influenced by what I see around me as I work. In the moment, I'm highly influenced by what I'm taking in with my eyes and ears. On a wider level, I'm highly influenced by the people I choose to spend time with. I don't do well spending time with people who are whiny and complaining. I tend to be really impatient with them. I tend to be over it real fast.

I want you to take these two printables. On the one that says, What Causes Me to Spiral out of Control, at the top of the page, write down the thing that is weighing on you that you're tempted to focus on right now. Maybe that's chronic pain. Maybe it's marriage trouble. Maybe it's debt frustration. Maybe it's worrying about the kids. What's that thing? Put that on the top. Put one of your problems that threatens to cause you to be out of control of your state up at the top.

What is likely to cause you to spiral out of control? What sort of things cause me to spiral out of control? Thinking too much about my problem when there's nothing I can do about it is a big one for me. Talking about it and telling the story over and over again will cause my mood to run out of control. Sometimes you can't help it. Let's say your dad

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goes into the hospital. You're stressed out and you have to call four of your siblings. You have to tell the story four times. That's unavoidable. If you had a big fight with your hubby and you call four of your girlfriends and re-tell the story over and over again, this is not good. This will cause you to spiral out of control around the issue.

What sort of things will bring you down? Not eating right. Letting the fight turn into, "I'm not going to make dinner tonight." What sort of things will make the situation worse? On each of the discs here, fill something out until you get to the bottom. What's the worst one? This one is so far out of control. What goes in that final disc? Maybe you listened to angry music.

Maybe you had a choice of two different girlfriends to call. One just divorced her worthless husband and the other loves your husband and will counsel you to patience. Which one is more likely to cause you to spiral out of control? Just write them down. Maybe it's thinking about it too much, talking about it too much, talking to Toni my divorced friend, listening to angry music or watching that movie about that no-good dirty rotten scoundrel.

What's the end result? If I spiral completely out of control and let my mood run absolutely rampant, what's the end result for this day? That's the final disc. Is it that you never got a lick of work done? Is it that you yelled at all the kids or kicked the dog? Is it, "When he gets home, I'm going to tell him I don't know if we should be married anymore?" What does spiraling out of control look like and what got you there? Write that stuff down and take a look at it.

When you think about writing it down and you notice how each specific action spirals you down and out of control, you'll feel very uncomfortable writing it down. You'll think to yourself, "I wouldn't do that." But we're being honest with ourselves. Of course we do it if we haven't learned how to be in control of our state. Fill it out and take a look at it. Flat out ask yourself, "Is this what I want? Is this where I want to go with my day?" Of course, the answer is no. What kind of ding-a-ling wants to spiral out of control and make matters worse just because they couldn't control their own emotions? Because they couldn't manage their own state for a day. Again, I'm talking to myself because I've been there.

Now take the other creative. What helps me achieve lift? On this one, you're starting from the big disc at the bottom. Write in the thing you have going on that threatens to bring you down. Is it money trouble? You can write, "Money trouble. I have to pay the rent. I'm short \$300." What's the direct polar opposite of what you would have done when you were spiraling out of control? Maybe it's thinking about the problem too much, talking about the problem too much, talking to the wrong people, blowing things out of proportion, making everyone else suffer for your mood and, at the end of the day, completely deconstructing.

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What helps me achieve lift? Sometimes I wake up in the morning and I have something stressing me out. Our [St. Petersburg Lifestyle Conference](#) was fantastic. It was awesome. It was expensive. We learned some things about holding events. On the beach, everything costs more. Right before the event, I learned that our AV costs were going to far exceed what I had budgeted.

Trust me when I say that I had a good five minutes of not being able to manage my state. I saw the bid and I cursed. I said, "What are we going to do?" I completely lost it for a second. Then I got a grip. I thought, "I need to gather some more facts, make a couple of phone calls and ask some questions." Instead of thinking about it too much or talking about it too much, what helped me to achieve lift? It was gathering all the facts. I equipped myself with options and possibilities. That would be the thing that I would put in that first disc. That would lift me up, put me on the path to managing my state and feeling more in control. Beyond that, I immediately chose to seek out some input that would lift me up.

For me, almost two or three times a week, that is hitting YouTube and searching for a TED Talk. It could be a TED Talk about overcoming obstacles, a TED Talk about achieving against the odds or a talk about motivation. I will find me a TED Talk and start that sucker so that I am putting something uplifting and positive in my eyes. I am so influenced by what I'm seeing and hearing in the moment. I can head off a crisis just by changing what I focus on.

In that next disc, write down that you'll get some positive input. It might not be a TED Talk. It might be powerful music. If you were spiraling out of control, you would choose angry music. What helps me achieve lift is positive, uplifting music.

It might be going to someone who has potential answers. If I needed advice, I would have reached out to someone for some advice. I contacted the AV company. We broke down the invoice and found ways to cut corners. I reached out to speakers about what equipment they had that could save us some money if they brought it. I gathered information. I asked for help and I achieved lift. That particular problem was solved in a matter of hours. It was still way more expensive than we would have liked it to be, but we cut about \$1600 off the bill, which was a big relief.

For a period of a few days, start a little one-page diary. Take a temperature of your mood and what you're doing at that moment. I'm greatly affected by television. I really enjoy crime drama, like Law & Order SVU, but I can't binge watch that show. It's too dark. I like Criminal Minds but I can't binge watch that show. I have to meet out that heavy, dark drama. Too much of it will bring me down. It will drag my mood down. I have to intersperse that with positive, fun and happy stuff.

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I used to not enjoy sitcoms because they felt like such a waste of time. I finally realized, if it makes me laugh, if it gives me one good belly laugh, it was 22 minutes well invested. I watch quite a bit of TV. People are often surprised to hear that because I'm highly productive. I'm usually working while I'm monitoring the TV show. I'm not just sitting and watching something. What shows are you watching and how are they making you feel? What music are you listening to and how is it making you feel? What people are you spending time with and how are they making you feel?

What about food and beverages? I have learned that I thrive on a slow-carb menu, mostly whole foods, high fat, low carbohydrate with lots of dark green veggies as well as things like lentils and black beans. I thrive on that. I have high energy. I don't have carb crashes. I am in better control of my emotions. Everything is easier to manage than when I eat lots of sugar and carbs. There is a constant up and down.

What about things like the space that you work in? How does it make you feel? What about your lighting? I noticed many years ago how sensitive I am to the lighting that I work in. It can't be too dark and it can't be too bright. This is going way back, but when I was first working from home, I had my office in the basement where there was no natural light. The temperature tended to be cool. I struggled and felt edgy a lot. There wasn't enough light and it wasn't warm enough. If it's too hot, that's a problem, too. I've learned that, if I'm feeling edgy and annoyed, to figure out what it is. That's not a good state to be in. If you are working at home and you spend 24 hours a day there, it needs to be an environment that you enjoy. Control your environment and it will help you control your state. Don't tolerate. If the color of the room makes you feel tired, repaint the room. If the curtains annoy you, change them.

My computer used to be set years ago to Yahoo.com as my home page. Every time it would load, there would be some kind of bad news and a mean-looking musician. What is it about musicians? Many popular musicians feel the need to glare angrily at the camera. One of those days, I woke up and thought, "I just don't want you to glare at me today." I changed my home page. I probably put up with that home page for years, being greeted every day by someone who doesn't like me. You get to control that stuff. If you're struggling to control your state, maybe you need to take control of your environment.

If there is someone who consistently brings you down, maybe you need to spend less time with them. If it's someone you can't spend less time with, maybe you need to lovingly confront them and say, "When I'm with you, I end up feeling..." Let them deal with it. If they value the time they spend with you, maybe they will be willing to change.

Just monitor that for a day or so. What am I doing and how do I feel? Think about it. You can make simple changes. It's so important to me. Just paying attention to how I feel helps me to make a lot of decisions that made managing my state easier. I used to own my home. It stressed me out all the time. Back in the day when I didn't have any

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money, it was constantly terrifying not to know what was going to break next and how I would deal with it.

When I did have money, it felt like the house kept taking it all. I thought, “I don’t feel great about owning a home.” When I would talk to other people about it, they would say, “Yes, but it’s your nest egg. You have to. It’s crazy not to own your own home.” I finally decided that how I feel about where I live is so much more important than a nest egg that will bear fruit in 30 years. I sold the house. I’ve been renting ever since and I feel great about renting. I think, because of it, I’m a happier person.

I have one less thing stressing me out and making me fearful of things being out of my control. I feel more in control of my life. I can be more in control of my state and be a more successful business person, and person in general. I’m not suggesting that you can just leave everything that makes you uncomfortable. That is not true. What you do have control of, you need to take control of so that you have one less thing to complain about and manage.

I hope this has been useful to you. Use those creatives. If you wake up in a bad mood, grab those papers and say, “Okay, this is where I’m starting.” Just write down, “What would make me worse? What would make things better?” If you just write them down, I then dare you to choose to spiral out of control. I don’t think it will happen if you think about it. You will realize how able you are to control your state.

You will find a few things. One of them is that you’re not going to have anything to complain about because you will be managing it instead of complaining about it. People will want to be around you more. People will enjoy you more. People will say, “Something is different about you.” You will experience greater success in everything that you do. You’re not going to get stuck. You’re going to know what to do next. You’re going to believe that you have the ability to manage what you have to do. I promise.

Thanks so much for spending this time with me in this Message in a Bottle. We’ll be back next month with another wonderful message. See you then.

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