



## *Living Life as an Alpha Chick*

Living my life as an Alpha Chick, I am aware now of my true potential and purpose. Self-awareness and serenity are my reality. Most of the time my life runs like a finely tuned piece of machinery, with all parts working in harmony with one another. I am no longer pulled in conflicting directions. I begin each day knowing and loving the woman I am. I appreciate everything I have: my husband, my health, my homes, and my work. And until March of 2010, I also had my precious Harley, who was such an important part of my morning ritual. He is now on the Rainbow Bridge waiting for me. Getting to this kind of clarity has been a process. It has taken time, patience, persistence, and lots of hard work. Since my epiphany, now so long ago, I can truly say that every year has been better than

the last, and I know next year will be even better than this one.

What an exquisite journey it has been. I don't regret the past because it has led me to where I am today. I have been blessed to know several wonderful people along the way who have helped and inspired me. You, too, can start a personal transformation like this for yourself, with wonderful results! Once you make this commitment to yourself, you are taking your first steps to self-empowerment and improvement.

On December 31, 1988, the last day I touched alcohol, I made the commitment to change my life and become sober. In time, I discovered my spiritual essence—a connection with my higher power. I found a divine presence within me that was guiding me, and I never looked back. I was actively working in real estate and doing very well. I really loved it and would never have consciously done anything to jeopardize that. As my level of consciousness grew through sobriety, my path became more apparent and I discovered a deeper passion for my work. I shifted into high gear.

As I became aware of the powers of an Alpha Chick, I found myself propelled by a new commitment to be the very best realtor I could be and to learn as much as I could about my profession. I had thought many times of going back to college, but found instead that pursuing a more individualized program really worked the best for

me. Even if your life takes some unorthodox turns and the traditional route doesn't work for you either, know that education is always available and attainable if you want it, and it is so very important.

I began attending classes, seminars, and workshops to pursue every designation that a realtor could obtain: Graduate Realtor Institute (GRI), Certified Residential Specialist (CRS), Leadership Training Graduate (LTG), and Accredited Buyer's Representative (ABR). This advanced training gave me greater knowledge and confidence in my ability to serve my clients, and my entire career focus changed. When I started out in real estate, I wanted to make money, and doing so was what it was all about for me. As an Alpha Chick, however, I no longer think about money the same way. I don't have to focus on it because I know that by being true to myself, money will flow into my life with ease. Instead, I think about the people who are my clients and how I can improve their lives. Helping others has been my motivation in real estate for years now, and I believe my clients know this.

One client, Joan, who later became the friend I introduced to you in my Acknowledgments, was going through a particularly difficult divorce. She had to sell the large house they had owned together. It had been on the market for months, and she couldn't afford to maintain it any longer. She needed to downsize and wanted to move into a condo. Joan was so stressed that

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As with Joan, I've been able to build strong, honest relationships with clients based on putting their interests first. These are relationships that have lasted for years, bringing me repeat business, referrals, and friendships.

I worked for Coldwell Banker from October of 1986 until February of 1990. In January of 1990, I met with Ed Davis, the owner of Dallamora Real Estate, the top-producing office at the time, who invited me to come to work for his company. I was very pleased with the offer and thought it was one I would eventually like to accept. However, I explained to him that I couldn't leave Coldwell Banker in the lurch because I was currently my office's top-producing sales agent and my leaving would really hurt my manager, whom I thought was my friend.

Several days after that meeting with Ed, I talked to my manager about the offer I'd received, assuring her that I would never do anything without discussing it with her first. She and I had shared some really personal details about our lives with one another—I about my drinking and she about her life issues. Because I believed we were friends, talking to her about my future career plans seemed like the right thing to do. I had numerous active listings at Coldwell Banker and thought I should sell those properties before moving on.

Two weeks later I left for a short vacation in Cancun, Mexico. You can imagine my surprise when, upon returning to the office, none of my colleagues even

looked up from their desks to say hello as I came in. On top of my desk, I found a black plastic bag stuffed with the things that had been inside that piece of furniture. I asked the staff what was going on, and they said I had better talk to my manager, so I did. She told me that after the conversation we had before I went on vacation, she thought it best that Coldwell Banker and I part ways. Since I was thinking of leaving, she had decided it would be better to do it now. Furthermore, she had given all my listings and all my clients to other agents in the office. All of a sudden I had no job and no clients. Absolutely heartbroken that she had treated me that way, I quietly organized my things and left without another word.

I learned the hard way that although I believe honesty is the best policy, other people will not always respond to my honesty with the same kind of integrity I have toward them. However, because I had become an Alpha Chick, I was able to accept what had happened, forgive my manager, and move on to what turned out to be an even better opportunity. I no longer wasted my emotional energy on what I saw as a betrayal, because by then I knew that good was always in store for me.

I went right back to Ed Davis at Dallamora and told him exactly what had happened and that I was now available to join his team. He was happy to have me, and I worked very successfully at Dallamora until January 1, 1993. I was awarded their Top New Producing Agent and

Rookie of the Year awards, and was in their top tier of salespeople for as long as I worked there.

As an Alpha Chick, I view my colleagues in much the same way as I do my clients; I want to help them and share whatever I have learned that has made me successful. While at Dallamora, I taught the other agents two courses, one about listing presentations and the other about how to convert “For Sale by Owners” (FSBOs) into clients. As I gave out more of these “good vibes,” they came back to me in strong relationships with my colleagues. Dallamora was a good place for me to work.

While I was there, a new company, ReMax, introduced an unusual concept in real estate agency management, in which agents pay for all their expenses but keep a larger percentage of the compensation. Under their system, agents ran their own businesses with their own profit-and-loss statements and paid all their own expenses, from rent to advertising and everything in between. I was certain this system would work for me—it resonated with my willingness to take complete responsibility for my work—and I decided it was time for me to make another move. It took some guts for me to do this at the time because I had just built my beautiful new home in Framingham, which meant increased expenses, and now I would be committing to assuming additional expenses associated with my work. But I did

it and signed on with ReMax, leaving Dallamora on very good terms and grateful for the opportunity the company had given me. As a confident Alpha Chick, I was sure I would succeed. And I did!

I built my new ReMax business by hiring an office assistant to take care of the administrative work, which allowed me to increase the time I spent with clients. Then I hired a buyer's agent, who could provide specific help to our clients in their home searches. After three years, I became the top producer of the office—a Platinum Club member with multi-million-dollar sales figures. I was basically running my own small company at this point.

While at ReMax, I worked with a group of eleven other highly technically oriented agents from all over Massachusetts to develop and implement a specialized Web link that would allow clients to access the multiple listing service directly from an agent's website. We called this the Online Assistant. This was the first time ever that clients could go directly from a realtor's website to view multiple listings! Both ReMax and Century 21 bought the software, which was to revolutionize the real estate industry.

I had worked very well with another ReMax agent who was the company's former top producer, and he and I decided we could improve both of our businesses if we worked together in a partnership. So in 1995, we opened our own satellite office and grew our team to nine



agents. One of the rewards of the Law of Attraction working in my life was that I found a wonderful space for our office only minutes from my home, which had been a specific goal of mine. My life was a lot more relaxed when I could be at the office and get home in nothing flat to have lunch with Harley.

Unfortunately, my partner would come in briefly in the morning and then disappear for the day. I ended up doing the lion's share of the work. I was starting to feel very uncomfortable with the arrangement I had made with him. I realized that I had to dissolve this partnership, as the situation had become completely untenable.

One night I was working at the office after ten o'clock when a contractor who knew me well saw my car as he drove by. He stopped and came in to make sure I was all right and found me sitting at my desk sobbing from exhaustion. I was preparing a purchase and sales agreement for a builder on a particularly complicated transaction. I had been working from sixty to eighty hours a week to make up for my partner's lack of attention to the business and to be sure our clients were well taken care of. I was overwhelmed.

My sobriety and newfound self-respect allowed me to inventory the situation and recognize that this partnership had become unhealthy for me. I could see there was now the potential for a disastrous outcome for my business. As an Alpha Chick, I was able to think

clearly, evaluate my options, and move forward without fear or insecurity. I engaged the services of my friend Faith Easter, who is an attorney, and took the appropriate action to end the partnership, which was dissolved in 1998. Protected by self-love and sobriety, I had the ability to make the right choices and take good care of myself and my clients, whose interests were also at stake.

Again, because I practiced the five steps of the Alpha Chick Process, which you will learn about in detail in Part Two, I knew only better things were in store for me. They have helped me successfully manage unexpected turns in the road to always ensure a positive outcome for myself.

I continued to successfully operate a satellite office to the parent ReMax company for another two years. Because of this, I came to believe I could start my own real estate business and make that company a success. I also believed a company of my own would give me the best opportunity to help clients and the agents who worked with me. After planning throughout the fall, I formed my own corporation on December 1, 2000, and introduced MalDuane.com. I assumed the lease and all obligations of the office I had run for ReMax and changed the name over the door to mine! What an overwhelming sense of accomplishment, self-respect, and gratitude I felt the first time I looked at that sign. This was the result of thirteen years of hard work, mental focus, and attracting what I wanted.

When I began MalDuane.com, the Internet had just begun to change the structure of the real estate industry. While many companies much larger than mine would take a long time to understand what the Internet would mean to the real estate industry, I was on the leading edge of Internet marketing. I acquired several more designations—Senior Real Estate Specialist, e-Pro, and Real Estate Cyber Specialist—and utilized the wonderful new technology to expand my business very effectively. My office was the first independent real estate company in the greater Boston MetroWest area to have a website with access to a multiple listing service for clients, virtual tours, and e-mail marketing campaigns.

I was becoming recognized as an expert in the techniques of Internet marketing for real estate. My peers saw that my company's approach to this business was cutting edge. Instead of hoarding my knowledge to keep a corner on the marketplace, I was more than happy to share my business plan and systems with anyone who asked me. As an Alpha Chick, I had learned that a very important part of building my own strength and transformation was helping others and teaching them what I had learned, and I continue this practice to this day.

Eventually I was invited to travel all over the United States to share marketing and business-building concepts with other top producers. I did an interview for the

Certified Residential Specialist (CRS) national magazine and website. I also addressed Craig Forte's 3-Steps Marketing Group in Phoenix, which later offered me a retainer because I helped them market and sell a web-based product I was instrumental in developing. *Banker and Tradesman* magazine interviewed me and featured me on the cover a couple of times. As one of the top-producing realtors in the country, I was invited to Las Vegas by Floyd Wickman, one of America's preeminent real estate trainers, to participate in his Top Producer Panel, and I spoke before five hundred agents from all over the United States. I traveled to Phoenix again for a Mega Agent Marketing meeting, where successful agents nationwide were asked to create compelling direct-mail campaigns and toll-free advertising programs. I've also given numerous recorded interviews at no charge about how to build successful Internet marketing strategies, and my recordings have been distributed to realtors nationally. On two occasions, I've been a featured speaker at the Real Estate CyberSpace Society's annual convention, which has an attendance of more than thirty thousand agents.

I share my successes with you not to show you what a big shot I've become, but rather to illustrate how I have been able to develop my full power and potential by following the steps of the Alpha Chick process. I have grown so much, and with that growth has come recognition, personal fulfillment, and prosperity. My career has taken off

like a rocket, but more important, I love what I am doing. Making more money has not been the primary objective in these pursuits; rather, it is a benefit that has come to me as a result of continually expanding my knowledge and my joy in helping others with what I have learned.

My real estate business has flourished and expanded every year. In 2003, my production was \$50 million in sales! By the fall of 2004, I had made enough money to pay cash for an antique building in the historic district of Framingham, where my company, MetroWest Homes, is now located. I completely remodeled and restored the building, which is now one of the most recognized and admired structures in the area. I continue to make improvements to the building and rent offices to other professionals. This is an accomplishment in which I take great pride because it has helped the community as well as myself.

During the fall of 2006, when the market started to slow down, I was still doing a strong business, but not the huge numbers from previous years. The market further declined in 2007 and 2008 as the mortgage industry began to crumble. Like all realtors, I was affected by the horrific financial downturn that was having an impact on every industry in this country.

Regardless of the terrible economy and its disastrous consequences, however, I have not lost my optimism or my belief that we will recover. At

MetroWest Homes staff meetings and in one-on-one conversations, I continue to share my optimism and my own Alpha Chick Process with the agents who work with me. I've introduced them to a strong practice of positive and creative thinking. I encourage them to meditate and envision what they want to bring about in their lives, personally as well as professionally, and to believe in themselves and their own potential. I share all my many books and recordings from my Library of Love about the Law of Attraction and becoming successful. I like to believe these colleagues have been helped by my approach to life, learning valuable lessons they would never even have been exposed to in a typical real estate company. While many real estate companies and satellite offices have failed all across the country, the Alpha Chick approach to success, thoughtful analysis, and budget revisions has kept my company afloat, with doors open, doing business, and debt free.

Without my sobriety and positive mental shift, I would not have had the confidence in myself to take as many risks as I have in taking my business to higher levels. I experience an emotional and mental clarity that I did not have before. My faith in my business skills and the ability to shift my thoughts to more positive thinking when I become troubled have carried me through one of the worst financial declines in American history. I have

analyzed the market and sought new areas for business. I work closely with my sales agents to help them believe in themselves and create innovative programs that bring in new clients. My primary goal has been to help my agents remain in business and stay afloat financially during this challenging economic situation, and I like to think my company has successfully turned the corner. I know the grace of God is with me.

My personal life has also experienced a huge transformation since I became sober. As described in "Dr. Delicious," in 2003 I married Michael, with whom I have a powerful and loving partnership. The ability to see and develop the person I truly am has led me down a path of self-respect, self-love, and fulfillment. The quality of the relationships I have developed with my family and my friends has become significantly better over the years. In the past, I always looked for approval from others. Now my self-worth comes from within, and I look for honesty and integrity first in my friends and colleagues. When you become completely honest with yourself, that honesty is reflected in all areas of your life. The kind of people I attract into my life has also changed. I've met so many inspirational human beings, including quite a few Alpha Chicks!

Every day I look around my beautiful home and thank God for all that I have. In 2006, I had a vision of owning a second home as a small getaway. I researched

different areas in New England near the ocean that intrigued me and finally settled on Westport, Connecticut. I found out about some wonderful new construction that was to be built on the Saugatuck River and bought a small condo there. It is cozy, and we decorated it in fabulous warm hues of red, orange, and gold, accented by black furniture. From there, Michael and I can hop on the train and be in New York City in fifty minutes for shopping, dinner, or a play. When Michael's children or our friends visit us, they love our little getaway. We cherish the times we go to our shoebox on the Saugatuck for long weekends and holidays.

Since December of 1988, I have focused on building a strong body and staying healthy. I have worked over the years with several personal trainers, and since 2002, with an extraordinary woman named Rhonda Skloff. Rhonda first helped me when I was recovering from my broken arm, delicately working it back to full capacity. In 2008, she assisted me through two abdominal surgeries resulting from an appendectomy and postoperative complications. Because of her, I really have developed a disciplined exercise regimen, and I continue to work out daily. On days when I lack the motivation, she inspires me to do more.

Once I stopped drinking, eating healthy food became important to me, and I now pay a great deal of attention to nutrition. Several times when my discipline has



flagged, I have gone to Weight Watchers. They have affordable programs that keep me accountable for what I am eating, and I count my points daily to stay on track. I support both my physical and emotional well-being with quality down time and a regular meditation practice. One day I bumped into a property manager who knew me from my ReMax days. He commented on how much calmer I seemed. He was actually very funny when he described my impatience from the 1990s. I am grateful that the changes I have undergone are apparent to others.

When I look at my life today, I see so many improvements in all areas. Practicing the five steps of the Alpha Chick Process has enhanced every aspect of my life—physical, mental, emotional, spiritual, and financial.

I am so blessed! I am happy, healthy, fulfilled, successful, and surrounded by love. I have everything I need and more. As a result, I want to share the knowledge of how to achieve these blessings with as many women as I can. The ability to tap in to this quality of life is within us all. We are all created equally; we just need to learn to access the divine presence within us. I feel confident that if you commit to and follow the steps outlined in Part Two of this book, you will learn, as I did, how to find the joy and success you are meant to have in your life.