

Erika Podnar's new venture

Just two years after having found her passion in yoga, Erika Podnar's life took another upturn thanks to [SendOutCards](#). A subscription-based business that sells greeting cards, SendOutCards uses network marketing through its subscribers to attract new ones. The incentive is that the more people a subscriber brings on board, the more residual income that person will earn. But for Erika, it's about much more than just the financial rewards.

How has your life changed since you joined SendOutCards?

Well, to be successful in the business I have to get out of my head and just work, so I can't be in my comfort zone. I have to get out there and talk to people and not care what they think. This has forced me to do that more than any other aspect of my life.

Is that your main goal with SendOutCards? To get out of your comfort zone?

It's the one thing I need to do to be successful in SendOutCards. So it's not why I'm doing it, but sometimes that's the motivation.

Do you see this as a long-term venture?

Yes. As long as the company stays afloat and I stay with my mission—to stay out of my head and continue to look at the positive things of this business—then yeah, I'm sticking with it.

How did you find out about the company?

My mom signed up, and I thought she was ridiculous for doing so. She kept telling me to come to this event. I didn't really want to, but I was approaching Yoga Teacher Training, so

I was already at a point where I wanted something different for who I am, for myself and others. So I went, and the energy was amazing, and I loved the people I met and everything. Initially, my intention was to just support my mom, and to use it for my yoga business. But when I saw the potential and changed my mindset of the network marketing model, I decided to use it as more of a business, more of an income stream.

Would you say that this is an extension of your yoga business?

Yes and no. Everything I do is in alignment with my core values—to coach people, to give them opportunities, to bring them into their greatness, to show them what’s possible. So both my yoga business and SendOutCards allow me to do that.

Do you have any advice for anyone who might be interested in joining?

It’s an industry that people have a super critical view of. I think my advice is to drop what you know about network marketing and just realize that if you hold yourself accountable and do the work, you can have whatever you want.