

# Better Than Success Podcast

## Episode #11: Mastering Your Mindset to Activate Your Life with Lucinda Cross

Lucinda Cross – Perfectionist energy is very hard, it is very judgmental; it is very criticizing of yourself, it is where you are looking outside for approval for what is within. Excellence is where it is within and nobody can tell you about it.

\*into\*

Nikki Purvy – Hello, this is Nikki Purvy, your host of the Better Than Success podcast and today I am really excited to bring to you an interview with a young lady out of New York named Lucinda Cross. She is a best-selling author, award winning internationally known speaker, spokesperson, and teacher of personal and professional development. In 2006 she started the brand called Activate Your Life Today! and is the president of Active Worldwide Inc., a leadership services firm that specializes in development of personal and professional enrichment programs. Lucinda has been featured on the Today Show, Arise TV, Spain Magazine, the New York Post, Fox Five, News Twelve, NY1, the Daily News, the New York Times, Essence Magazine, Ebony Magazine, ABC's Money Matters, Black Enterprise, Dr. Oz, The Bethany Show, CNN, and much, much more. I am so proud of this woman. Welcome, Lucinda.

LC – Thank you! I am glad to be here.

NP- I am glad to have you. So I know I just read off your whole resume, but why don't you tell people what you want them to know about yourself? Give them some context and lay down the groundwork for this interview.

LC- Oh my gosh, absolutely. So, the whole Activate platform is about, I work with those who are the best kept secrets, they have some amazing stories, amazing skills and talents that they are using somewhat and they are really not tapping into their full potential, and I what I do is help to give them the exposure that they need, and building this platform, helping them with their marketing, helping them with putting and packaging their brilliance. So, that is what Activate about, it is about finding those best kept secrets, where everyone is like oh my gosh, she is so good at what she does, but they don't refer you, we expose you to the point where they have no other choice but to let the world know how awesome you are.

NP- So it is kind of a hybrid between PR and coaching.

LC- Pretty much, pretty much; we don't actually go out there to find the media resources for you, but we have you media ready. It's like wait a minute, why haven't I known about this girl before?

NP- Got it, got it. So, tell us about your services, obviously you are coaching, but specific things that you are doing for your clients.

LC- So a lot of the work that I do stems around speaking, speaker training, I also support them in terms of workshops, we have all sorts of workshops that are geared towards goal setting and accomplishing your goals. I realize a lot of creatives are great starters and horrible finishers, so I conduct several workshops, both online and live, in terms of goal setting and figuring out what is next, that is time management, we work on your creativity, we work on being more productive, we work on your communication skills, and that are just some of the services that we support our clients in, outside of coaching and mentoring.

NP- Okay. That is awesome. I am glad that you offer those services because I hope to go in depth into at least a couple of these things. Would you be able to give us some examples of some of your clients? Do you have any high profile clients?

LC- I do. You see, some of the reality stars but I can't even begin to give their names out.

NP- But that is good enough, now we know that you work with reality stars.

LC - Yeah. So a lot of my clients, I would say in the last year or so, have been reality stars and they need a mix of both life coaching and branding, in terms of getting out of that media light, well not even getting out of the media light, but really taking advantage of the moment that they have on TV and so a lot of it is digging into identifying who you are outside of this character that the media has portrayed you as whether it is good or not so good and then what do we need to create in order to maximize and monetize this whole moment that you have. That is literally what it is, how do we keep you hot when you hot?

NP- That is awesome, I was actually just thinking about these reality stars who really made a name for themselves just from doing absolutely nothing, people like Kate Michelle, so I think that that is awesome that you are doing that. How long have you been doing this?

LC- I have been doing this since 2006, the whole Activate movement started in 2009, and that stemmed from my own frustrations. That is when I turned my services into myself and became my own client, and so I was doing this for other authors, coaches, speakers, high profile public speakers, so I said you know what, I need to become my own client and start seeing these results and these residuals for myself, and it worked out really, really well.

NP- Okay, so take us through that. Tell us, prior to 2006, what were you doing, did you always know that you wanted to do this? Tell us your story.

LC- So I always had this entrepreneurial spirit and when I say that in terms of being this people person, a great connector, and someone who is able to see more in what someone is doing. So I started out working, of course I had a 9 to 5 and I was doing that.

NP- And what was that?

LC- Risk management and performance improvement in a hospital. And so there, you are fighting fires all day. You now, doctor has left a sponge, it is all kinds of crazy things. My background is in marketing, I

went to school for marketing, and so what I was doing on the side lines, outside of promoting comedy shows and events, I was helping to put together proposals, proposals for NFL players, proposals for like Fabolous, he had his watch line back then that he had just started. So I was putting these proposals for them in order to get grants and funding for their ideas. But that was long work and short money. So I needed something would give me some now money now and some now money later without working so hard and so that is when I started to get into this consulting, and what is this consulting thing about, this business about, and I connected with a mentor who just took my gifts and talents and just put them on steroids.

NP- Really? Okay. So that was about 2006 and then you connected with this mentor, who just kind of helped you create your business. So take us through that time between 2006 and 2009 as you are building and developing Activate.

LC- So in the process of building this business there was my ups and downs. There were the times when I was accepting clients that I really didn't want to accept because I was transitioning from full time work, because I was doing full time work, full time entrepreneurship, full time school, and full time mom. So I was like one leg in having a nervous breakdown and another leg in having a breakthrough, so for me, leaving my job was the only thing that I was extremely excited about and so balancing that whole ideal with my mentor, he was married, he had a daughter, and watching how he maneuvered his whole lifestyle helped me to figure out how to time manage my own. And so during the transition, what we focused on was what I really wanted to work on and what I really didn't want to work on, what is working for you and what is not working for you? What wasn't working was accepting clients just so I got paid, what was working was identifying a niche and I was afraid to kind of niche my services because I felt like I was putting myself in a box. In actuality, the more I began to niche myself that is when the first movement, Corporate Mom Dropouts, stemmed in 2009. Corporate Mom Dropouts, that is my first book, that is when I started public speaking, that is when I said you know what, let me become my own client. That opened up the doors for all of the women and mothers who were saying how do I leave corporate America so that I can start this business and still be able to provide for my family. I was receiving calls because the good thing and the bad thing is that at that time the market crashed, Lehmann brothers had let off so many people and they had contacted me because I was blogging at that time, I had built a whole virtual marketing assistant company and so we had maybe 20 virtual assistants who were working with us and I was just getting authors, coaches, speakers, small business owners who would work on the backend, you know, doing the marketing for them. But I was getting so many phone calls that that is when the book came out. I interviewed over 200 moms, I wanted to know what was the nitty-gritty in terms of starting your business, narrowed that down to 20 women who I said these are like my virtual mentors, I loved the information that they shared, compiled that into a book, shared my message from my own journey, and transitioning, and I was well-received in the marketplace. There I was in a niche and I was getting paid very well, up until procrastination happened.

NP- Okay, tell us about that.

LC- So with the procrastination, I am on a roll, I am making money, now I am a single mom, because, you know, things just didn't work out in the relationship. His idea of my life and my idea of my life didn't

work out. So now I am a single mother entrepreneur and my family thought I was completely crazy. So I battled a lot when I first started with competition, constantly comparing myself to other peoples' business; why I am not here yet? I battled with procrastination; I will get to it, I will get to it, I will get to it. And then I battled with perfectionism. So I had these little three, I called them little three demons, that was just following me around anytime I wanted to go to the next level. So, all those things were going great when it was time for me to get to the next level of my business, financially, the six figure mark, getting out into the marketplace the way I need to, sharing my message the way I knew I could do it, those things crept up; Lucinda's not good enough, Lucinda don't send it yet, it was a lot that I was battling with mentally, and when I was approached with an opportunity, based on being with my mentor, to really hit my six figure mark, I procrastinated on hitting the send on my proposal. So here I am, coming from a background of creating proposals and watching people get checks six figures plus from the proposals that I had written to now procrastinating on my own opportunity because of self sabotage, fear of success, fear of failure, all of that. With me not hitting the send button, now I am seeing all of my stuff come up when the opportunity was presented to me to say Lucinda we love your company, we have a market with your team, we love what you are doing. I did the beta test, the beta test worked well, I was working with her clients, she had over 20,000 coaches that she had in her arsenal membership. So for me, that was sweet, it would have been a perfect joint venture. She said, Lucinda after the pilot is over, after three months, send me the proposal of what this would look like so that we can create this full joint venture and we will get the ball rolling, plus I will give you a sign on check just in good faith. So I am like, all right cool. Lucinda never sends the proposal. So what happens is, in the process of me procrastinating to hit the send button on the proposal that I had written and had ready, from the first month that we had connected to her now having to train somebody on what I was doing because she did not know where I was at and what was going on, it wasn't her job to follow up with me it was my job to now follow up with her with this opportunity that she had presented. So I had to watch another company, who just got started, who was really green in the network, get that six figures in less than six months, literally, I think they did it in like four months. Their business sky rocketed. A company that was in Canada, here I am, she was in Pennsylvania, I am in New York, come on, it was just sweet, we could have killed the game, but Lucinda procrastinated and it didn't only affect me, it affected my whole team.

NP- So, okay. I am sure that this was just one incident in this time period of your life where you procrastinated, right? This was very symbolic for you. How long were you in this procrastination phase?

LC- To be honest with you, I was procrastinating for all of my things, right? Not my clients. So it was an ongoing thing. When this situation happened and I sat there and watched them make the announcements at the conference about the joint venture they were going to make, when I heard her say, "Lucinda, we were waiting for you and we had to train up someone else, sorry." When I finally decided to send it, it was too late, that was the last time I procrastinated on any opportunity. I said this will be the last time.

NP- Wow. I know that so many people battle with that have battled with that in the past, I mean we all do. Talk about how you pulled yourself up, what habits did you change, outside of saying I am not going to do this anymore, what did you change to get yourself over that hump?

LC- What I like to say is, "What wisdom doesn't teach you, rock bottom will." What opened up the doors for me was guess what, the doors were already open and I didn't take advantage, but how I was able to pick myself up was by seeing myself in a draught, I went straight into a draught. And what I mean by a draught is car being repossessed, running from the daycare center because I didn't have her money for private school, you know, from Halle Berry haircut to now I am looking like one of the Jackson 5. So it got really, really real for me, and I was contemplating going back to work, lights being turned off, telling my kids, "you know what, you are going to have to stay with Nana tonight." Or we having candlelit dinner, or keeping them out late at the library.

NP- So when was this?

LC- This was around, I would say, that opportunity was around 2007. This was all before 2009. 2009 was like my wake up, so like 2007, 2008. I picked myself up after I had to shut everything down, completely; I shut my business down and said I was going to start fresh and come out strong and that is exactly what I did. I took a hiatus, I took some time and starting doing some more service work with my mentor and slowly but surely I got back on my feet and things starting working out for me.

NP- So, I am sure the process you took to get back on your feet is all bundled up in your package for your services and everything. Would you be able to touch base on some of the principles that you teach and kind of drop some jewels?

LC- Absolutely. One thing that I believe in is you have to have mindset mastery and so that was one of the things that I worked on is mastering my mind and not allowing my emotions to go wild. On what I did have, what I didn't have, who is excelling before me, who is doing something similar to me, and who I think is stealing my ideas; I really had to get out of that thinking, that whack thinking that did absolutely nothing for me. I really honed in on my vision boards and I did a vision board specifically for my business. Where do I see myself going? Whose joint ventures can I connect with? Who are the sponsors whom I am looking to connect with? What does my ideal client look like? What are the services that I only want to provide and what is the price point that I want to make? So, it was all about mindset mastery and understanding my worth. The other thing that I had to do was just give myself permission to succeed and fail at the same time. So, even in my coaching practice, what I realized was, I could give you a marketing plan that would probably knock your socks off but if your mind is not ready for the vision you are going, you will just take a bunch of detours and you will allow life to happen. And so a lot of the work that we do is understanding that is important to give yourself permission. It is beyond affirmations, it is really about writing down, like mind mapping, writing down what does success look like for you, on a daily basis, what are your daily rituals and begin to start to creating those because those support your business and support your finances. Do you need to start de-cluttering? Do you need to call your mother and apologize? Really getting certain things in your life in order so that you can start seeing clearly. A lot of the clients I have, they are not seeing as clearly as they should be because so much noise going on around them. Everybody is marketing. Everybody is selling to them. Everybody is telling them to go to this conference, go to this workshop, and so it is what do you really need right now? Do you need a mentor, do you need a coach, do you need a trainer, are you interested in speaking? We create this tree and branches on this tree to say what is the root of your business? The

business that you are in is not really the business that you are in, look at it, the business that I am in is all about love and pouring love in so it comes in the form of what I call lifestyle coaching, building a business based on the lifestyle you want to live, but it is all about love, the more you love it the more you will do it. So those two are just two main principles that we work on and there are five pillars; faith, family, friends, finance, and fitness. Those are the five pillars that we tap into, and I am not talking about fitness in the sense of running a 5k, I just mean like get up, take a walk, make sure you avoid as much stress and you possibly can, have the so-what attitude, sometimes you have to have this so-what attitude, I almost used a curse word, you know. I think a lot of us care too much about stuff that absolutely means nothing to us.

NP- I completely 100% agree with you on that one. I love this whole holistic approach you have because a lot of people do not realize how all of these different aspects, the faith, the family, the finances, the fitness, and everything, and how they all kind of interdepend on each other and I really do appreciate that, especially that so what attitude. So, you talk about the daily rituals, you mention that one of the things that we try and focus on with Better Than Success is really helping people develop the right habits, that is really what it is all about. Your life is just a combination of all of your habits and obviously another word for that are your daily rituals. Why don't you take us through some of the daily rituals you do or maybe even suggest some daily rituals for anyone trying to start a new business that may help to change their life, or is it a case by case basis.

LC- So there are some daily things and then there are case by case things because some days it is crazy, not every day is like Micky Mouse, lollipops and gumdrops, some days it is just like I feel like screaming and give me a glass of wine, matter of fact, pass me the bottle. In all honesty though, something that really works well that I see myself, that I have observed even with my clients is having this attitude of excellence, if it is not going to be awesome, off the chain, excellent, do not even do it. I think a lot of us, small business owners, they will start these businesses and they are half stepping and that is a lot of stress. When you wake up it is, you know, how can I be myself and do my best and operate in excellence? I don't care if it is writing a blog post, I don't care if it is putting something on Twitter; make sure that it means something to someone, outside of yourself, outside of just going on social media and just ranting, who cares about the cupcakes and all of that other stuff? Let's get to the nitty-gritty. So, I wake up with the attitude that today is excellent and I need to operate in excellence, not being perfect.

NP- Now I was going to ask you that, I was going to say make the difference between being excellent and being perfect because if someone takes that out of context they could allow this attitude of excellence to stress them out to the point where it becomes this whole obsession with perfection. So draw the difference there.

LC- So with excellence, when you are moving in excellence, you are putting your all into it, you are making sure that this thing, it is not perfect. Now being perfect, you keep going, that is never going to happen, nothing will ever be perfect, that is just not going to happen because there will always be snafus but excellence is just where you have put your best foot forward and you can see it, you can see, like ooh, every detail she took care of, my mother used to say, "Girl, you got to put your stank on it." You put your stank on that thing, that is your signature. Waking up and saying today is going to be

excellent, you control that and by saying I am not allowing anything to bug me. I am not allowing this text message I just got to mess with me, I am not going to allow what is going on Twitter to mess with me. But when you are dealing with perfectionist energy, it is really hard, it is very judgmental, it is very criticizing of yourself, it is where you are looking outside for approval of what is within. Excellence is where it is within and nobody can tell you anything about it. People say moving in excellence you may seem a little cocky, to me that is just saying you know you are good at what you do. Whether that is being a good mom, a great wife, a great social worker, whatever it is you are moving in the spirit of excellence not, ooh I got to make sure everything is perfect and you have OCD and you can't think because now you are looking for approval and validation from the outside versus you did a damn good job and can't nobody tell you nothing.

NP- Right, right, right. So, we talked about a lot of things here so far, I know that you have your Activate conference that you do every year, right?

LC- Mmhmm.

NP- So tell us about, you have workshops that kind of go through some of this stuff if someone were to come to this conference, tie it all into this conference and tell us about that.

LC- So with the Activate conference, it is considered like a big family reunion, when I say that it is because anybody that who is living a purpose driven life there is a connection we all have. We know we all have a little crazy in us because we are creative. We all need a little humor because things have been serious and we need to laugh some things off. The Activate conference, it happens every year, September 19<sup>th</sup> and 20<sup>th</sup>. I don't care where we are at in the world, what day it lands on, it is on the 19<sup>th</sup> and 20<sup>th</sup> every year. This year it is on Monday and Tuesday so we will see how that works out. We are not changing the script. What we do is bring individuals together who are creative, it is not a business conference, it is not a life personal development conference, it is an experience where you are able to gather more fuel for the fire for whatever you bring to the table. Each year we bring different speakers and it is never the same. This is our fourth year, we are having it at Howard University, the year before that we had it in Atlanta in the Marriot, beautiful, beautiful place, the year before that we had it in Times Square in the New York Times building, off the chain, and the first year we did in a mansion. So each year has a different theme and this year it is all about all or nothing. So the speakers are coming to talk about all or nothing. Our speakers are off the chain. Our workshops which are this year going to be considered masterminds, we are having a bunch of little mastermind sessions because we want people to walk away with tangible items. Are you there to get your book done? Okay, we have a midnight book writing session and we busting that book out, right then and there, at midnight, we will be there for three hours, busting our books out. If you are looking to perfect your craft and speaking skill set, we are doing all of that so we are not waiting for you to get home to start researching conferences to speak at, we are going to work on your speaking kit right there in the morning, 5am.

NP – I love it.

LC- So it is really hands on.

NP- How many people?

LC- The past years we had about 300, we wanted to scale back this year in order to keep it more intimate, but we will see, we are definitely going to crack over that 300 mark this year.

NP- So where can people sign up for it?

LC- So they can go to [Activateconference.com](http://Activateconference.com)

NP- Okay. That sounds awesome. I am definitely going to do my research about how I can make it.

LC- We had people who have coordinated bus rides to the conference. I mean, we had two bus loads come in for our first year. So it is really an amazing experience and we do that because we do not want it to be conference-y. We don't want that conference-y feeling. I don't even know if I am going to let women walk in there with their shoes on because we want everybody to be comfortable so take the shoes off at the door and grab your flats and sit down and let's get busy.

NP- I love it. You talk about you helped people with time management and you seem to have a lot going on; you're a mother, you run this amazing business, you plan this conference, and then you also told me offline that you have a free event in May coming up that not too many details are about and I will let you talk about that as much as you possibly can in a minute, but what I want to know is, how do you manage your time in order to get all of this stuff done? I know people want to know about that, I did an episode where I revealed my time management strategy that was met with so much amazing reception so I know people want to know about that. How do you get this stuff done?

LC- Oh my gosh. It is this four letter word that is like taboo, it is called help. A lot people don't use it, I say to them, let's say it together, I need help. When you are able to let go and say, "You know what, I need some help," it is scary. And that is one thing that I had to learn, to not micromanage every single thing and say, "Ah, I know how to do it, let me just do it," no. Just get some help. And so when I did that, it stopped the overwhelm. For me, when you are stressed out, burnt out, overwhelmed, that is sign that you are trying to manage what isn't yours.

NP- Right. That is a really great jewel right there. That is a great jewel.

LC- Absolutely. And we have to with the, what is it, the 84,600 seconds that we get a day, we really need to be careful how we manage that time because we don't get more of it. My thing is, when I started to seek help, I started to make more money, because I was able to buy myself more time. Buying myself time meant that I needed help around the household. So, I wasn't a bad mom because I started to have somebody come to my house and clean. I wasn't a bad mom because now I have somebody coming to do the laundry. I really began to see how can I outsource so that I can buy myself more time so that I can make more money? And ultimately, that is what the wealthy people do. Wealthy people are not out there working hard, that is cute for a little while, ooh, I am grinding and hustling, you know. That energy is – my mother passed from aortic dissection, it will be 3 years this year by carrying-

NP- I am sorry.

LC- Yep. I am sorry too. But I saw her work herself to death. To the point where she was on vacation and this happened to her and there was no closure. So that taught me, Lucinda you need some help, it is too much for you to keep this stuff on your brain and on your body with children a husband. My husband, he need some, you know, I can't keep telling him, "I am tired, I am tired." My kids need my attention, I want to be around for many, many years to come and if that means that I have to delegate, even if I am biting my little acrylic nails while somebody is getting it done because I am nervous, I have to learn to let it go. And so, it is a process of hiring and firing, but you have to start seeking help. Lucinda where do you find the help from, especially if you don't have the money? There are interns, there are colleges, there are community colleges, there is the boys and girls club, there is the YMCA, you know, sometimes you just have to invest that money. Cut you Starbuck's back, you know, maybe you are not getting your eyebrows done, it is okay to be wolf-y this month because you are working on a website. It is all about setting your priorities, and that is how you get to manage your time better. I do this thing where I have this 90 minute timer, a cooking timer, so when I am working on a project, such as writing a blog post, or right now I am doing marketing on social media, I put my timer on for 90 minutes, that means that for ninety minutes that is all I am working on. I am turning my phone off, I am turning all of the notifications on my computer off and I am solely working on this specific thing for ninety minutes straight, then I take a break, do something else, read a book, take a walk, watch TV, whatever, and then I may come back and do another 30 minutes on something else, but I always chew off the big piece first.

NP- That is awesome; prioritize, ask for help, and do not micromanage. So, if you could give your younger self a piece of advice ten years ago, what would it be?

LC- So this is our ten year anniversary this year so ten years ago what I would tell myself is to cease your opportunities and you don't have to figure it out, figure it out along the way. I was so caught up in trying to figure things out and if I didn't figure it out, some things you don't need to figure out, some things you just need to jump into heads first and that is what I was afraid to do, take risks. To wrap it up, Lucinda, take risks, it is okay, it is okay to fail forward, it is okay.

NP- I love it. So, is there anything you want the people to know, like I said we talked about the event coming up in May, why don't you tell the people about that or any other personal projects that you have going on, any books, anything that you want to put out there because I am sure that the people want to learn as much about you as possible.

LC- Absolutely. The first thing, if they haven't begun to create a vision board, and I know everybody and their mother has vision board parties, but if you haven't created a vision board for yourself, for your desires, for what you desire in 2016, start there. You can get tons of information about that, I have YouTube videos, I have vision board kits that you can get, there are loads of blog posts that I have on my site about vision boards. That was one of the keys of my success, sticking to my vision board, and having fun doing it. The May event is like a preview of what you can expect in September. A lot of people do not know what Activate Worldwide is, what is the chief activator, who are you? So, the May event that we are doing in New York City, which will be free, in the beginning of May, is to really allow people to experience what is next for themselves, and also what we bring to the table, and how we can support them as a whole, and that is what I want to leave with the people, going back to that vision board piece.

It is so important for you to have that child like mindset, to think that anything is possible, that, you know, there are unicorns and pink fairy dust, all of that, and get down, grab yourselves some magazines and start to create this vision, get some glue sticks, and without any fears and any limitations, just start to cut out the things that you desire to do or be in 2016.

NP- Okay. So what I am going to ask you to do is when we hang up, send me links over of all the resources you want them to have, YouTube videos or whatever, and what I am going to do is create a page on BetterThanSuccess.com at [betterthansuccess.com/LucindaCross](http://betterthansuccess.com/LucindaCross) and that will be the show notes and you can get access to all of these links and follow up on all of these things that Lucinda is recommending you do and I strongly recommend that you do that as well, especially the vision board. For those of you who know me, I started doing a vision board a couple of years ago with my girlfriends and all of our lives have changed drastically, to the point where people are like, "I want to come to your vision board parties." I am like, "No, this is a very ritualistic thing. It is just the five of us and maybe a sibling or two." It is very personal because we talk about hopes and dreams and anything that is bothering each other. It is a group of girlfriends, we all know each other really well so we kind of, you know, just really let it all hang out. But, talking about this event, I don't want you to forget, MA.

LC- Yes. That is what the event is about; it is about what the experience of Activate is. We are going to push the Activate button on those who are there, we are going to give them a experience, you are going to cry, you are going to laugh, you are going to dance, we are going to go over best practices in business, we are going to go over what happened to the intimacy in your life, we are going to tap into a lot of the areas that prevent people from moving forward, such as not having positive spiritual practices, when was the last time you prayed, when was the last time you meditated, when was the last time you just freed yourself and drove while yelling out the car window? We want people to, kind of, free and release themselves as they are going into the next couple of months of 2016, but really, most importantly, we want people to focus on what matters most, which is them, making themselves a priority.

NP- So this event, the dates haven't really been nailed down. But, can you tell everybody how to get on the mailing list so that they can be on top of it as soon as you make the announcement?

LC- Absolutely. If they go to [LucindaCross.com](http://LucindaCross.com), they will find out more information about that, this way they can sign up for our newsletter and we can let them know. We are looking at the beginning of May, trying to stay away from Mother's Day weekend, which is also very symbolic, that Friday, May 6<sup>th</sup>. We will definitely let them know whether it will be Friday May 6<sup>th</sup> or Friday May 13<sup>th</sup>, either one of those dates, in New York City.

NP- That is awesome. And don't worry; I will have all of the links to all of these resources at [betterthansuccess.com/LucindaCross](http://betterthansuccess.com/LucindaCross). So, Lucinda, why don't you tell everybody about how they can learn more about you personally and how they can get in contact with you personally if they need to?

LC- I am Google-ishous. They can go to [LucindaCross.com](http://LucindaCross.com) that is the best place. I love to play on Instagram, so I am Lucinda Cross on Instagram, you will see Chief Activator there, that is one of my favorite places; also on Periscope, Lucinda Cross; YouTube, Virtual Lucinda. I am Google-ishous, just plug me in and let's connect.

NP- Ah, man. I know you are going to get so many people trying to reach out to you and thank you so much. This was an amazing interview. I definitely feel blessed to have spoken with you and learned all of these things about you and I am sure that the audience feels that way as well. Thank you so much, Lucinda.

LC- Thank you, I appreciate you.