

## *JEWISH LATIN PRINCESS*

**ABBI PERETS, CREATOR OF SUCCESSFUL  
FREELANCE MOM**

### *EPISODE 45*

You're listening to Jewish Latin Princess Podcast by Yael. Every week get your dose of inspiration from the world's most uniquely talented Jewish women and from Yael herself. Seeking profound and practical ways to live a joyful, richer Jewish life? Welcome to Jewish Latin Princess Podcast.

And now, Jewish lifestyle expert and bilingual blogger at [www.jewishlatinprincess.com](http://www.jewishlatinprincess.com), your host, Yael.

**Yael Trusch:** Do you enjoy writing, tweaking words or communicating in the written form? Maybe a freelance writing career is for you, but if it isn't, don't tune out just yet, because my guest today has plenty of advice for women who have an entrepreneurial spirit. I'm Yael Trusch and you are listening to Jewish Latin Princess. Welcome to the show.

My guest today is Abbi Perets, creature of Successful Freelance Mom. Abbi and I meet on the online world and have had a virtual friendship for awhile. We've been supporting each other's work ever since. Meanwhile, a couple of years ago, before Abbi moved to Israel, we lived in the same city and we moved in pretty much the same circle, yet we've never met! And as I already mentioned in the interview, we didn't even meet through the Jewish online world which was so funny. We actually connected via a non-Jewish forum I can't even remember where. So I think it was just Hashgaha Peratit, divine providence that at this juncture in our lives God wanted us to meet and I'm so very grateful for that. More about Abbi at [www.successfulfreelancemom.com](http://www.successfulfreelancemom.com).

She teaches mothers how to break into freelance writing and land high paying jobs while they're at home with their kids. As a mother of five kids including one with special needs, Abbi know the unique challenges mom's face every day and she works to empower them to pursue their dreams and live a life they love. Not only does Abbi tells us about her business, but Abbi tells us about her relationship with God. What got Abbi up from the kitchen floor where she spent many mornings crying after a challenging time in her life? What kind of money can one make having a freelance writing career? What holds women back from achieving their greatest potential? Does Abbi, the successful freelance mom ever faced blocks? Resistance? How does she deal with this? What are the foundations of any successful business which Abbi teaches all of her clients? And stay tuned because Abbi has a great freebee that you can enroll in and get started in your freelance writing carrier.

Here we go, ladies! Here's Abbi Perets!

***[THEME MUSIC]***

**YAEL TRUSCH:** Abbi Perets, Successful Freelance Mom, welcome to Jewish Latin Princess!

**ABBI PERETS:** Thank you for having me. This is so exciting!

**YAEL TRUSCH:** I am super excited because you and I, when we think we would have met because we lived in the same city, we moved in very similar circles, yet we've never actually meet.

**ABBI PERETS:** Which is crazy! It's crazy because we like have all these friends in common.

**YAEL TRUSCH:** Totally crazy and it was the internet that brought us together which I loved that story because it just goes to show the power of the online world and online entrepreneurs, and I so appreciate your friendship, your support, your encouragement, your words of wisdom, and I

fully support your work. In fact, I recommend your course, Writing For Money, to my newsletter subscribers in the past.

**ABBI PERETS:** Oh!

**YAEL TRUSCH:** Very successfully and I'm happy to have hear that some of them actually enrolled on your amazing course. So I'm just so thrilled to have you on the show telling us all about how to be a successful freelance mom.

**ABBI PERETS:** Well, thank you! It's so exciting! I think what's most amazing, Yael? Is that we didn't even meet through the Jewish online world.

**YAEL TRUSCH:** Right!

**ABBI PERETS:** We met through like the secular online entrepreneurial women's world.

**YAEL TRUSCH:** That is true! You have a good memory! I didn't remember but you're right.

**ABBI PERETS:** Yeah! Yeah, it's—

**YAEL TRUSCH:** You are right! You're right! So Abbi, let's get right to it.

**ABBI PERETS:** Sure!

**YAEL TRUSCH:** You've been writing for a very long time something like 20 years, not just professionally but in addition to a career as a writer, you also... I understand that the craft of writing helped you through some difficult times. Later on you even had more challenges and you had to stop working all together which is what actually led to the creation of your business, Successful Freelance Mom. So tell us exactly how you got started? Give us the background story because there is an interesting journey here.

**ABBI PERETS:** There is! It's a journey and there's ups and downs so... So, yes. A very, very, long time ago because I am, according to my children, one foot on the grave, ready to die. I'm 42 so...

**Yael Trusch:** Yeah, you're ancient!

**ABBI PERETS:** I know!

**Yael Trusch:** Just like me. Like—

**ABBI PERETS:** Totally!

**Yael Trusch:** I walked the earth with the dinosaurs, I hear you.

**ABBI PERETS:** Correct! So many, many, years ago, 27 years ago, I started writing professionally. I was living in Israel at that time and my major skill was I was an English speaker and I knew how to use a computer which qualified me to get hired as a junior copywriter in a little marketing firm in Tel Aviv. And then, about 18 ½ years ago, my first baby was born. And when she was born I didn't want to work in an office. I didn't want to be leaving her with a sitter and going in to work in an office every day, so I decided I'll be a freelance writer.

And I have to tell you that I did not really even know what that totally meant or like what I was going to actually do for money when I started, but I figured that I was smart enough to figure it out. So I started writing articles, you know, they say write what you know. So I wrote articles about parenting and pregnancy and breast feeding because those were the things that I pretty much did all the time.

**Yael Trusch:** Right.

**ABBI PERETS:** And I made my way from smaller, regional prints parenting magazines to somewhat larger magazines. I did some online work and then we moved from Israel back to the States. We were in California for a time and I started building a business with local clients in California. And then, after a few years and every couple of years, I would get pregnant and have another baby so I would take some time for myself

and kind of scale back a little and the beautiful thing of course about freelancing is that you can scale your business up and down as you need to. So that worked well for me. We moved to Los Angeles, sorry, we moved from Los Angeles to Houston, and I had to kind of start over with local businesses and worked my way into clients there, but then I started taking more on line work and making connections with clients all over the country and even around the world which was useful because then a few years later, we moved back to Israel again.

**Yael Trusch:** Yehey!

**Abbi Perets:** Oh, yeah! So that was about 6 ½ years ago and at that point my kids were finally getting to the point where they were all—there are five of them. Thank God! They are beautiful and wonderful. They were all in the point where they were like starting to be in a full day program so I was again beginning to scale up a little bit and take on more larger projects, more exciting things that I had the bandwidth for, because I had, you know, longer work hours that I could count on. And this was 2013. It was pretty exciting. I had a lot of really cool stuff in the pipeline. I had just signed a contract with an exciting new client where I was taking a larger role than I had ever taken before and I had an advance check for the project and everything. And then my middle son who is developmentally disabled, was diagnosed with leukemia.

**Yael Trusch:** Oh, my gosh!

**Abbi Perets:** Yeah. So this is the down part of the story. So it was a Friday. It was actually... it was Yom Kippur.

**Yael Trusch:** Oh, wow.

**Abbi Perets:** Yeah, it was kind of intense. And it was a Friday of the 13<sup>th</sup>, so it was like from all directions and as we found out on Friday and by Monday, I had contacted my clients. I had returned the advanced check, I had handed off projects to colleagues, I had closed out things that, you know, I knew I wasn't going to be able to work effectively for my clients

certainly while I was caring for my son and for the next 2 ½ years, I did not work. I sat in the hospital next my son and I cried a lot and I watched a lot of bad television. And that was my life for a very long time. And thank God today my son is better and healthy, but it was a very long time. And when he was better, I was not immediately better like everybody expected. “Oh, he’s out of the hospital, he’s going back to school and now you can go back to work.” And I was like, “One, it’s not that simple,” because my clients didn’t sit around waiting for me, I have to start from nothing.

**Yael Trusch:** Right.

**Abbi Perets:** And two, I’m not there yet, like I can’t...

**Yael Trusch:** You...

**Abbi Perets:** I can’t!

**Yael Trusch:** You are emotionally and physically drained, probably.

**Abbi Perets:** Totally! Totally! It was—I absolutely had PTSD.

**Yael Trusch:** Yes.

**Abbi Perets:** I mean I couldn’t even drive. The mall is down the street from the hospital and I couldn’t... like people, it’s oh, I’ll meet you for breakfast at the mall. No! We’re going to go somewhere else.

**Yael Trusch:** Right.

**Abbi Perets:** I can’t go that direction.

**Yael Trusch:** Right.

**Abbi Perets:** So you know it was intense and I was just so unhappy and so not snapping out of it, because when you’re in the thick of it, you don’t have time to process what’s going on so...

**Yael Trusch:** Right.

**ABBI PERETS:** It was only when it was better that I could sit down and really think, “Oh, my God, I almost lost my kid.”

**Yael Trusch:** Right. All the stressful emotions—

**ABBI PERETS:** Yep!

**Yael Trusch:** Came flowing through the body.

**ABBI PERETS:** Yeah! Very much so, very much so! I mean I spent a lot of time crying on the floor of my kitchen like I would just, you know, I would just lose it. The kids would get out the door in the morning, everybody would be out and I would just fall apart. And that went on for a couple of months. So...

**Yael Trusch:** At what point do you say, “I have a business on my hands. I’m going to redo this. It’s still be in the writing field but I’m going to do this differently now.”

**ABBI PERETS:** Well, so the way it actually came about was I was in this dark, dark place and what I’ve learned is that when you are depressed like that, one of the best thing you can do for yourself is to kind of get outside yourself, and to think, how can I help other people instead of concentrating on myself.

**Yael Trusch:** Yeah.

**ABBI PERETS:** And so what I thought about was the thing that I know how to do is to teach other people how to start this kind of business, how to get it up and running, even when you’re at home with kids. I had done it at home with kids for many, many years and I had done it through several moves and I knew the pieces that had to be put in place, the foundations that need to be established, all the things that you need to do in order to run a successful business and to start getting clients and to work in a sustainable way that will bring in consistent income. So I thought, I could teach other women how to do this. And I tell people, I tell people all the

time, Successful Freelance Mom, is what got me up off the floor of my kitchen.

This business saved my life. I started thinking about, okay, well, you know, how would I teach this piece and how would I explain that part; and that was what got me up. Now, it's what got me engaging with the world and connecting with other women and you know how it is, when you're around other women, it's such a healing experience.

**Yael Trusch:** Yes.

**Abbi Perets:** It is such an important thing to be part of community and that was a huge piece for me. So starting to teach and starting to put that information out there in the world and getting feedback then from women who were saying, "Oh, my gosh!" "Oh, wow!" "Thank you! This is so helpful!"

**Yael Trusch:** Helpful, right. Right!

**Abbi Perets:** Well, you know, that was like... like bombs to the soul. Yeah, it's...

**Yael Trusch:** The excitement of knowing that you're helping other people.

**Abbi Perets:** Oh, my gosh! Yeah.

**Yael Trusch:** Abbi, do you think, I mean, not too many people figure that out, unfortunately. And I think it's something that our Jewish tradition emphasizes do you think it kind of click—you know, realize that you attribute this to Judaism?

**Abbi Perets:** You know, parts of it, yes. I think that we're certainly, you know, Judaism is certainly embodies the concept of giving of yourself and giving to others. At all different levels.

**Yael Trusch:** Right.

**ABBI PERETS:** And I think that's a big piece of it. I know that for me, personally, my own journey through faith has been... I don't want to say atypical because I don't think anybody has a typical journey through faith, really.

**Yael Trusch:** Correct.

**ABBI PERETS:** I think that you know we all have, I think that if you don't ever have anything that makes you question then I mean, wow, you're very lucky but also maybe not really telling the truth so...

**Yael Trusch:** Exactly.

**ABBI PERETS:** So, yeah I mean I had my son, his developmentally disabled so getting that diagnosis when he was 2 years old was very difficult and I went through some ups and downs then. Of course the cancer diagnosis came and so my own... certainly my faith has been shaken, but you know it has come back. I have an amazing family, I have an amazing support system, so they kind of helped me find my way and they've never said to me, well, you have to believe this and you have to do those things.

**Yael Trusch:** Right.

**ABBI PERETS:** No one has ever tried to take that tone with me. I can't imagine that anybody would be that silly to take that tone with me, but I've been very fortunate in that sense and I've managed to find my own way. And I tell people I have a very intimate relationship with G-d. Like, you know—

**Yael Trusch:** Like we all should. It's a very personal relationship that's why it should be—

**ABBI PERETS:** It is.

**Yael Trusch:** Different for all of us.

**ABBI PERETS:** Right.

**Yael Trusch:** Like you said at the beginning.

**Abbi Perets:** Yeah, it is. You know it is. It is very personal, it's very intimate. We have conversations and sometimes I'm like a teenager where like if He's doing what I want, I'm like awesome were BFFs.

**Yael Trusch:** Yes.

**Abbi Perets:** And when He is not doing what I want I'm like, listen, I don't even want to talk to you like I just have nothing to say to you, okay! So.

**Yael Trusch:** You're not on my good list today.

**Abbi Perets:** That's right! That's right. So yeah!

**Yael Trusch:** I could totally, totally, relate. So you're now on this beautiful mission to teach women, mothers in particular, how to build a career on freelance writing. A real career, real money that pays the bills.

**Abbi Perets:** Definitely!

**Yael Trusch:** That's consistent, sustainable while they can be at home for their kids. So let's start by you telling us really what kind of money are we talking about? Because I think that's the first thing people always wonder about, right?

**Abbi Perets:** Definitely. Absolutely! So the money depends on how much time you want to devote to your business. The students who I work with, so I tell you from my own experience over the years when I was working very part time meaning about 4 hours a day 5 days a week. I was consistently, you know, after the 2<sup>nd</sup> or 3<sup>rd</sup> year when I knew what I was doing and I had made all the mistakes that, like my students don't have to make because I show them how to skip over that part.

**Yael Trusch:** Alright.

**ABBI PERETS:** So at that point I was making around \$3000 or \$4000 a month consistently. And again, like I said, working about 20 hours a week. And then as my kids got a little bit bigger and I was starting to scale up at around 6 hours a week. I was definitely doing closer to \$5000 a month on a very consistent level. And that's not like... that was without making a tremendous effort. That was kind of like taking the easy step that came my way and not really going out of my way to do anything beyond that. Which was a very comfortable level for me to be at because it covered what I needed for my family and it made me feel like I was contributing and it didn't—it meant that I didn't have to work very hard.

So I have students who start again, without, absolutely no experience in this field and who can very quickly on like a very part time basis, so you know, working at most 4 hours a day, they can very quickly get up to that like \$1500 or \$2000 a month range. And when they start to stretch a little bit and to take on things that are a little bit challenging, they can break out of that pretty quickly and get to that \$2000, \$3000, \$4000 a month range consistently. It takes, I'm not going to say that there's no work involved because there's absolutely work involved and you have to be consistent about it. But if you're willing to put in that time and to take on the step that's a little bit challenging and I'm not talking about like, oh. my god! How do I do this, I don't know what I'm doing. I mean like taking the steps that's not the lowest hanging fruit because—

**Yael Trusch:** Right.

**ABBI PERETS:** Pretty much anyone can get started on to what you know, the really basic stuff and bringing that \$1500 a month with very little effort when you're doing the right things and then getting beyond that takes just a small amount of effort and really it's about being consistent in your marketing efforts meaning you're getting in front of the right clients on a consistent basis.

**Yael Trusch:** So, Abbi, can this be a side hustle? Let's say for the women who wants to maybe pay off some student loans or some credit card that or you know can they...

**Abbi Perets:** Absolutely, absolutely. I see this is a really, I mean for me, I think for years I treated it as a kind of side hustle. You know this was the only work that I did but I certainly did not do it full time. And I'll freely say mostly because I didn't want to. I had never enjoyed working 40 hours a week. It's just never been something that I've aspired to. I'm good with like you know 20 hours a week when I had small kids was more than enough and even now that my oldest is 18 ½ and my youngest is eight. And even now, I like to tuck out at around 30 hours a week. I don't want to feel like I'm working all the time I like to have my evenings to myself. I like to have Friday's to go out to practice with a friend in the morning and spend the afternoon in my kitchen.

**Yael Trusch:** Right.

**Abbi Perets:** I don't want to feel like if take a morning off to do something like, oh, how am I going to finish my work? I like knowing that I have a nice balance. I like having time to read, I like having time to... I learned how to play the guitar, not very well but I learned how to at least to pick up a guitar and not look like an idiot. All those things.

**Yael Trusch:** Having said that, Abbi, this career path is not necessarily for anyone, because ultimately not everybody knows how to write or enjoys the craft of writing. So let's lay out for who is this career path for?

**Abbi Perets:** Correct! So if you're the kind of person who has always enjoyed writing and you're the kind of person who like and that can be any kind of writing. So if you are the kind of person who really enjoys writing a long email to your extended family every so often or if you're the person who in you day job, like you know, if they have to put together some sort of newsletter or manual or something this say, oh, can you handle that because you do it so nicely. And if you are a person who enjoys playing around with words in any form, then this can definitely be for you.

**Yael Trusch:** Right.

**ABBI PERETS:** If you hate writing, if you were the kind of person who like in English class in high school always like, “Oh, my god! Please don’t make us write an essay,” then probably not the best choice.

**Yael TRUSCH:** Right, right, right.

**ABBI PERETS:** So if it’s painful for you? I’m all about the joy, Yael. Like for me, if it doesn’t bring me joy, I’m not going to do it.

**Yael TRUSCH:** Exactly.

**ABBI PERETS:** So like you know, if you came to me and said, Abbi, I have an amazing career for you. If you can be an accountant and make \$8 million, I’ll be like, thank you. Thank you so much for thinking of me, but no. So yes, so if words are painful then I would say not the best choice, but if you enjoy writing, I promise you that there are plenty of ways to make this work because there are so many kinds of freelance writing. I have a good friend who has made an amazing living for fifteen years writing about, toilet paper.

**Yael TRUSCH:** What?

**ABBI PERETS:** Now I know, I know, right? But think about it there’s a whole industry there that has a lot of industry specific publications and they have to communicate with each other and it’s not a glamorous things so guess what, there are lot of people competing for the work and it pays well. So in just like there’s toilet paper, there’s I don’t know, plastics. And there’s like food manufacturing and there... whatever! Like all kinds of obscure things that you might actually have an interest in, or you might decide even though it’s not that interesting, it can be like there can be cool people to work with, it can be a experience in project management.

**Yael TRUSCH:** Right.

**ABBI PERETS:** And it pays enough that I don’t care it’s a little bit boring for fifteen hours of wake because it pays for me to do really fun stuff the other hours of my wake, which is my friends approach. She says, you know, I’ve been doing this for enough years that I can really, I can scale it

back, it doesn't take up my time. There are no toilet paper emergencies. So you know, it's a very steady work that she doesn't have to go out and look for. And it pays very well. And she's been working with the same people for over a decade so she knows them, she knows the market, she knows the terminology.

It's not taking an enormous amount of brain power. It's rewarding for her professionally and it leaves her with of time to pursue the things that she does love and she is passionate about. And then, on the flip side, you can —I have a student who's now writing about... she's writing for U.K. music artists. I have students who are writing about ex-pat life. I have students who are writing about all kinds of things like from health care, to parenting, to technology, to fitness, whatever. Like there are so many ways to take writing and so many kinds of writing and there's just so much that you can do with it that it can be a lot of fun.

**Yael Trusch:** So what I am hearing here is that a lot of succeeding in this is really choosing a niche.

**Abbi Perets:** Definitely.

**Yael Trusch:** And maybe people might resist that. Talk to us about the benefits of focusing on a niche when you are trying to built this finance writing and that niche behind it if there aren't.

**Abbi Perets:** Yeah, so that's such a great question because you know so many people believe like I'm going to just kind of explain what a niche is for people—

**Yael Trusch:** Sure!

**Abbi Perets:** Who might not be familiar with that terminology. So when we says choosing a niche it means picking one thing that you focus in on and that you hone in on. So this is something that is really am critical for really any business so if you want to have a business in any way, shape or form, you need to know who you serve and how you serve them. So what

is the service that you provide and to whom do you provide it? And you want to get like super, super, specific. So, you know like your podcast has a market of a very specific honed in on market. So the same thing when you're a finance writer, if you pick something very, very, specific that you're writing for a very specific audience; people feel like, oh, that means I'm not going to get as much work because I'm limiting myself. But the truth is the moment that you kind of zero in on that one specific area, you get to be super specific in the language that you use and how you communicate and it speaks exactly to those specific people. So somebody once said to me, "Abbi, do you think you're alienating them by calling your site, Successful Freelance Mom?" and I was like, "Well, I sure hope I am, coz I'm trying really hard to only work women."

**Yael Trusch:** Right!

**Abbi Perets:** So I'm okay with that and so again, I'm also okay with, I mean I'm certainly not against single women or women who are not mothers, but because my messaging resonates particularly with mothers, those are the people who most of the time work with me and those are the people who I most enjoy working with because they understand and have the same challenges that I do. So you know for example, if my kid walks in the middle of a Facebook live, my audience doesn't say, oh, that's so unprofessional. They say, ah, hahaha it happens to her, too.

**Yael Trusch:** Right. Having said that, Abbi, you didn't go super niche and by that I mean you could have even gone—you're an observant Jewish woman and—

**Abbi Perets:** Right.

**Yael Trusch:** A lot of what this has allowed you is like you mentioned before, have the ability to cook Shiva on Friday during the day or throughout the week, kind of prepare or prepare for the Jewish Holiday or take time off for the Jewish Holiday, have that flexibility. So you could have technically kind of approach this from a, you know, let's just bring get

to the observant Jewish woman however you have clients from all walks of life and religions. So tell us a little about that and how did you, did you know, going into this that you were going to go a little bit wider in that sense instead of going into your own kind of group?

**ABBI PERETS:** Well, I'll tell you. So niching down is something that happen kind of constantly in the business. It's rare—

**Yael Trusch:** Oh, ha!

**ABBI PERETS:** Yeah! It's rare the business that knows from day 1, you know I serve this tiny subset of this group. I don't think that I'll ever get to the point where I'm only serving the Orthodox Jewish Community just because, I guest partly my own life experience, I think that diversity is an awesome thing and I think we have a lot to learn from other people. So I'm actually in a mastermind group with them. There are four of us. I am there and then there's a woman, you know, just a traditional American-Christian woman.

**Yael Trusch:** Uh-huh.

**ABBI PERETS:** And then there is one who is, she's a Muslim-American living in Baltimore. And then we have our fourth is in London and she says, if she had to pick a religion she would go with Buddhism. So you know we're a pretty eclectic group and we seem to get along okay. I think that there's a lot of power in diversity in general and then diverse women taking on strong leadership roles.

**Yael Trusch:** Yes!

**ABBI PERETS:** Specifically, I think that there's something very exciting about being a part of that and I would be a little bit sad if I missed out on some of that. So I guarantee you that there are some people within perhaps, you know, some Orthodox Communities who say, ok! So that's not for me, I would rather be in a more... in a community that's more familiar to me. And that's okay, too! I mean we all can make those choices. For me, I,

may be partly because I grew up in the United States and because I have lived in a lot of different places and you know in a lot of different communities, I enjoy that diversity, I enjoy being—it's like having my feet in lot of different worlds. I'm okay with that. It makes me almost more comfortable than I would be if I... I also—my own parents are conservatives. I grew up in a conservatives background and I've always, in some ways felt like a little bit an outsider in the Orthodox world and I felt like... if I were leading a community of Orthodox women, I would be kind of constantly dealing with some sort of impostor syndrome and just like, oh my god, they're going to totally throw me out one day. And so I think I would be a little uncomfortable.

**Yael Trusch:** That's so funny and interestingly enough. Now you talked about, you know, women and strong leadership roles. I mean one could imagine and perhaps like you just mentioned, the impostor syndrome perhaps at some point have you ever considered what would people think at the end of the day? You know, not many of us in this world are building online businesses. I mean did you ever face resistance from other people in the community or did you ever within yourself kind of like, errr, you know, doubted?

**Abbi Perets:** That's a good question. I would have to say, and again this has to do a lot with my background and being the mother of the child with special needs. So I got really good early on at... what's the nice way to say this, and not taking craps from any one.

**Yael Trusch:** Not caring about what other people think.

**Abbi Perets:** Correct! Correct! I definitely there's a lot of that in me. I really don't care you know.

**Yael Trusch:** Yes. Good for you.

**Abbi Perets:** I had to deal with it for many, many years and I got better at dealing with it and I got more comfortable with myself and I think there's

also something about being in your 40's where there is just like this acceptance that—

**Yael Trusch:** Totally!

**Abbi Perets:** I'm not going to be a super model in this lifetime, like that. That's not going to happen and I'm okay with that because, you know, at least I can eat food and I'm not crabby all the time. So you know, like little things like that, you know. I'm comfortable with who I am, I love my husband, I love my children, I have my, you know, my close friends and those are the people; and my family, the people who most matter to me. I also am very lucky that I have very supportive parents, siblings, people who really do love me and appreciate what I do, so if someone in my community had a problem, I think that would be, you know, his or her problem, and not mine.

**Yael Trusch:** Exactly! I got you, I got you. Abbi, going back to Successful Freelance Mom, I know you teach a lot, you teach your clients and you talk a lot about productivity about, you know, concepts that apply to any entrepreneur, anyone with a side business or a side hustle, you're all about this foundation and tuning out the messages about vision boards, and branding, and colors, and you know, you have to do it this way, and you have to have a funnel, and you have to do that, you're very into, you know what, let's get to the basics—time management, establishing good-business habit, to be more productive, and treating your business like a business, and the mindset that you need in order to do that. So can you expand on this a little bit, and how you get so practical and so savvy?

**Abbi Perets:** I think, you know, reality drilled that into me, so you know, you're part of the online women entrepreneurial community, so you've seen, I'm sure, these posts where like women will post like, “ Oh! I can't decide which logo should be on my business card.”

**Yael Trusch:** I know! Do you write on this vision board? Do you like the colors?

**ABBI PERETS:** Exactly! Which color should I be using? And I'm like, dude! Build your business card.

**YAEL TRUSCH:** How many paying clients do you have? Let's talk about that.

**ABBI PERETS:** So for me, I don't have, I mean, look. I believe firmly that we all have 168 hours in our week, because that's just science, math, you know, whatever, like that's how it works, right? So, we all have 168 hours in our week and we get to choose how we use it. I don't have, it's not that I don't have time to mess around, it's that I choose not to mess around with the time that I have. Again, I also, because I spent two and a half year sitting on a hospital, and not knowing, you know, what was going to happen.

I'm—I don't want to waste time. Now, when I say that, I don't mean that every moment of everyday has to be super focused and be productive. I mean I'm conscious of how I spend my time, so for example, I don't watch television in my daily life. Television for me is a treat that I save for either when I'm on vacation or when I'm specifically saying to myself, "You know what, there's a new season of The Walking Dead. I'm taking two days off, so I can watch it." And so, but like I do read for pleasure every single day.

**YAEL TRUSCH:** Right.

**ABBI PERETS:** I do go for walks every single day. I do get my nails done every other week. I get you know, whatever like, I get my hair done twice a year because I'm lazy about that, but, like whatever. The things that I want to do, I absolutely make time for it. So it's not that I'm always working, and I'm always super productive. But I'm conscious of the choices that I make with my time. I think that's a big piece. And I think that when you, if you want to have a successful business, you must, must, must start with like you said, the foundations. I'm very big on this. So one of the three keys is, knowing how you actually spend your time. So I strongly encourage people to take of what I call, a time audit, which is tracking your time for a full

week to see how you really use it versus how you think you use it in your head, because those two things are very different.

**Yael Trusch:** Yeah, it's like a budget.

**Abbi Perets:** It is exactly like a budget. Yeah, so that's one piece. And then another piece is the smart habits. So I'm very into, not just automating as much as you can in the sense of like using a program to do it, but making things automatic and habitual for yourselves. So for those who, like you know, if you're starting a freelance writing business, a big thing is getting yourselves in front of clients on a regular basis. So I teach my students strategies that make some of those habits automatic for them. So like, every morning, first thing in the morning without even having to think about it, without even having to rely on motivation or whatever, to just to know that the very first thing you do is you're sending out three pitches. And if you're doing that consistently every day for two months, you're going to start to see results from that. And if you, the people who tell me, "Oh, I'm not getting results," I'm like, yeah, are you sending out three pitches every day? Well, you know, no, okay.

**Yael Trusch:** Right.

**Abbi Perets:** So, come back when you're being consistent with that. And then the third piece is mindset, because I'm very into the work of Carol Dweck. Who's a Stanford—

**Yael Trusch:** Yes. Me too!

**Abbi Perets:** Right. So she wrote the book called, "Mindset." And she talks about the concept of growth and fixed mindset. So fixed mindset people, are people who believed that you know, you have the intelligence that you have and you can maybe like study something, but you can't really change much about your life that's just the way it is. Whereas, people with the growth mindset understand that you can at any age, with any level of ability, put in effort and learn to do new things. And it maybe really hard, and you might sometimes make mistakes and look silly. But that's where

growth happens. And so I teach those, I mean I teach those as the fundamentals as the foundation of any successful business. Way beyond freelance writing. Really, I believe that if you want to have any kinds of successful business, you need those three pieces in place before you do anything else.

**Yael Trusch:** Yeah, yeah absolutely. You must hear a lot when you work with your clients about what's, what are the setbacks or the things that are holding them back and you as an objective I, looking at it from the outside, you just probably could just see what they don't see in themselves. What are some other things that you see women consistently kind of like it's holding them back from making some real money, building this business in particular?

**Abbi Perets:** Well, so a lot of times it's a refusal to get creative with child care.

**Yael Trusch:** Oh! Interesting.

**Abbi Perets:** Yeah, so I believe firmly I think that if you want to start building a business, I think you need to find a bare minimum 7-10 hours a week where you are not the primary caregiver for your children. Okay! So, 7-10 hours where someone is watching your children and people say why can't afford a sitter. I didn't say hire a sitter. There are so many ways that you can find child care if you're willing to be a little bit creative. So number 1, most women with small children and I won't say all because I know that's not true, but most women with small children have a partner of some sort, right? So a spouse, a partner, a someone in their life, because somebody else was probably present to make this small child.

**Yael Trusch:** Yes!

**Abbi Perets:** So, you know, usually. Okay so that person perhaps can handle 4 hours on a week and morning. So, that's 4 hours right there. Oh well my husband can't, my husband won't. Well okay, but you're allowing that to happen like I really have very little sympathy with those things like

you're allowing those decisions to be made for you. If you simply say to your husband, I am leaving on Sunday morning at 8 o'clock and I will be back at noon and then you leave.

**Yael Trusch:** Right!

**Abbi Perets:** What is he going to do?

**Yael Trusch:** Right.

**Abbi Perets:** So there are ways to make that happen. And there's also you can trade a child care with a friend so that you each get 4 hours one morning. You know? You can find, if you have, let's say if you have a baby. So, you can find even an elementary school student who can take your baby for a stroller walk for an hour every afternoon and get you 4 or 5 hours in that way.

**Yael Trusch:** Right. And then you add on nap time.

**Abbi Perets:** Exactly, exactly. You can find a high school student who can really babysit your infant. And then with younger children you can have a slightly younger... sorry, with older children you can have a slightly younger babysitter who's watching them say, in your home while you're locked in a room and not answer like I would really recommend noise canceling headphones. But like because you don't want to hear what's going on, but like you know there are ways to get creative. So that's a big one. It's just saying, well, I can't and not being willing to get creative. Another big one is deciding, well nobody's going to want to hire me. Instead of you know, putting yourself out there and I know it's hard and it's a risk, and it's true. Not everyone will hire you and some people will reject you. But if you are unwilling to even take that chance then of course no one's going to hire you because you haven't given anyone the opportunity to do it.

**Yael Trusch:** Right. So try to work with that fear of rejection that is so pervasive from women.

**ABBI PERETS:** Right. And I know I sound a little bit mean when I say it right now, I do work with them with a little bit more intensely and kindly over time but... and I build up their self-esteem like the people in my course will tell you that I'm all about the cheerleading. You know, I'm constantly telling I actually make my students rate, we call it and "I'm awesome list," and it's a list of a hundred reasons that your awesome and it can be anything. It doesn't have to be related to business. It can be like, I'm awesome because I didn't kill any of my children today.

**Yael TRUSCH:** I only yelled 30 times not 60!

**ABBI PERETS:** Correct! It's like we used to joke way, way back in a day when my oldest was little and she needed mitzvah notes for gan.

**Yael TRUSCH:** Yeah.

**ABBI PERETS:** So we would say like sometimes hunt and we would say things like yes, when Leo broke the antique vase... she picked up most of the large shard of glass before anyone could get caught on them. So yeah

**Yael TRUSCH:** That is so funny, and so true. But Abby what about yourself? I mean you are the Successful Freelance Mom,

**ABBI PERETS:** Yeah!

**Yael TRUSCH:** Do you ever face mental blocks, things that are holding you back? I call it the yetzer hara because I really think it's just, you know, that the yetze hara wants to hold us back? Do you find those blocks coming at you? And if so, what are they and how do you counter them?

**ABBI PERETS:** So absolutely, I absolutely encounter them on an almost daily basis I would say. And I think that's fairly common for most of us. So for example, right now I'm building Successful Freelance Mom, and it's still a pretty new business, it's almost a year old. It's about to have a birthday.

**Yael TRUSCH:** Wow!

**ABBI PERETS:** I'm very excited. I know, I think I'm going to have some cake, because, why not?

**YAEL TRUSCH:** Yeah.

**ABBI PERETS:** So, as I'm building this business, it's at a point now where like some exciting things are happening. I've been invited on some exciting podcast, I mean this one. So which you know, pinnacle of my career, very exciting. No, I mean getting in front of new audiences, I'm being invited to speak in events, and that's really, really, exciting and there's certainly this little piece of me that's like well, I mean if I show up media will figure out that I don't really know very much. So there's always that piece that's like, maybe I should just not submit this application or maybe I should just not finish this paper work that they asked me to turn in so that they can approve.

**YAEL TRUSCH:** Right.

**ABBI PERETS:** So there's definitely things like that. There's... when one I... I want to be more consistent in my own blogging, in my, in a video schedule. I want to do something but so I see myself constantly like now sit down to plan out another tutorial calendar and I'll be like, oh, but you know what I really need to do right now?

**YAEL TRUSCH:** Huh?

**ABBI PERETS:** I really need to clean the basement.

**YAEL TRUSCH:** You sound like me. No, or I really need to answer those emails, meanwhile they're not processing. You just made them to be perfect.

**ABBI PERETS:** I definitely did not need to clean the basement, I'm glad I did.

**YAEL TRUSCH:** That's for sure.

**ABBI PERETS:** The basement was a true disaster, but it had been the disaster for 4 months and it could have remained a disaster, so yeah. I mean so there's definitely some of that and for me it's about pushing through, it's about recognizing what I'm doing.

**YAEL TRUSCH:** Yeah.

**ABBI PERETS:** And I'm saying to myself, okay. You know it's okay to be afraid, and it's okay to make mistakes and now I'm going to set the timer for 25 minutes and we're going to do this thing that scares me for 25 minutes.

**YAEL TRUSCH:** Yes.

**ABBI PERETS:** And then I'm going to have some cake.

**YAEL TRUSCH:** I'm going to celebrate. By me it would be dark chocolate, but yes, I hear you.

**ABBI PERETS:** So yeah.

**YAEL TRUSCH:** But the first step like you said is recognizing and I always say you got a call that yetzer hara for who she is, who, she or... you know some people have told me like how come you call her a she? Well, what would I call her, I mean, it's a he?

**ABBI PERETS:** Right.

**YAEL TRUSCH:** But anyway for what it is, and say, Oh! Thank you very much, but right now I really am going to do this even if it feels uncomfortable...

**ABBI PERETS:** Perfect.

**YAEL TRUSCH:** But I'm just going to push through it like you said.

**ABBI PERETS:** Right. And that's really what it is, it's about recognizing and it's about pushing through and certainly I'm not above rewards, you know, I think that they work, I think, you know I spend all day today working on a project that was extremely difficult for me to do and for my business

and I did not want to do it and I've put it off for probably for two weeks, and I knew that today that I needed to get through it, so I set up a lot of rewards throughout the day. Like from all milestones that I have hit. So they were not all cake by the way. I will say.

**Yael Trusch:** I hope not.

**Abbi Perets:** No! But for me every work can be really, like having that time to sit and read something when it's not the end of the day which is my normal reading time or like whatever. To hang out with a friend for half an hour and have a cup of coffee like those kinds of things can really, really help get me through those difficult task.

**Yael Trusch:** Yes.

**Abbi Perets:** Yeah.

**Yael Trusch:** I think we need to become accountability partners.

**Abbi Perets:** Absolutely, I'd love that!

**Yael Trusch:** And I do think by the way that I could be doing better on the rewards side, so I'm glad that you gave us this reminder because I need to be better at that.

**Abbi Perets:** Yeah!

**Yael Trusch:** But anyway, Abbi, lets us do some Jewish Latin Princess fill in the blanks and this is the part of the show where I give you an open ended statement and you fill with the first thing that comes to mind. Okay!

**Abbi Perets:** Okay!

**Yael Trusch:** Al right! I'm Abbi Perets and I feel most spiritual when?

**Abbi Perets:** When I'm watching my children sleep.

**Yael Trusch:** Ohh! Best hour of the day, people!

**Abbi Perets:** Absolutely.

**Yael Trusch:** You know I had a friend who long time ago told me, we were talking about draining days with kids and the challenges that have come through the day and she told me, she has kids that are older than, like you. She has like adult, like teenagers and adults and then she's had younger kids like myself. And she told me, you know, Yael when my kids were little I had challenging times, sometimes I would go into their room where they'd be sleeping and then I would watch them and I would think about just enjoy the moment on how wonderful they were and it just help me put everything into perspective so you just reminded me...

**Abbi Perets:** Love that!

**Yael Trusch:** Yeah! You just reminded me of that. Yeah it's a nice thing to do it's like...

**Abbi Perets:** Definitely!

**Yael Trusch:** Yeah. My favorite mitzvah, or one I feel most connected with is?

**Abbi Perets:** This is a little bit weird, *Asher Yatzar*.

**Yael Trusch:** Really!

**Abbi Perets:** Yeah, I know it's weird it's because when my son was sick we had this whole intestinal issue and he actually... whatever, his intestine didn't function for nine months.

**Yael Trusch:** Hm.

**Abbi Perets:** So Asher Yatzar became very special to me.

**Yael Trusch:** That is so nice. And just to explain to listeners that's the blessing that we use after using the bathroom which is actually a very beautiful blessing.

**Abbi Perets:** It is!

**Yael Trusch:** Thanking Hashem for the way our body operates and that we have crevices that open and crevices that close and things that flow and yeah, wow! What a great answer. My fondest, sweetest Jewish memory is?

**Abbi Perets:** Wow! My fondest, sweetest Jewish memory is, I'm torn between two things. So one is when I was five, the synagogue that I grew up in, okay my parents are conservative but my dad's family was actually reform when he was growing up and when I was very young we belong to the reformed temple where I grew up and then later joined the conservative synagogue. So anyway, the reformed temple where I grew up when I was five, they had a consecration ceremony for the 5 year olds.

**Yael Trusch:** Okay.

**Abbi Perets:** And I remember when I participated in that and I just remembered feeling the love of everyone around me so that was very exciting and warm. But also when I went to my son's sitter party in Israel which was my first sitter party in Israel that was amazing.

**Yael Trusch:** And that happens I think around the same age.

**Abbi Perets:** Right!

**Yael Trusch:** About 5 or 6 years old.

**Abbi Perets:** He was a little bit older, he's at 1<sup>st</sup> grade so but yeah it was like... this is my fourth kid so I thought I was kind of like jaded at that point but I was like, I mean I was blown away! Like it was really emotional like I cried. So... I actually live tweeted the whole thing.

**Yael Trusch:** Wow! Well it was a very... it's a proud—it's an amazing moment!

**Abbi Perets:** It was—

**Yael Trusch:** This is your child that has the disability?

**ABBI PERETS:** No, this is the one after who's kind of like the overlooked child in our house.

**Yael Trusch:** Hm.

**ABBI PERETS:** So I think maybe that also made it very special for me because it was this day when the focus was really on him.

**Yael Trusch:** Interesting.

**ABBI PERETS:** So, yeah!

**Yael Trusch:** Beautiful, very beautiful. And just to give to listeners a shtetl party is I guess a ceremony where the children in school get their prayer book for the first time.

**ABBI PERETS:** For the first time.

**Yael Trusch:** Because now they are officially going to be using it like a bigger person. When I give Tzedakah, I like to give to?

**ABBI PERETS:** So we have a... so there's a guy in Israel, his name is Yitzi.

**Yael Trusch:** Hm.

**ABBI PERETS:** And when my son had cancer and when he was on the oncology ward in Schnieder Yitzi comes twice a week to Schnieder and brings food that his mother makes with like things that he buys and prepares and whatever and he just distributes food and he hangs out with the families and he makes you feel like you're a human being for that hour or two and so he has an organization I like to give to.

**Yael Trusch:** Wow. What's the name of the organization so readers can know?

**ABBI PERETS:** So Yitzi himself has his own organization but he runs his donations through a charity called Darkei Miriam; The way of Miriam.

**Yael Trusch:** Uh-huh. Beautiful! Wow. So that's how you met this individual. In the hospital.

**Abbi Perets:** Yep.

**Yael Trusch:** How amazing and how beautiful that you keep supporting his work so that he could keep giving to other people.

**Abbi Perets:** We do.

**Yael Trusch:** Who certainly need it and God willing that there would be a day when nobody will need it but for now.

**Abbi Perets:** Oh, that would be so good.

**Yael Trusch:** For now the world is still imperfect and we all need to be doing our part. All right! Something I wish I had learned about Judaism growing up is?

**Abbi Perets:** So many things. I wish I had a day school education, really. I wish I knew... I wish I could help my kids with their Gemara homework.

**Yael Trusch:** Mm-hm. Isn't it amazing to raise kids who like get to a point where like these kids—

**Abbi Perets:** Yes!

**Yael Trusch:** Know more than I do.

**Abbi Perets:** My kids hit that point at around 3<sup>rd</sup> grade.

**Yael Trusch:** Yeah.

**Abbi Perets:** So I'm like I can help you with your English homework and maybe a little bit with the math, but that's it! Like all the rest was beyond me, so sorry!

**Yael Trusch:** You'll laugh but sometimes I'm writing talks or researching things for an article for the Jewish Newspaper, or I have to give

a speech— And I have to ask my son, can you help me with this Rashi? I know this Rashi exist I just don't remember where it is, can you find it for me.

**ABBI PERETS:** Right.

**ABBI PERETS:** Like open the Chumash. Yeah, I know where it is... Well like learn together which I think is beautiful. And I think...

**ABBI PERETS:** That's fantastic! Yeah.

**Yael TRUSCH:** Okay, finally, I'm Abbi Perets, and today I'm most grateful for?

**ABBI PERETS:** My Family meaning my husband, my children, my parent, my siblings, my family. I am so grateful for each one of them individually and for them collectively as a whole. I am so grateful, every day.

**Yael TRUSCH:** Beautiful. It's so beautiful. Is anybody else in Israel? Or are you guys by yourselves there?

**ABBI PERETS:** My husband's family is all in Israel but my family is in the United States, so...

**Yael TRUSCH:** Oh, beautiful! Okay. So the kids have grandparents there which is nice.

**ABBI PERETS:** They do. They do.

**Yael TRUSCH:** Abbi, thank for being on the show. Thank you for being so wonderful. I so appreciate you and I heard that you have a little freebee for listeners?

**ABBI PERETS:** Ohhh, I do! I love free stuff and I figured that everybody loves free stuff, so—

**Yael TRUSCH:** We do!

**ABBI PERETS:** If you go over to [www.successfulfreelancemom.com](http://www.successfulfreelancemom.com), you'll see there's a be a freelance writer link. And if you click that you can get a free five day course that will get you started on what you need to be a freelance writer, that is the very first step that you can take if what you hear today interest you and you think that this is something that you would like to pursue.

**YAEL TRUSCH:** I think it's wonderful. I think it's wonderful. Everybody, at [www.successfulfreelancemom.com](http://www.successfulfreelancemom.com) you get to sign up for this five day course that's going to teach you all the foundations a lot more than Abbi touched upon here and again, Abbi, so thank you so much. I so enjoyed this conversation. And I hope you come to visit me again with more exciting projects because I'm pretty sure that there's going to be a lot more coming from you in the future.

**ABBI PERETS:** Oh, thank you! I'm positive that we're going to have a lot of opportunities for collaboration.

**YAEL TRUSCH:** Yes. Thank you so much.

**ABBI PERETS:** Thank you!

**[THEME MUSIC]**

**YAEL TRUSCH:** Thanks again to Abbi Perets for stopping by. Again, the website is [www.successfulfreelancemom.com](http://www.successfulfreelancemom.com) and there you can sign up for the free five day course, How To Bee a Freelance Writer. Abbi is on twitter @abbiperets, and she's on Facebook at Successful Freelance Mom. Thanks again for being here. I'm on my way to St. Louis, Missouri this week to lead a Women's Shabbaton for the JCC in St. Louis. I'm very excited to get to meet all the women down there. At down there, up there... ah, actually. If you want to hear all about it and so much more, be sure to sign up for my newsletter at [www.jewishlatinprincess.com](http://www.jewishlatinprincess.com). Have a great week, everyone!

**[THEME MUSIC]**

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