

## When Opportunity Knocks, Step Through the Door (Author Shelley Hancock)

It was a Tuesday evening at 6 pm in the early months of 1990 that I received the phone call that would change my life. It was a woman that owned a skin care center in town. She proceeded to tell me that she had the opportunity to become the manager of a resort opening up in another state and she needed someone to run her skin care business, and she wanted that someone to be me. I was speechless for a few moments. This was not a phone call I could ever have imagined receiving. The first thing that went through my mind was "why me"? Was it really me that she meant to call?

Let me give you a little background about myself back then. I was just 29 years old and had only been a licensed Esthetician for 18 months. When I graduated from esthetic school, I went straight to work in a dermatology office, so I had no experience in the spa atmosphere, and I had absolutely no business background. Not a single college course, no experience whatsoever. Still, this woman chose me to watch over her business. Years later I would understand that she saw something in me that I didn't know about myself yet.

She needed her answer the following morning because she was booked on a flight later that afternoon. This was a big decision to make, and I had only 14 hours to make it. I had some heavy thinking to do and needless to say I did not sleep a wink that night.

My mind raced back and forth between the position at the dermatology office I had secured with hard work or the opportunity to run a business. Safety or the unknown. Stay with the status quo or venture out to bigger possibilities.

After a long restless night, I decided this was an opportunity that doesn't just drop in one's lap easily, and I couldn't let fear keep me from jumping in with both feet. I decided I was up for the challenge, ready for the adventure. She and I met at her Spa the next morning for three hours to go over as much about the business as we could in just three hours. She showed me her bookkeeping program, client information, scheduling system and where everything was in the treatment rooms. Then she left, and I never saw her again.

The next morning when I arrived at the center, I realized the magnitude of what I had just taken on. Here I sat with a skin care business and absolutely no experience on how to run it. The only thing I had going for me was plenty of passion. I was so excited about this new adventure. I felt like a kid the night before Christmas. I don't recall ever feeling any fear, just excitement and that was probably my saving grace.

It wouldn't be until many years later I learned about the Law of Attraction. How what you think about comes about. Where you put your thoughts and what words you use is where your life will go. Well, all I ever thought about and talked about back then was how awesome it was to have this opportunity and how excited I was to build a

successful esthetic business. Failure never even enter my mind. All these years later, I truly believe this is why I grew a very successful business. It certainly wasn't from having experience because I barely knew how to be a good esthetician let alone a good business owner.

As I took over this skin care business, I realized why she wanted to leave. It was not a booming business. My first week there I had only three clients. Even being so very slow, I would arrive at the Spa every morning at 9 am whether I had a client or not. I wanted to be there just in case the phone rang. I wanted to be there just in case someone happened to drop by. I dusted, and I rearranged and made it feel like mine. It was my way of telling the universe I was open for business! I am going to be successful.

When I did have a client, and they would ask me how things were going, my answer was always "fabulous; I'm super busy, and I couldn't be happier." I would say this even if it was Thursday and they were my first client that week. I always spoke, "as if." I never told it like it was. Only tell it like it is if you like it like it is. I wanted to be busier, so I spoke as if I was busier and guess what? Fairly quickly, I was busier!

Three months later I called the owner and asked if she was coming back. She wasn't. So, we began negotiating for me to purchase the business. Two weeks later I became a business owner. Had I let fear take over when I first received her call I wouldn't be where I am today in my career. This business grew to be extremely successful, and I sold it in 2005 to start a new adventure mentoring my fellow estheticians.

Even with little experience as an esthetician and no experience as a business owner, I used my extreme passion to make it through. We can always find people to help us with what we don't know, but the passion has to come from within, and that can't be purchased.

In March of 2015, another opportunity for an adventure dropped into my lap and once again I jumped. I received a phone message from a company that wanted to chat with me about being a radio show host. I deleted the message; I thought I was being punked!

A week later they called again and this time I pick up the phone. The first thing out of my mouth again was "why me?" I was speaking with the executive producer, and he told me they have a staff that combs the internet watching videos. When they come across someone with a personality that would draw people in, and this person seems to be able to speak about numerous things, then they contact that person. They saw my YouTube videos and contacted me.

Once again I was speechless. Another incredible opportunity I could never have imagined was about to drop into my lap. The executive producer proceeded to interview me and by the end of the call I was about to become a radio show host. The

next week I started my training, and my first show was scheduled for eight weeks out. It was all very overwhelming, but that excitement and passion kicked in to help me through. It wasn't until the week before my first show that a little fear reared its ugly head. What am I doing? Me a radio show host? Seriously Shelley? My executive producer talked me off the ledge, and the first show went smooth, sweaty palms and all. Within a couple of months, my weekly radio show became fun. The nerves settled down, and I really began to enjoy myself.

I get emails every day thanking me for the information I share on the show. Some extremely interesting people have come into my life because of the show. Had I not jumped at this opportunity, our paths would never have crossed.

I wanted to share these two experiences with you in hopes that you may do the same one day when you are faced with an opportunity that looks overwhelming. Instead of letting fear hold you back, jump in with both feet and see where life takes you. My guess is that it will be places you could never have imagined and your life will be more fulfilled because of it. Step out. Be bold. Ignite your passion and go for it.