



# The 100 Million Dollar Truths

Get the 10 things I wish  
someone told me before  
growing my company to 100M

# 10 Things I Wish Someone Told Me Before Growing My Company To 100M

Let me be perfectly honest with you, I never started this journey thinking I was going to build a company, let alone more than one. Who me? No way.

When I started out, like so many others, I was trying to survive day-to-day. How was I supposed to live my life and take care of my younger brother? It is true that some people know their passion; however, for me and most people, I didn't know my passion early on. Finding your passion - your unique ability or what you were put here to do - is not quick and easy. It's a process and that process takes time, and effort, more than we ever realize at the start. Have you ever said "If I knew back then, what I know now it would be so much easier. That very phrase is why I created this for you. I heard that phrase, in my head, each time I hit 10 million in sales, over 1 million in profit and even more when I hit 100 million evaluation.

Unfortunately, learning is too often painful, especially without a mentor or a support network. Let this guide be that friend we all wish we had as you take following your passion into scaling higher, securing profitability, and even more so as you turn profitability into having a massive positive impact in the lives of others.

I believe in you because I know when we turn our passions towards helping others we get the momentum of the universe behind us and nothing can stop us.



*Amilya!*



#1

## Being Uncomfortable Is A Marker Of Success

Let's be real, experiencing deep learning always feels uncomfortable? Right? Growth, of any kind, whether it is physical, mental or spiritual is uncomfortable. Anytime you try something new, especially if you are going to start a business, you are pushing yourself through barriers and creating change. Naturally it is going to create an OUCH! Choosing to be a leader in any area means choosing to be uncomfortable for the greater good.

Starting a company was not about me finding my passion. I was witnessing how unhealthy cleaning products were for our children's developing minds and bodies and what they were doing to our water and our planet. I saw the impact it was having on our children's learning and functioning and knew someone needed to do something about it. Why? Because it was happening to my son, right in front of my eyes.

I could have waited and hoped someone would have taken on the challenges of bringing "green" mainstream. I was aware that something needed to be done and with that awareness came a sense of responsibility. When you know something - especially when it can change someone's life, you feel compelled to create change for the better. The choice to do something that serves people "led" me to understanding my passion and purpose.

*Amilya!*



#2

## Being Unusual is Required for Innovation

In the 80's & 90's there was only one business and leadership model known, one that expected leaders to be superhuman. They were expected to have all the answers, be perfect, and march to a military type philosophy of becoming "better" each and every day. The mantra was to do it all and "never let them see you sweat".

It was already highly unusual for a start up to step forward with the desire to transform an entire industry, let alone being led by a female CEO. People laughed when I said I was going to bring "green" mainstream. Back then green was a color not a movement, doing it in high heels - well that was definitely unusual.

Knowing what you want to accomplish is merely the tip of the iceberg. What I did know was this 'superhero' business and leadership model was not going to work for me. Don't get me wrong, it is inspiring but it was a philosophy I could not authenticity live up to. So not only was I a fish out of water. I was taking on changing a 90 billion dollar industry without having a clue how I was going to do it. But being unusual in that way, was a badge of honor for me. I saw the "usual" as hurting humanity and when we see that we can do better, we can step into being seen as "unusual" bolstered by our sense of innovation.

*Amilya!*



# #3 Being a Perfectionist Is Not A Proven Path To Success

Unless you are going to have the courage to try new things and step out of what is “certain” and comfortable you will never grow. What I know for sure is that you do not have to be perfect in order to be successful. When it comes to leadership or finding how you can contribute to the world - imperfection is WAY more important than perfection. Why? Because success isn't built on perfection it's actually built on trial and error. What else is evolution but trial and error, trial and error. That means the willingness to fail is thinking big, bigger than your self image, bigger than this moment, bigger than your own idea of how things “should” be.

Growing a company and building a culture of excellence is all about accepting that uncertainty and discomfort are always going to be part of the process. Being open and honest, accepting your shortcomings and imperfections, and those of others on your team, is part of the process of learning and growing. There is much genius to be found in the uncomfortable. This genius is uncovered most quickly to those who despite discomfort accept the trial and error cycle and prioritize adaptation over perfection. It also yields far more effective and consistent results than projecting an untouchable facade. Like most facades this only slows growth. Leading through fear or intimidation rather than collaboration and community is a heavy facade that slows everyone down. Another common facade is trying to live some false image of perfection, this only sets you up to fail.

It is the A.W.A - “awareness” “willingness” and “actions” to be imperfect that motivates and inspires us to experiment, innovate, and evolve. No one cares that you are not a perfect human being. No one is even keeping track. Face it, perfectionists have few rivals in their ability to annoy and repel others. I am admittedly a recovering perfectionist. Learning to “choose” to be open and vulnerable allows everyone around you to do the same. Try it on for a day and you will feel flow where you felt resistance. Try it on for a week and you will see new growth. Imagine if you tried it on for a year how much faster your company could grow with a leader who was open, real, and collaborative.

**“You can not expect of others, what you do not graciously demonstrate toward them.” Amilya**



Amilya!



#4

## Being Courageous Means Being Uncertain

Boy oh boy! Do I wish that I had understood that courage and comfort will never be friends from the start of my career. When you accept the invitation to be an authentic leader, you are accepting the feeling and condition of uncomfortable. And I mean every single day. The definition of a leader is someone who goes first. A leader forges a path forward, even when they are not entirely sure how to get to the destination, even when they are uncomfortable and even when the price comes with a high consequence. In today's complex, fast changing and unpredictable world, this takes courage. It requires tenacity, tough decision making and the risk of failing.

As humans, we all crave certainty. We all want to "know" the answers to life's questions. Why am I here? For what purpose? How do I get there? We all desire to achieve and to be successful. But winning, achieving and succeeding, especially when you are leading people or doing something different, never comes with "certainty". No one who is achieving at anything of significance is 100% certain of the outcome. That is not how growth works - I wish it did - but that is the point. To have the courage to move forward with "uncertainty" knowing that you will pivot, adapt and find a way to prevail through each hurdle. You may not know exactly how - but you will figure it out - that is what great leaders do - they figure Sh\*t out - as they go - one step at a time.

What is certain - if you choose it - is to get back up after you fall, time and time again. You rise up the next time knowing a little bit more about figuring something out and next time you "do better when you know better" as you move closer to your goals. But if you do not have the courage to try, to stumble and fall - every great leader does - and more than once! If you are not willing to fall then you are not even in the game.

*Amilya!*



#5

## **Being Good At Something Doesn't Make Anyone A Good Leader**

I often have to help people through this part. When you are performing a skill you are already good at, when you are performing within an area of expertise you have mastered, even when you're so good at doing something you already know the outcome before you begin, this will not make a good leader. This is execution. This is a person who is good at executing. In no way am I discounting the skills and talents needed to be someone who is good at execution, this skill is extremely valuable to your company's growth. But big growth also requires someone in leadership to oversee the myriad of details within each person's skill set. Execution, which is an entirely different skill, an entirely different point of view, ambition and well... purpose within your company. I see this mistake most often when great salespeople are promoted to sales manager. Being great at selling and being great at team management are completely different. Right? It's easy to see when you put the concepts right next to each other. But from within an organization's culture this mistake repeats itself across several divisions. Somewhere along the way we have confused the definition of leadership.

To be a great leader, especially one who leads with vulnerability, authenticity and humanity can be extremely difficult. It requires continuous and consistent self-work to embrace your vulnerability. You must have the courage to face your fears, ride the ride of uncertainty, and get up each and every time you stumble and/or fall. A vulnerable leader decides to meet uncertainty with an open mindset and a willingness to experience all the ups and downs, learn from them and try again, willingly and consciously again and again. To confront brutal realities head-on, while maintaining the faith that they will ultimately prevail - this is leadership. Then, after achieving a level of leadership you worked so hard at, you do it all over again to dig deeper within yourself in order to uncover the deeper internal work that frees you to scale up to the next level of leadership.

*Amilya!*



#6

## Being Vulnerable is Being Strong

Your company's growth is linked to the personal growth of every person on the team. These are the soft dollars so many companies overlook. What I can promise you is 100% of the time, everyone you meet is going through something. Learn the skills to see/feel things from someone else's perspective and to create an environment of acceptance and forgiveness. It costs you nothing to come into awareness that the person right in front of you is going through something. Learn the art of empathy and your entire perspective on life will change. Dale Carnegie taught this, Warren Buffet practices this, anyone can be more empathetic. You will get great immediate positive feedback and then you will see that in the increased productivity of your team. Deeply consider how to motivate people, how to inspire them, how you can make them feel safe enough to go beyond their perceived limits.

It may be surprising but role modeling vulnerability with your team will inspire them to get real with you. When you have the courage to be vulnerable about your own challenges your team can too. Every day enter into communication with the intention to just seek to understand, without judgment. Most of all in life we seek to be understood, validated, seen. When you listen to understand not to coerce into your pre-chosen solution you instantly become a more trusted leader. When you do this you not only become more present, you also become more confident, connected and resilient. You become a leader people are willing to follow because when you see, hear and recognize people for who they are, where they are and what is real for them, they will want to be with you. They will begin to flourish and together all rise to their highest self.

*Amilya!*



#7

## Being Passionate isn't the Same as Working in Your Purpose

Does following “your” passion sound like a very “me” centric view of your purpose in the world? I’m passionate about great Italian cuisine, deeply passionate but that isn’t my purpose. If you truly want to find your purpose follow your continual contribution to the world. When hiring and promoting your team, as you grow, it isn’t always the passionate ones that are fulfilling their purpose. It’s the ones who feel like they aren’t working at all. It’s the ones who love what they do, who retain an undying curiosity, who are courageous in the face of uncertainty that are living their purpose. And when their purpose is aligned with the company’s purpose that is when you really grow and scale. It happens organically without friction. In the long run, a team member who loves their work will outperform anyone who is great at their work, but hates it.

Here’s a simple exercise: List all of the times since childhood where you helped others and it brought you so much joy you remember the details - you can still feel the joy - even if it was 15 years ago. Find the common denominator between these moments. Then look for a seat in your company where you or this person would be able to live their purpose and be aligned with the company’s goals for growth. Are you starting to see how these truths can seriously impact, your company culture, your team communication, your people to task rubric and YES your bottom line of your business. This simple, yet very effective exercise can begin the process of helping “others” find their genius - their passion. This exercise can help you widen your view on how you and your team can be easily implement small changes for massive growth. That’s why I always say I wish I knew this when I was building my first 100 million dollar company. There are so many friction points, stuck points and pull your darn hair out moments you can avoid when you know better.

*Amilya!*



#8

## **Giving Without Receiving Will Slow Your Growth**

As a leader you are set up to give, give promotions, accolades, encouragement, stability, security, education, opportunity. You are in the position of the provider, the giver. A great leader gets paid last, recognized last, and ultimately gets a sense of security from work last.

But remember, giving is just as important as receiving. They are equally important. We must learn to do both because one is not more important than the other. They live together as one unit. What you give into the world is the pathway that leads right back to your door.

When a team member comes up with an innovation that eclipses your original idea, that is not a threat that is a gift. A gift that needs acknowledgment followed by the act of it Receiving it. And here's the fun part when you receive the gifts of your team, the people around you, you universally open the door to receive more = abundance. When you are dismissive, diminutive, or worse denounce a team members/persons gift you create a culture of people who do what they are told. They stop being self starters, the fear speaking up, being creativity and paralyzed in stepping out of a comfort zone. People who just do what they are told are the lowest in value to your growth. Now let's say someone is giving you "innovative" ideas but they aren't contributing to your growth and it kind of feels like it's wasting your time. To the receiving mindset you are receiving the gift of insight into this person's purpose. Here is a chance to receive their gift by giving them education, training, a new challenge toward their contributions. To use a sports term you might have a world class wide receiver in the quarterback position. This knowledge is a huge gift. Recieve it. Uphold the power of receiving, and instead of denying the gift someone else was designed to give - you will capitalize on it - and they will love you for it. Aren't win-wins the only true wins?

*Amilya!*

#9

# Being the Master of Thoughts Comes Before Being Master of Your Industry

Most of us have heard the saying “you become what you think.” As hard as it seems the fact remains that “things are not always what they seem.”

This is one of the most powerful lessons you will learn. It is the single most important aspect as you look to create the kind of life you desire. But if not used correctly, can also be the most destructive force that can cause unbearable pain and hurt in your life.

Your mind and more specifically your thoughts, affect everything and most importantly your perception. It can take a long time to really grasp your interpretation of reality - your reality - is really only your perception of what is happening. At any given time whatever you think is happening right now - there are just as many people that think something entirely different is happening. If you change your perception then you also change your reality. Are you hearing a way to shortcut the growth of your company, your team, your soul?

The average person thinks around 70,000 thoughts a day. That's a lot of thought-input influencing what you believe, which becomes your reality. Especially if you think that 35,000 are negative, unproductive, and self-sabatoshing. It would not surprise you that the person who has a negative viewpoint would say their life is one that is limiting and unhappy. The person who has 35,000 thoughts about productive positive actions and doing good things for others is working towards a goal of a brighter and better today and tomorrow. How do you suppose they would categorize how their life is going? Do you have any questions or exercises in your hiring processes, in your promotion processes, in your team assembly processes that reveal if someone is a fatalistic, pessimistic, realistic, optimistic, idealistic, or a fantiacist? Do you know which seats within your organization they are best suited for? Knowledge is so powerful, right?

When you change your thoughts, you will change your perception and in turn the way you lead.

**“Change Your Thoughts, Change Your Perception,  
Change Your Story, Change Your Life.” - Amilya**

The logo for Amilya! features the name 'Amilya!' in a stylized, cursive purple font. A green underline is positioned beneath the 'y' and 'a'. To the right of the text is a purple graphic element consisting of a curved line that loops back towards the end of the name.

#10

## Without Boundaries Chaos Breeds



Of my top 10 lessons to share this is the most impactful. If there is one life "hack" that everyone could use it would be to have high standards for yourself and those with whom you choose to invest any of your time.

Having high personal standards will almost immediately force personal growth. Because these standards will help you live up to your full potential, day after day. Why? Because it is human nature to have these, subconscious, imaginary "lines" that set our expectations and standards.. Those lines represent the minimum that we consider to be acceptable. Where is your minimal? Did an area of your life immediately come to mind where your boundaries are easily plowed over by any number of things, enthusiasm of another team member, investors or stakeholders agendas, a complaint by one person, your own perfectionism, not receiving the gifts others are giving, being in the wrong seat inside your company, allowing others to dump their workload onto you, saying yes when you really want to say no. These standards or "identities" we create in our mind impacts all we do and everything that happens to us. It sets the standard of the quality of our relationships, the size of our income, the intensity of our work ethic, what we accept for pay for our time/talent, what type of clients we work with, people we will date, places we will travel, its the standard we set for our health/fitness minimum, our cleanliness, everything. How we uphold our boundaries in one area of our life is how we hold them in all areas of our life. Take the first area that popped into your mind and work on improving your minimum level benchmark and your boundaries there. It will have a positive effect on all areas of your life. Without boundaries chaos breeds, with boundaries it's a funny thing but collaboration breeds. And collaboration is harmony, collaboration is growth, collaboration is how humanity has risen to every challenge it has faced, and collaboration is how you grow your company, your people and your life.

*Look for more insider tips on Growth  
in your inbox.*

*Amilya!*