

Interview with Laura Baker Of www.good4moms.com September 20, 2011

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[Music]

Michael: Welcome to Logical Soul Talk. My name is Michael Craig and I'm your host for this weekly radio talk program. We feature interviews with some folks that I consider to be the best, brightest, most interesting and creative people in the world. During this 30 minute program, I will ask them about their expertise, their work but I mainly want to focus their inner world, their turning points in their lives, their past, their mentors, influencers and the decisions they made that brought them success or to their current state of affairs whatever that might be.

You see, as a chiropractor for many years I discovered that most people including myself have an underlying matrix or pattern of what I call hidden decisions that we made as small children or picked up from our parents, teachers or even our ancestors.

These subconscious decisions form our reality and affect our motivation and our destiny. Consequently these matrix decisions can either propel us to greatness or lead us to self sabotage and failure. Now quite by accident many years ago, I discovered I could access these hidden decisions, to allow amazing results to happen in my own and other people's lives.

You can get more information on my techniques and methods at www.logicalsoul.com. But also be sure to click on the follow button if you are listening to this radio show or listening online you probably are already there it is www.blogtalkradio.com/logicalsoul and you can get a heads up on all our great interviews and shows. We have got a great lineup this fall and into the winter. So be sure to stay tuned.

Now my guests were selected because quite frankly I found their stories and their lives interesting. I also found that they possess qualities that I find rare in an individual and they have a passion for what they do and the determination to see this passion through and the objects of their passion. They obviously have made some strong decisions early in life that led them to their current successes and their achievements. My goal in interviewing them here on this show is to probe a little bit and discover their pattern of life decisions

This will allow you as my listeners to maybe pick up some special nuggets that will add to your motivation and nourish your own seeds of success. So listen and enjoy and after about ten or 15 minutes, I invite you to call in with your comments and your questions or just join in our conversation. Our phone number is area code 347-843-4544. That is 347-843-4544.

If you want to get called on simply press '1' to raise your hand. If you are listening online then welcome to the show. You are not calling in but we invite you to, I think there is a chat group but I haven't figured out how to use it yet so we are just **[Laughter]**. If you want to chat that is great let me know maybe I will see something. Maybe I will find out and if I don't it means that I have no idea on what is going on in this chat room side of it. However you can call in at 347-843-4544 and press '1' to raise your hand. I will definitely call on you. So thank you for joining us for Logical Soul Talk

Now my guest on the show tonight is a friend of mine. I met her locally. She is an Atlanta lady she is a stay-at-home mom. She is wanting to write a book and she is online and she is doing a website. I am going to give you the contents of what she is going to be covering on her website later in the show. Her name is Laura Baker. She is a very interesting person. I found her very vivacious, very outgoing. She seems to be a very good business person as far as I can tell and I am sure her kids will say she is a great mom. I met one of her daughters I believe. She is a real interesting person. I think you will like listening to her.

Laura is, I am going to let you tell a little bit about. I am going to let you tell excuse me a little bit about herself and her past. She didn't have much of this in her bio so I am going to let her cover that. Laura, are you there?

Laura: I am, thank you for having me.

Michael: I just noticed in your bio I didn't have anything on your past, your deep dark past. Well, where are you from? Where are you from originally?

Laura: I actually was born in North Carolina but I call it Atlanta home. My mom was born in Brady Hospital on Easter Sunday a long time ago. So she actually grew up in Marietta but as a young child I moved from North Carolina to South Carolina to here because my dad had different jobs but I have lived here since I was 9 years old. So although I am not technically a native, I consider myself a native but of course my children are.

Michael: Sure, close enough. Absolutely. Laura, tell me which part of North Carolina are you from?

Laura: Kinston, North Carolina.

[00:05:01]

That is where Michael Jordan is from, sort of.

Michael: Oh, okay.

Laura: Not exactly but close to it.

Michael: Absolutely. Excellent, welcome to the Georgia. Well you've been here a while.

Laura: Well thank you. **[Laughter]**

Michael: I know you were in the real estate for a while because that is actually where I first met you when you were in the Georgia Real Estate Investors Association and you were quite active in real estate. How did that go for you by the way? I am sure because a lot of former real estate or current real estate investors especially these times are reporting different scenarios. So what was your story in that?

Laura: When I started I bought a few houses with people. Actually I partnered with people and I did a little bit of this and a little bit of that. It was fun and at that time I had only 4 children and my 5th one came along in the middle of that and once I had my 5th one it really pulled me back into being mommy full time which you get caught up in doing. Right now the real thing about buying houses now is the time, I mean it is just unbelievable out there opportunities for people who want to buy a house and if you can hold onto them I don't suggest that you put out your dough tomorrow and start buying houses. But if you want to start and pick up one, put somebody in there and then live there for a little while and keep investing now is a great time to get into it.

Michael: Oh, absolutely. I was looking at the paper today. I was looking at some of these auction properties. I was going, "You know I could just dip into my pocket and buy one of these days." **[Laughter]**

Laura: Well, it is great if you have a pocket to dip into. **[Laughter]** it could be a little bit challenging, either you need to find partners or you know there are many ways to get them to help these days.

Michael: Right, exactly. I need to go over to Georgia Real and find out and maybe partner with somebody because I don't really want to spend more time on it because it is a lot of, very time intensive and I imagine with 5 kids, holy cow!

Laura: Well, it is quite a bit of work

Michael: Within it, yeah. There is a lot of work involved. Fair bit of work. More work than I thought when I first started out

Laura: Well, you know there is an infomercial on TV **[Inaudible 00:07:02]** but if do good work, if you've got organization skills or you are able to bang around things, it is just a great time to get into it.

Michael: So how on earth did you have 5 kids and do houses? Did you put them all at work or kind of?

Laura: Well, I had 4 of the kids first and I was doing houses. I had the other one after that. I would just drive them along. I took my kids to places that I am sure other mothers would you know definitely won't

Michael: Yeah, they would call Child Protection Services **[Laughter]** **[Cross Talk]** I have some of that happen too.

Laura: I don't want anyone else looking around going, "You know what you are probably not the best mom here doing this with my kid." **[Laughter]** My mom had a saying you know, "It is probably law when you can tie them down in a car and it is the only place you can get away with it." So when I had to go out of my house I tied them all down in my car, I go for a ride and they would point out all the way houses for me. I wouldn't have to look. They will just go, "There is one. There is one." It is a great skill to teach your kids.

Michael: Right, exactly. It is amazing because my wife doesn't have as much a sense of humor on that. She is from Germany. So whenever I would drive by those dilapidated barns down the country I would say you know, "Look honey, 6 or upper." She would give me this look to kill for. **[Laughter]**

Laura: Well she probably **[Inaudible 00:08:32]**

Michael: Oh, yeah. Absolutely. Yeah, we still have a property. We still have a **[Inaudible 00:08:34]** plus the one we live in. that is plenty right now. I may get some but it is going to be a while. So anyway getting back to your situation as a work-at-home mom now I know you, while you have been working from home for long time. I mean obviously in real estate you were working from home. You had some properties you would just do that. Did you, I mean when you started getting into internet marketing or started looking into that was it in a sense of wanting to add that to your real estate thing or you just decided and just basically dropped real estate and started internet marketing? So what happened there?

Laura: I pretty much I dropped real estate. Right now I am doing internet marketing and more into websites and rebuilding websites, kind of actually building a community for moms. Part of that time I had to work part time to help put food on the table and it is really frustrating. I have no college degree. I got out of high school and I did a little bit of college but I started my family about 5 years after getting out of high school and I found it is really limiting what you can do when you don't have a college degree and you want to stay at home with your children.

So if you want to work part time at night or you want to work part time during the day while they are in school or whatever you are very, very limited in what you can do. It is very, very

difficult. I can't even imagine what it would be like for a single mom out there and not have a college degree or something or some kind of income to turn on.

[00:10:02]

So I am kind of passionate about building for those people, for myself and also for the other moms and others who are out there who frankly if you are not, even if you have a college degree right now and trying to find the right job. So I am trying to figure out the different ways to do it. So it is a whole new world now.

Michael: Yeah, absolutely. Well obviously you can draw that from your life experience a great deal. I mean raising 5 kids pretty much qualifies you to talk about that just from any angle you want to **[Laughter]**

Laura: Yeah.

Michael: I mean I can't imagine having 5 kids. By the way I don't have any kids. I am actually in my 3rd marriage and I have never had kids which is an interesting scenario. I guess some people are just not meant to have them and I am one of those. I would like to rent them so if you want to bring them over some time I certainly can you know entertain them for a while

Laura: There you go, where were you while they were little

Michael: But the point is, your website is correct me if I am wrong www.good4moms.com. That is four, the number 4 www.good4moms.com. As I understand you just got that up. You are just getting that started, is that correct?

Laura: Right. It has been less than a month now. I have 4 or 5 posts on that. So I am really just now getting started and trying to figure out, and implement the stuff that I have been learning for the past couple of years on how to do the internet, and how to do the websites and that kind of things.

Michael: That is great because I mean there are a whole lot of stay-at-home moms right now. I have got a Facebook fan page called, let us see what it is 'I Love work from home'. I can't even give you the address here. I think it is 'I work from home' or www.Facebook.com/iworkfromhome or www.Facebook.com/iloveworkathome. I think that is it. I don't remember.

Anyway there is a whole bunch of work at home moms that joined that site or just look at it or make comments or leave a whole bunch of stuff and so they can start referring to you because there is a lot of, lot of people as you said both single and married moms and dads who are just saddled with a whole bunch of responsibilities and they are trying to get some income going and they have something going but they don't really want to leave their home, and leave the

kids to some stranger and they have to pay them to boot. So it makes sense to sort of do what you are doing, you know.

I really wish you the best because there are a whole lot of resources out there for stay-at-home moms. Like I am going to be doing www.incomeathomesecrets.com which is going to be aimed at people who are working from home, not particularly moms which will be more your niche but I think it is for anybody who is actually trying to make a business go from their home computers. So anyway coming with a slight, gosh I can't even imagine. What is like raising 5 kids and how does your husband deal with all this? I mean I know he is at work. He has got his own work and he comes home and you know. How is his outlook on your working?

Laura: Actually he is very, very supportive for me. I really appreciate his support. He just goes to work every day and allows me the opportunity to be able to do this. Otherwise I don't know what I would be doing if I had to be out there in the real world working out. I would have been working at the grocery store or something like that. But he is very supportive and he is very loving and allows me to have a go at my craziness. I haven't actually proven myself by making any money, doing anything yet.

But I am working very hard, trying to get organized, and I am just chugging along and trying to figure out how to do it. I am getting some great lessons on the way from groups like IMOG, in which you and I are involved in which is internet marketers of Georgia and I am at some other places where, that is really where I got my start with IMOG and I really grew very passionate about this very quickly. Like you said I did come from the real estate industry and this is just something that I am just passionate about.

Michael: Yeah. I think you and I both have the same sort of feelings. It is like you know we like to get out there and do things a little differently than those people. So I can see that there is a link there. Joey Smith has done a great job by the way. I am supposed to be meeting with him at the end of the month. His mom just got diagnosed I believe, I don't want to get into all of that but he is a great guy and he has got a lot on the ball and a good guy to know.

Good guy to have on board and he is the head of the internet marketers in Georgia and anybody who is listening from Georgia and want to join that you can find him on www.meetup.com. It is a great group, great bunch of folks. And Joey is a really, really special guy. So there is another question. Oh I was just saying, as far as feeling that you haven't accomplished as much as you would like which we all feel that by the way. I would say that you have had 5 successful project launches **[Laughter]**

[00:15:00]

Laura: I have truly great kids.

Michael: I would say that if they are good kids you have had some successful launches there and that is quite something to boast about because I couldn't imagine doing it. My wife couldn't imagine doing it. I know a whole bunch of people who have trouble with one or two. So I would imagine if you have raised 5 and you haven't done badly with that you have exactly the qualities, you know what I am saying.

Laura: Okay, then alright. I have never had to recognized that in myself but I do have 5 fabulous kids and they are all individuals and they are all very funny and very intelligent and all are just wonderful, wonderful people and I would like to say in spite of me and not because of me but if you want to give me the credit then I will say thank you. **[Laughter]**

Michael: Well, they will have to follow something and you are the first thing they are under

Laura: So they spend a whole lot of time with me so they have more of my qualities than my husband's which is very irritating to me but that is part of being a mom.

Michael: They are perfect mirrors sometimes, right

Laura: Unfortunately yes that is true.

Michael: All your bad habits coming back to haunt you I guess. So what do you blog post about on www.good4moms.com and what are you writing on and what will you be sharing with folks?

Laura: Well, I am going to be sharing two things. One is that just my struggle and my journey, more than my struggle my journey in this adventure that I call the second part of my life. I just recently turned 50 years old. All of my children are older now. My youngest one is in middle school. So I am at a point where I can really dedicate my time and energy to doing this.

It was my decision when I was young to have children when I am younger so that I could ultimately grow up and do something exciting. Now is my time to start doing something exciting. So that is basically what I am doing. I am writing for, I am also a little bit heavier than I would like to be and I am on a journey to lose quite a bit of weight and another thing that I am going to be talking about on that site is how I do that and how other people can do it.

Michael: So you will be providing maybe links to some affiliate programs or something that they can check in to find out how to lose weight or who to raise kids and all that kinds of stuff.

Laura: Yes, and hearing from other moms too. I actually have a friend who has found out that she is going to be sharing her suggestions each week with the super moms because it is 'A Guide for Super Moms' is actually the title of my site because all moms are super moms even people who don't have kids. If you have step-kids you are super moms, if you are a leader of a girl scouts group then you are a super mom. Even if you are a dad you can be a super mom

because with all these kids need support and love and to be brought up in a world that cares about them and that is really what it is all about.

Michael: That is really true. Do goldfish count? **[Laughter]**

Laura: Yeah, goldfish do count. **[Laughter]** if you have compassion somewhere then it will count.

Michael: Right, we had a cat

Laura: Keeping a pet is also a big responsibility.

Michael: Yeah, it really is. We had a cat. My cat Mr. Kittie just passed away

Laura: Oh, I am sorry

Michael: Yeah. He was my best friend. He really was. He always just hopped up on my desk no matter what I was doing, just slept on top of everything I had going on. I always had to keep a watch out and move everything out of the way. The last 2 years of his life I had to give him medicine by one of those little things that you stick in the mouth. What do you call them?

Laura: A needle?

Michael: Not a needle, a little

Laura: Well, a syringe

Michael: Syringe, yeah and mixed it with some green drink which is just some 4 or 5 stuff put together, and put his medicine in it and gave it to him every morning. He didn't howl, he didn't fuss because he knew he will be fed right after that. So he was a really great cat and I am really missing him. So I have had pets and I have had folks throughout my life who I had taken care of. Of course taking care of an elderly parent and watching them pass away is another aspect of that too.

Laura: **[Inaudible 00:19:18]**

Michael: Yeah, you can't really get out of this life without dealing with that on some level, you know. So everybody is going to have someone like that to deal with. It is something in their lives

Laura: So you are a super mom. You just didn't know it.

Michael: I didn't know I was a super mom.

Laura: Well there you go. Claim it. Be proud. **[Laughter]**

Michael: I am a super mom **[Laughter]**

Laura: There you go.

Michael: Well great we will start 'Super Moms Anonymous'

Laura: Well, there you go that is a whole new website we can use that.

Michael: **[Laughter]** I am sorry. Good, well you are going to have a book coming out too 'Guide for Super Moms'

Laura: Yes, 'A Guide for Super Moms' that is going to be my autobiography and just how I have done it.

[00:20:02]

I don't know if anybody else can take this crazy path that I have been on and maybe they can gain something from what I have learnt through all of my years and all of my experience on how to handle and juggle it all. So you know I know a lot of crazy women

Michael: Yeah, have you read any books, anything by Erma Bombeck?

Laura: I have a little bit. Actually I love a lot of her quotes though. She was a lovely lady and she lived a little bit before my time. I think she passed away just about the time I started having children. So I haven't invested a lot of time in her but I do love her quotes

Michael: Go back and read some of her stuff because her style is very, very memorable. I remember, I am not a mom but I remember Erma Bombeck because I grew up with her and I am a little older than you but she was a great writer and I think it is her style. You don't want to copy her style. You want to use your own style but she had a great way of looking at things so I thought maybe she is somebody to emulate atleast. Atleast look at her stuff and see what her writings are about and you know update your **[Cross Talk]**

Laura: **[Inaudible 00:21:23]** also she started. She has 5 kids and she started after her kids were all grown up before she launched her career. There are a lot of models out there

Michael: That is true. Erma is just a good writer. I just used to like her. I loved to read her stuff. Well good so when is the book coming out?

Laura: I don't have any idea yet **[Laughter]** I am hoping that I will have that out by Christmas but I can't promise.

Michael: Okay. So you are on the spot here. By January 1st

Laura: By January 1st I will have it out.

Michael: Laura Baker is going to be the author of 'A Guide for Super Moms' and you heard it here first at Logical Soul Talk, September the 20th. So there we go

Laura: There you go. Now you are going to have to hold me to it **[Laughter]**

Michael: Don't worry, I can do a very good job of that

Laura: Well, I need that

Michael: Yeah, thank you so much. It is entertaining. I think I am pretty much asked up. Anything you want to talk about as far as your kids, what they are doing, anything that you want to brag on as far as your kids or your husband. Anything that is going on with your family

Laura: Well let us see. I could probably brag a little bit about all of them. My oldest daughter has just started her junior year. This is her first year at Emory. She has started her junior year at Emory and I am very excited about it. It is kind of like a lifetime goal for me back when I was 19 years old so I used to be a teller at a bank and I would cash the paycheck for the people at Emory and I knew that the school wasn't for me but I thought, "You know what it would be real cool if one of my kids could go to Emory." She surprised me this year and has been accepted there and so I am very excited about that

Michael: That is great.

Laura: And then I have the other **[Inaudible 00:23:08]** with my children like I said my youngest has started middle school and she is growing into this amazingly strong, confident, competent person that I go, "I wasn't like you when I was that age." I am so impressed by her.

My son is like the funniest person on the planet and everything he says makes me laugh. He is always a joy and a pleasure to be around.

I have twins and they are 22. They are core of success. Actually one is a gymnast in one of my twins. One is blonde with blue eyes and the other is a brunette with brown eyes. They were such a joy and a challenge because they would shift personalities. On one day one will be doing one thing, the other will be doing the other thing and then all of a sudden they switch personalities on me and I am like, "Wait a minute this isn't fair. I am just trying to get a grip here." They are 22 now and one is starting her own business and one has just started a new job in her lifelong career of fashion and they are exceptional people.

Then of course my husband who also keeps me in stitches I have to say. He is a very funny guy and he just holds all of us together and keeps all of us sane. I am not exactly sure how he does it but he is just there and he is the rock that holds all of us together and really cuddle in.

Michael: I imagine, a family like yours obviously needs a strong male presence there.

Laura: There you go

Michael: And although you do a great job yourself I am just saying that it holds a sort of family unit, all the parts are functioning, and all of the pistons are firing at the same time which is great

Laura: Absolutely. Well I have to say that I am with the safest man in the planet because I don't want to be a single mom that I would jump in front of the train to push him away, so there you go

[00:25:02]

Michael: That is great. Well, what does he do for a living?

Laura: He works in the computer industry and fixes computers and helps around with data and actually help people get their stuff, actually businesses. He is more of a business side of the personal computer industry. He works on commercial things like hospitals and those kinds of things

Michael: That is a great man. Keeps you going so it is great.

Laura: Absolutely

Michael: Great to hear that. Well that is fantastic. One other question and I guess we are going to run out of time here in about 4 minutes. I want to mention our next week's show in just a minute. Your twins are they fraternal twins or identical twins. You said they were different so I would assume they are fraternal twins

Laura: Oh, they are opposites actually except that they are girls, so they are fraternal twins.

Michael: Right, okay

Laura: They are not the identical kind, they are the fraternal kind

Michael: Right, okay. Got it. I think we are about to run out of time. Is there anything else you want to add or any other comment you want to make about, or address to work at home moms or moms who might be going through a hard time right now?

Laura: Just keep the faith and just know that there is hope and there is always a way and it is just upto you to find that way. Just keep doing what you are doing, and chugging along and I know what it is like to, you know for it to really be hard and to not know where the next breath is going to come from but just hold on, it is out there and you have to find it. That is your job.

Michael: Hmm. That is pretty true. Well thank you so much, Laura. It has been real entertaining and exciting to have you on the show. I appreciate your wanting to be on here because really it is one thing to talk about somebody else's success and who is doing this and they've got 50 companies and they've got all these stuff but really to talk to a stay-at-home mom like yourself who may not have a level of success that you really want later on but you will get by the way, but you are on the path you know and you have already accomplished a great deal in your life.

As I said having 5 kids in itself is a huge accomplishment and don't sell yourself short there because that is very, very much indeed something that some people wish they could even do, a part of what you are doing but congratulations. Congratulations on your family. Congratulations on your marriage. Congratulations on your forthcoming book, you publish before January 1st and your website www.good4moms.com. So check out Laura Baker's site and you know is there a way they could sign up right now? Do you have any opt-in or anyway that they can get into the RSS feed right now?

Laura: You know what you just leave me a comment under one of the articles out, and put your information in and I will get in touch with you. I haven't even got to that state yet to where I have the opt-in list or anything. So just leave a comment or you can follow me on Facebook on Laura__Baker and you can just find me there and just latch on and talk to me because I would love to hear from you.

Michael: Laura, thank you so much. I appreciate you being on the show. I want to put you on hold here while I talk about next week's guest. Thank you so much for being on Logical Soul Talk. I will talk to you again soon, hold on.

Laura: Okay, thanks for having me.

Michael: You are certainly welcome. Hold on here a second. Okay, now our next week's guest is we have had her on here before. Her name is C F Jackson and she is an internet marketer. She is an author. She is also an Atlanta native. She lives up near me in Norcross actually and she is part of the same group which I am at which I am going to, actually I am going to see her tonight.

She is leading the meet downtown where a few internet marketers get together and hang out and do some other stuff. She has got a really interesting service. She does email marketing. She is also going to be talking about her book and how she gets things going on her website and her handle, actually she has trademarked it, "Won't be denied". Really interesting lady, C F Jackson.

So next week Tuesday that would be that would be Tuesday the 27th at 6 pm we will hear her and this is Dr. Michael Craig

[Music]

[00:30:00]

Well Laura, are you still there?

Laura: Yes, I am.

Michael: Okay, we will only get like a few minutes before I cut us off here, actually probably another minute or maybe less. If we get cut off suddenly then that is the reason because sometimes they will let us stream this podcast which can be heard. You can hear this in your recording afterwards. Sometimes they will let you talk and sometimes they don't. Last week they cut us off right after the music. So at any rate I can just talk for a minute here. We will probably get cut off. Is there anything else you want to add or anything that you forgot to mention during the show?

Laura: Not really, but thank you for having me.

Michael: You are certainly welcome dear and look forward to seeing more. I am sorry

Laura: I said I hope I didn't embarrass you or anything.

Michael: Embarrass me, heck no. I embarrass myself much better than anybody else can do.
[Laughter]

Laura: I know that is a first

Michael: If you doubt that ask my wife. **[Laughter]** so anyway thank you so much for joining me. I look forward to seeing you again soon

Laura: Okay, well what kind of meeting are you going to tonight?

Michael: It is 'The Atlanta Internet Marketing Master Mind Group' or something like that. It is sort of a closed group otherwise I will ask you to come.

Laura: Oh no, it is all over my head. I was just wondering

Michael: Yeah, it is one of those things where they get together and it was actually a little over my head but I have just hung in there for little over a year there and I have learnt a whole lot. I mean it is amazing. If you just know how to add and subtract and you throw yourself into sort

of a calculus group after a while you sort of start figuring out some things, you know. Atleast you learn how to add and subtract better.

That is where I am going tonight. Lot of interesting people, lot of very, I mean they are professional internet marketers so lots to learn. But I have stuff that I will be sharing on my website and some other places. I will be happy to talk to you about it. Anyways let us stay in touch. I will be back in touch with you. I usually like to do that after the show so I will let you know what is going on and we will stay in touch.

Laura: Okay, well that sounds great. Thanks for having me

Michael: You are so welcome, Laura. Thank you.

Laura: Okay, you too. Bye-Bye.

[End of Audio 00:32:34]