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## Lady Advisor Spotlight

“Replace worry with action” is one of Janice Goldman’s favorite quotes, and that’s just what she did when she was in the midst of a situation too terrible to imagine.

To describe this female Financial Advisor as inspirational would be like referring to Mother Teresa as nice—an extreme understatement. Janice suffered the devastating loss of her husband while she was pregnant with their twins, and though it crushed her (as it would anyone), it also empowered her. She credits most of her success to the motivation that came with this great misfortune, as she was suddenly forced to support three children and their future university educations by herself.



It was 25 years ago that this single mother of three started cold calling her way to success. Today she has \$50 million in assets under management, with accounts ranging in size from \$250,000 to \$1 million. Her team, which is made up of Janice and her twin 22-year-old sons, enjoys annual revenues in the vicinity of \$400,000.

Janice finds inspiration in pioneering women like Barbara Stanny who work hard to open up new possibilities for other women. Janice has used Stanny’s **Secrets of Successful High Earners™ Seminar-in-a-Box** to build her own business, which caters primarily to—you guessed it—women! After delivering her seminars to women’s organizations, she is often asked to start up groups on financial management.

She has even been asked to develop an entire financial education program for a group made up of 1,800 women.

Despite the great financial success Janice has achieved, when asked to share her greatest accomplishment that would inspire and motivate our readers, it all goes back to family.

Raising three children on her own who have grown into bright, successful, accomplished adults and are devoted to their mother is what really makes Janice proud. And why wouldn't it?!

Please read on to learn a bit more about this fascinating woman:

**LA:** What makes you different or unique as a Financial Advisor and why?

**JG:** I walk the walk and talk the talk. I offer women holistic financial planning, and I support them in increasing their earnings through Barbara Stanny's SSHE (Secrets of Successful High Earners®) seminars. I have found Barbara's seminar to be a complete turn-key package that I can present to prospective clients. This amazing seminar really ignites discussion and self-discovery. It creates an arena where I can establish strong relationships with my clients while delivering very valuable content. I feel that really distinguishes me as an advisor.

**LA:** What inspiring advice would you like to share with other women that will encourage them to reach their amazing potential as Financial Advisors?

**JG:** Talk to women about their lives and not just about their money. Talk to them about their personal power.

**LA:** Please share your top client service idea(s).

**JG:** I've found success in leading group tele-classes that teach and inspire women to reach their financial goals.

**LA:** Who or what inspires you?

**JG:** What always inspires me is the pursuit of becoming an *owner* instead of a *victim*.

**LA:** What's the best piece of advice you've ever received?

**JG:** Success lives on the other side of your comfort zone.

**FA:** What is your favorite quote, saying, or expression?

**JG:** A quote by Steve Chandler, "We don't sing because we are happy; we are happy because we sing. A day without laughing, singing, and dancing is a day lost. Be strict with yourself about this. Reinvent yourself as a laughier, a singer, and a dancer. Insist on learning to have fun."

**LA:** What would you do differently if you had to do it all over again?

**JG:** Become an independent advisor 20 years sooner than I did.

**LA:** Please share your favorite ideas for living a healthy and fulfilling lifestyle while building your amazing practice.

**JG:** Listening to my body and giving it loving attention and respect through movement. Also, belonging to a community of like-minded women who cheer each other on is a requirement for supporting all your successes. And finally, I can't forget about using the concept of gratefulness for all experiences (especially for my amazing children) and the wonderful opportunities this profession has given me.

**LA:** Please tell us what you believe has made you so successful.

**JG:** I am so ridiculously tenacious! Barbara Stanny included me in her *Secrets of Six-Figure Women* book to talk about something that happened after Merrill Lynch had turned me down. I wanted to work for them so much that I snuck into the manager's office at 7:00 a.m. before the secretary arrived and waited for the manager to show up. When he saw my tenacity, he reconsidered! Another thing that has contributed to my success is being surrounded by amazing people who keep me motivated.

**LA:** What are your favorite books that have helped you in your business and why?

**JG:** *Simple Wealth, Inevitable Wealth* by Nick Murray. It explains investing and risk so simply. *Overcoming Underearning®* by Barbara Stanny, which has dramatically supported my stretches and ability to take business risks. In addition, *Reinventing Yourself: How to Become the Person You've Always Wanted to Be* by Steve Chandler. This book always returns me to who is in charge of my business and my life.

**LA:** What is your most recent favorite non-business books or movies and why?

**JG:** *The Last Lecture* by Randy Pausch. It is a book about our own mortality and what thumbprint you want to leave behind. You never know how long you have to leave that print.

**LA:** What are your passions, hobbies, and interests outside of work?

My passions are my 10-pound poodles (Benji and Ruby), spas, traveling, and coaching and empowering women to feel in control in all areas of their lives.

**JG:** 