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# RADIANTE



VISIONARY WOMEN IGNITING  
THE LIGHT IN OTHERS

*Chapter 15: On the Edge of Greatness – Talk yourself Through it, Not out of it.*

EXCERPT FROM RADIANTE: VISIONARY WOMEN IGNITING THE LIGHT IN OTHERS.

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## ABOUT THE AUTHOR



### LEIGH MOANA

Leigh Moana helps business owners take their sales to the next level. Working together with them to implement strategies that will double sales, increase profits, and ensure sustainable business growth.

Leigh is a Sales and Marketing professional with over 20 years' experience, she is very passionate about helping business owners succeed. Too many times she has seen businesses with a fantastic product or service fail, simply because they did not have the correct sales strategies in place. For this reason, Leigh developed her Successful Sales program to help business owners get out of their own way and put processes in place to catapult their sales.

Leigh has enjoyed building her success while raising two amazing children on her own for the past 14 years on the beautiful, sunny Gold Coast and wouldn't have it any other way!

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# 15

## **On the Edge of Greatness – Talk Yourself Through it, Not Out of it.**

**Written By Leigh Moana**



**M**y stomach flips and turns, my heart races, my palms sweat, my throat closes, and I feel like I’m going to vomit. This happens every time I hear my phone ring and see that dreaded name come up on my screen. I feel like a naughty child who has been caught red-handed doing something wrong!

Life is too short to feel this way day in, day out, several times a day! No one should ever have the power to make you feel so intimidated and insignificant! There just has to be more to life than this.

It’s times like this, when I experience that sick feeling in the pit of my stomach, that I know that something has to change!

I can quickly recall at least six times in my life when I have felt just like this... When I have known that something has to change. When I have had to make major, life-altering decisions.

They are the big decisions; they are the overwhelming decisions. More often than not they are the decisions we put in the “too hard basket.” But these are also the decisions,

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when we finally make them, that lead us to greatness. They lead us to something bigger and better than we would have imagined for ourselves.

The first of these life-altering decisions I had to make (as an adult) was the decision to leave my husband. As a child, coming from a broken family, I had always promised myself that when I got married, it would be forever. I would fight tooth and nail to keep my marriage strong and intact. I would do whatever it took... until I couldn't... or should I say, shouldn't?!

At thirty-one years old, a six-month-old son and a two-year-old daughter in tow, I made the courageous and scary decision to leave my husband. Our situation was not ideal, and I was left with no choice. I had to leave, for my children, for me, for our future. It is amazing what a woman can do, what a mother can do, when she has to!

Two babies both in nappies, both waking several times a night each and both very enthusiastic little energizer bunnies that just kept going and going. I had to watch them constantly or goodness knows what they would get into! With little to no warning, I went from part-time worker, full-time wife to a single mother having to get full time employment, find somewhere new to live and having to move house.

There was no time for exhaustion; there was no time to feel sorry for myself. I had to put my head down, my bum up, and get on with it. I had to find a way to support my little family. Looking back now, I wonder how I even managed to do it.

Strangely enough, this is where my amazing journey into the world of sales really began.

Being forced into making this life-altering decision also forced me to find my true calling in my professional life. Previously, I had dabbled in several industries. I had worked in the hospitality industry, the tourism industry, sales and administration. Now was the time to step up and combine it all. To be the best salesperson I could be. I had no choice. I had to succeed to support my family.

Some of the most rewarding incentives behind a career in sales are the bonus structures and rewards that come with being really good at your job. I worked super hard at building amazing relationships and earning trust and respect within my industry. I

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built a strong foundation that led to a very rewarding sales career, where targets were met, and rewards were plenty.

I'll never forget the day I went to the bank to set up a new account for my savings. This lovely lady at the counter asked me why I was opening a new account. When I explained to her that I was moving house, she asked if I was renting or buying. I laughed a little and said, "Renting, of course. I could never afford to buy. I'm a single mother with two children."

All she said to me was, "You don't know if you don't ask. Would you like me to set up an appointment for you with the lending manager?"

"Why not?" I replied. "it can't hurt to ask." Wow!! Talk about your famous last words.. As it turns out, a single mother with two children can buy a house.

Another amazing turning point in my life! Had I dismissed what the lady behind the counter was saying, had I made up my own mind that no one would ever lend me money, I would never have purchased my first home. It just goes to show that sometimes we need to be a little more open minded and a little more open to having conversations. You truly never know just where those conversations could take you.

Less than two years after leaving my husband I was successfully raising two babies (thank you daycare!!), enjoying an incredibly successful career, purchasing a car, purchasing my first home, and building a strong network of colleagues and connections, serving on committees and loving life!

The pressures were high, deadlines and targets were the norm, time was limited, yet I was absolutely thriving. I was in my zone! Loving life, loving my kids and really enjoying my success.

BOOM!!! In comes bombshell number two! Don't get too comfortable, Leigh! What are you thinking? That you'll stay this happy always? Time to rock that steady boat of yours.

Enter the stomach turns and flips, the racing heart, sweaty palms, closed throat... you know how it goes :)!!

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Without going into detail on how my steady boat was rocked...what I will say is that you must respect yourself, believe in yourself, and most importantly, stand up for yourself. Unfortunately, I was put in a position where my “baby” (my job) was being taken from me, and I was no longer supported, valued, or even respected.

I had been in this job (that I absolutely loved) for over five years. It was steady, it helped me support my family, keep a roof over our heads, food on the table, pay the bills... when it's only you, that is a lot of pressure. But this was a great job, great pay, I worked hard for it, I earned it, and in turn it ensured we enjoyed a great lifestyle. My plan was to stay in this job forever. I really loved what I was doing.

Now, I was in the position... again... where I had to make another of those life-altering decisions. I had to make the decision to leave my job, my security. I had to stand up for myself.

It might make you feel sick to your stomach to do it, but that is when you know it's right. That is when you know you're about to step over the threshold to something even better. Stay strong and believe in yourself.

I could have lost my home, I may have struggled to find work, I may not have been able to afford childcare... there were so many fears that could have held me back. Yet I made the decision. It was time to move on. No sooner had I made the decision and the next opportunity came knocking on my door. I didn't even have to look for it.

Surprisingly enough, another conversation that would lead to the next major decision in my life. I had made the decision that something had to change. I had made the decision to leave, then from nowhere, one random conversation, and along came the next opportunity.

How long could I have stayed in my place of fear and not found my opportunity or missed my opportunity altogether? How long have you stayed in a place of fear? Are you still in a place of fear? Make the decision! You don't have to act on it straight away but make the decision. Start looking. You'll be surprised at what pops up when you make that big decision and find yourself open to the world of possibilities around you.

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The next few years went by, I was still in a high paying, rewarding, high-pressure job, same role (just different company), same industry. I was still in all the same social circles, kicking goals, supporting my kids, and enjoying life... until I wasn't.

This time, on top of the stomach flips and turns, racing heart, sweaty palms, closed throat, sick feeling... I also suffered a work injury.

Ok. This time the universe was telling me something REALLY had to change.

BUT this time was even scarier than before. This time there were no more opportunities (or none that I wanted) in my current industry. This time I was older, and I had more to lose. This time, this decision would uproot my whole little family and life as we knew it.

I was putting the decision off. It was too big, too overwhelming, too much was going to have to change. I just couldn't seem to face it, so I chose to ignore it.

One conversation with one amazing person changed my whole perception (or should I say misperception) on just how big this decision would be.

Instead of looking at the end-goal, at all the things that would have to happen, we just talked. It was one simple conversation, one which you can also have with yourself. All you have to do is stop, take a deep breath, and break it down.

Ask yourself, what is the first thing that would need to happen? Can you do it? If no, why not? What is holding you back? What would you need to do to change the no to a yes? Do you need help? Is it something you can do yourself?

Break it down to one manageable step at a time. Keep drilling down until all your no's become yeses, until you have a clear picture of what needs to be done, and how it needs to happen. Set an action plan, then start implementing it, one step at a time. Once you have a plan, the steps to achieve it, the overwhelm disappears and you find yourself in a state of "doing" rather than in a state of desperation and confusion.

Upon making this life-altering decision, to leave my high-paying, stable job that supported my little family, I found myself having to rent out my home, put my belongings into storage and I went home to my mummy! At thirty-eight years old, two

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children (aged eight and ten) and I moved back home to my mum's house, out in the country, where I could recover, recoup, and figure out what was next.

I was incredibly lucky to have such a wonderful support system to allow me to regroup like that. I will be forever grateful to my mother and her husband for helping me through one of the most difficult times of my life. Their support allowed me the time to really focus on me, my kids, and what I was going to do next. To relax, with no deadlines, targets, events, and the general pressures that life has to offer.

After the dust settled from the move, I remember sitting with my mum one evening and asking her, "What am I going to do now?" Everything I ever knew felt lost on me. I honestly did not know what I wanted to do, what industry I wanted to work in, where I would go from here.

I looked into her eyes. I was genuinely lost, confused, unsure... "What am I going to do?"

The next words out of my mother's mouth changed my world... again!! "Start your own business! You've always wanted to do it. I know you can do it. So, do it. Start your own business."

As I write this chapter, that conversation with my mother was seven years ago and I have never looked back.

I was still recovering from my injury, so I decided to use that valuable time to plan my new business venture. I was lucky enough to be accepted into the NEIS program (New Enterprise Incentive Scheme) through the government which gave me the opportunity to plan my business while I recovered. The NEIS program allowed me the time and guidance to build a comprehensive business plan that would serve as the starting block to my business, Moana Marketing.

Drawing from my past employment, I had developed many skills along the way. Sales was by far one of my strongest skills.

I worked with one company that made wonderful, low preservative wines where you could place your own, customized labels on the wine you purchased. The concept was unique and different. It was brought over here from Canada; however,

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unfortunately, it was not working in Australia, not the way they envisioned it. When I took on the sales and marketing role, I completely changed the way the wines were purchased, the market we were targeting, and how we were selling. I became known as the networking queen. Sales increased dramatically, and the owners were able to sell their business for a lovely profit when they were ready to return to Canada, rather than having to shut up shop at a massive loss.

I worked for a tourism company that was experiencing difficult times and found themselves in \$1M debt. I was asked to stay on as the Sales Manager (later to be promoted to General Manager) and was able to take that business from \$1M in debt to back in the red within two years. I introduced new, affordable options for smaller businesses, increased sales and got us out of trouble and to a point of making a very lucrative profit.

With my past roles in tourism, sales, management, administration and events, plus taking on a lot of self-learning projects, I taught myself to build databases and build websites. I completed social media courses, developed sales training manuals, operations manuals, and implemented systems within several business over the years. These skills that I developed would build the framework for a very successful business.

After working in the tourism industry for such a long time, primarily working with small business owners as clients, I recognized a real need for marketing assistance within the industry. Business owners knew what they needed to do; they simply didn't have time to do it all. I would create a business to assist small business owners for as many or little hours as they needed per week/month, whatever they required. Most small business owners could not afford to hire a full-time marketer, so I would offer them the opportunity to utilize my skills and knowledge for a set amount of hours per week/month, to achieve the tasks they did not have time to do.

It was a fantastic and welcome service that got my business off to a wonderful start. Over time, business owners' needs changed, so the services I offered changed. I was able to adapt my business to the industry and trends. Being self-employed has given me the freedom and ability to adapt as needed. It has also given me the opportunity to be there for my children in a way that I will be forever grateful for. I am able to attend all their

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extracurricular activities, to get them to their sport training, to get them to their sporting events, to be there when they get home from school.

Over the last seven years, my business has evolved and changed and grown in many substantial ways. It has been an amazing journey that has forged many incredible relationships and opened up so many opportunities.

I have worked with start-ups and helped them create sales processes and systems that we've implemented together and enjoyed great successes. I have built social media and email marketing campaigns for clients to help increase awareness and build customer loyalty. I even started hosting half day workshops teaching small business owners the basics of Facebook, Instagram, LinkedIn, and Mailchimp for business, so they could do it for themselves.

I've worked with corporate clients all around Australia helping them with their events and I have one client I've been working with for seven years now, managing their social media campaigns, email marketing campaigns, and SMS campaigns. I attend their event each year to get action photos and videos for the following year of marketing. It has been an amazing journey so far!

All these skills I have developed over the years have helped me to produce an amazing sales training program that I designed based on my vast experience from working in the sales industry for so many years.

When I asked myself the question, what is it that I am really passionate about (besides my children of course), what is that one thing I talk about that really makes me smile, that when I'm doing it, I just shine, that I'm super excited to talk about, that I could talk about for hours... It always comes back to sales!

I absolutely love to sell! I get so animated and excited when I talk about sales. I love to think outside the square, to develop new strategies, to build amazing relationships. So, I developed an incredible program which teaches everything I love to do. I work closely with my clients to help them identify where their sales may be struggling, to implement new strategies to increase their sales, and to put systems in place to ensure continued growth into the future.

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I sit on the board of The Cambodian Kids Foundation, which is a charity very close to my heart. After participating in a volunteer trip to Cambodia with the foundation in December 2019, I just knew that I had to stay involved with the Foundation. I had to help. I decided I would take my children over with me the next time, so they could see just how lucky they were.

I began fundraising, first by taking on a 10km running challenge (never having been a runner in my life!! ever!!!). I then took on my first ever triathlon (which I completed four days after turning forty-five). I am currently training for my first (and probably last) half marathon.

Unfortunately, we can't travel right now, but I am saving and fundraising for the trip in preparation for when we can travel again! The foundation has suffered a great loss in financial assistance with all volunteer trips not running for over eighteen months so far, so we are desperate to find new ways to raise money. It is a project I am very passionate about and as my business succeeds, the foundation will benefit more and more.

In my personal life, I moved home (more than four years ago now). I am raising two amazing teenagers and life is fantastic. There have been a couple more stomach flips and turns along the way, but I know what they mean. I make the decision quickly and I move on.

I know with everything in me that all will be ok. I know it will work out. I know it will lead to something bigger and better.

My name is Leigh Moana. I am a Sales and Marketing Strategist, Coach and Trainer. I am a single mother of two amazing children. I am passionate about helping business owners increase their sales and improve their processes to help them secure a solid and sustainable future for their business.

I believe in being authentic and true, in coming from a place of service and with a genuine desire to help.

My Successful Sales program has been developed to help business owners achieve the sales they desire.

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I'm in my happy place when I show a business owner solutions or strategies they may not have thought of yet to increase their sales and improve their business. When I see that spark in their eyes, that "aha" moment on their face, that excitement they experience when they know they're on a winner...then I'm a very happy lady.

My mission in life is to help as many business owners as I can to improve their sales. To provide a happy, stable life for my children where they feel loved, safe and secure to be anything they want to be. To leave behind a legacy of being someone honest, true, hard-working and loving.

If this chapter inspires just one person to make that life-altering decision they have been putting off, to take their life back into their own hands, to trust in the process and believe that everything will be ok—if it empowers just one person to make that big decision, to take themselves out of that place of fear and move forward—then I have served my purpose for participating in this book and I will be absolutely thrilled!

You can achieve anything you set your mind to.

Make the decision and set your intention.... Be kind, caring and honest with yourself... and enjoy the journey. xx

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