

Marketing Media & Money



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5 Easy Ways to Get Motivated & Moving in 2018

How to turn your online audience into powerful (and profitable) offline connections

Creating Revenue Streams through Audio Marketing

Change: Friend or Foe? You Decide!

The Benefits of Not Being Fast, Easy or Cheap

10 Tasks to Outsource to Make More Money

4 Mistakes to Avoid When Planning Your Next Conference

The Golden Rules to Authors Reaching Readers

15 Ways to Support Others, Help Yourself, & Grow Your Brand

A conversation with...

Violette de Ayala

Founder/CEO of FemCity®

Welcome to 2018 -- and What's Working Now in the World of Marketing, Media & Money

One of the biggest frustrations I hear business owners and entrepreneurs express is that “things keep changing” and “what worked before isn’t working now.” And I understand. Some foundational concepts stay the same, while others change so fast they’re hard to keep up with.

That’s one of the best reasons to grab your cup of coffee or tea and browse the virtual pages of this quarter’s *Marketing, Media & Money* Magazine. The contributors in this issue don’t mince words, and they’re not sharing outdated strategies that worked in 2017 but won’t work in 2018 for you. They’re sharing tested, current info that’s working right now in their own businesses and for their clients.

Inside this issue you’ll find articles and resources you’ll love, including...

- How to plan a profitable conference that your attendees will RAVE about, while avoiding disastrous mistakes even experienced entrepreneurs make...
- Ways you’ve probably never heard of to create additional revenue streams - with audio!
- The 'golden rule' most authors break that keeps them from ever getting in front of their ideal readers (don't let this be you!)
- 15 ways that you can grow your brand - by supporting others - because business is about more than cut-throat competition.
- 10 tasks you can outsource that add to your bottom line.
- Strategies to help you stay motivated through even the toughest of times.
- Plus, so much more about success, change, retirement... oh my this issue is PACKED with great content for you!

And, as always, I’ve hand-selected a few advertisers to ensure you’re seeing only trusted resources from cover to virtual cover. So, it’s time. Dive in. Take notes.

Here to help you make 2018 your best year yet,

Patty Farmer, Editor

Your “What’s Working Now” Warrior

Marketing, Media, & Money

Reach out, let's connect PattyFarmer.com



Inside this issue...

Welcome to 2018 -- and What's Working Now in the World of Marketing, Media, & Money.....	2
Marketing Tip by: Patty Farmer.....	4
10 Tasks to Outsource to Make More Money.....	6-7
15 Ways to Support Others, Help Yourself, & Grow Your Brand.....	8-9
WHY Should I Choose You?	10-11
Media Tip by: Patty Farmer	13
Change: Friend or Foe? You Decide.....	14-15
The Golden Rules to Authors Reaching Readers.....	16-17
5 Easy Ways to Get Motivated & Moving in 2018.....	18-19
How to Plan for a Dignified Retirement.....	20-21
A Conversation with Violette de Ayala, Founder/CEO of FemCity®.....	22-24
4 Mistakes to Avoid When Planning Your Next Conference.....	26-27
The 3 Principles of Business Success.....	28-29
Creating Revenue Streams through Audio Marketing.....	30-31
The Benefits of Not Being Fast, Easy or Cheap.....	32-33
How to Turn Your Online Audience into Powerful (and profitable) Offline Connections.....	34-35
Money Tip by: Patty Farmer.....	36
Call for Contributing Authors.....	38
Patty's Pick's: This Issue's Must Read Book by Kathi Laughman.....	39
FREE Subscription of Marketing, Media, & Money Magazine.....	40

Marketing TIP

Know the difference between an IDEAL CLIENT and a QUALIFIED BUYER.

Ideal clients are the people you want to help because they have a problem that you know you can solve. Qualified buyers are people who are aware they have a problem and are looking to do something about it and are ready to invest in the solution.

-Patty Farmer



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Tired of going to events where you leave with business cards and connections, but **never follow up?**



How would you like to leave an event with **clients and cash instead?**

Discover the FREE Solution
ReturnOnEvents.com



10 Tasks to Outsource to Make More Money

We all want to make more money, right? Instead of spending your time completing the mundane tasks you don't like; how about you outsource them to an expert and spend your time doing the tasks you are passionate about and make you more money.

Why Outsource the Mundane Business Tasks?

Consider the tasks you enjoy doing and you can complete quickly and effectively. These are the things you should be doing.

Now, think about the tasks that you dislike and put off because you just don't enjoy doing them. How much time do you spend dreading these tasks before you even get started? Let's do a quick exercise.

Write down the list of tasks you complete that are:

- Most challenging for you to complete.
- Least favorite task(s).
- Take the most amount of time.

Are these tasks all related? Consider how much more productive you could be if you're not forcing yourself to complete them. With these task(s) out of the way, you can now focus on what makes you profitable. This is how outsourcing helps your business make more money.



Finding the Right Person to Outsource the Mundane

Hopefully by now you have created your list of tasks you could outsource. Let's face it, as entrepreneurs we tend to like to take control and keep it. For some, outsourcing is a difficult step because you need to entrust aspects of your business to someone else. The best way to overcome that fear is to trust the person or company you choose.

How to find the right person or company:

- Ask for referrals from colleagues that are currently outsourcing.
- Review their websites, especially the work completed for other clients and check out their online reviews.
- Communicate clearly with them your expectations and make sure they understand your needs.

Realistically, the first person you choose might not be the one you keep, but you must start somewhere to build your list of expectations, your needs or goals, and identify the tasks you definitely want to and can outsource.

Ten Things I have Outsourced So I Can Make More Money

1. Creating a process and systems work flow to increase productivity.
2. Tracking and managing projects and deliverables to ensure on-time completion.
3. Setting up newsletter, e-zine and/or email blasts to targeted lists.
4. Setting up squeeze or landing pages for online list building i.e. webinars, tele-classes.
5. Creating and setting up auto-responders.
6. Updating the website and managing blogging content.
7. Posting upcoming events, teleseminars or workshops to multiple websites.
8. Managing personal and business calendars for event and speaking engagements.
9. Editing blog content, radio shows, podcasts or video.
10. Creating presentations, designing live event order forms and other print materials.

Are there any tasks I have listed above that you are currently doing that you don't like doing? Perhaps start by outsourcing some of those first or others that are not the strongest part of your skillset. These drain your energy and diminish enthusiasm.

Are you ready to be more productive in your business and make more money? It's time to outsource. Let a subject matter expert use their skills and free yourself up to excel at using yours!

Patty Farmer is a Marketing & Media Strategist, International Speaker, Radio Host, Event Producer, & Best Selling Author specializing in Marketing & Business Growth Strategies and works with lifestyle entrepreneurs and speakers to attract and convert their ideal clients 24/7 so they can make a bigger impact in the world, and even bigger deposits in their bank account. **Let's Connect:** PattyFarmer.com Facebook LinkedIn Instagram Twitter



15 Ways to Support Others, Help Yourself and Grow Your Brand

There is no greater satisfaction than supporting a cause. But don't you love it even more when you can support a cause and help your brand at the same time? Have you ever considered that one of the side effects of supporting others is how it builds brand awareness? It can help you to grow your brand online and offline. Before I get into how it helps your brand, let's explore why you should help others, along with some ways you can help others.



Helping Others

1. Obviously helps someone in need
2. Makes you feel good
3. Creates goodwill for your brand

Did you know that when you help others it triggers endorphins that make you feel good? It builds positive feelings about you and your brand in the community. Around this time of year there are always multiple opportunities to support people, causes and charities, which got me thinking about the effect that being connected with these positive endeavors has had on my brand. Right now you might be thinking: I don't have any extra money to support a cause! But remember, supporting others doesn't always mean you have to make a financial contribution.

Free Ways to Support Others

1. Mentor those entering your industry
2. Host free events to share your expertise with others
3. Social sharing and emailing your list about a specific cause
4. Make synergetic introductions

Giving of yourself is important, but make sure you don't over commit your time. You still need YOU time to keep your sanity. You get to determine how you help, when you help, and whom you help!

How to Determine "Who and What" to Support

1. You connect with the cause or person
2. You feel good about the organization or cause
3. You see a real need and opportunity to help

Don't ever support someone or something merely out of obligation, or because you think it will make you look good. You will benefit from it, but that is a positive side effect. It should not be the priority. Remember, help because of the person or cause it is helping and how it makes you feel.

Now that I have covered why to help, how to help, and whom to help, let's explore how it helps grow your brand.

How it Helps Your Brand

1. Inclusion in "Thank You" recognitions, usually online and in email blasts
2. Exposure to others supporting the cause or organization
3. Inclusion in sponsor logo placement in marketing materials and on the web
4. Builds brand awareness among those benefiting from your support
5. You can share about it online, in press releases, and on your website

Think You're Too Busy to Contribute?

It only takes a second to click a donate button and click to share on social media. Writing an email or making an email introduction may take a bit longer, but most times a charity will provide some marketing copy. Maybe you are just wanting to help a particular person. You can have them do the groundwork and write an email to you on what they need, then you only need to forward that email along with the introduction.

I have a challenge for you – find something or someone to support and get after it in 2018. You can make a difference for someone else, for yourself, and grow your brand all at the same time. It all starts with taking action today.

Lissa Duty is cofounder of Rocks Digital and organizer for the annual Rocks Digital Marketing Conference. Known as the "Online Social Coach" she writes, speaks and trains on all things social. She uses her 25+ years of marketing, administrative and management experience to help brands and businesses reach more customers online.



WHY Should I Choose You?

What would you say if someone asked you- “WHY should I choose your business?” When you think about it, there’s always someone who does what you do—even if they do it a little bit differently, right? I ran into this dilemma as a dentist here in Albuquerque, New Mexico.

The advice that I was given when I graduated from USC dental school in 1988 was, “if you build a great product, people will come.” Have you ever heard that? I’m guessing you have. I took that advice to heart and I spent 20 years and hundreds of thousands of dollars building a premier practice. I went to the best institute in dentistry and learned from the best mentors I could find. I bought the latest technology and now I have a beautiful practice with a well trained team. I built a great product.

But I can tell you just having a great product is not enough. People come to expect the level of service that you give, and it becomes the norm. I ended up with a practice filled with patients who loved us and the treatment they got, but then they no longer needed treatment and didn’t tell others about us. It’s hard to have a business filled with people that no longer need your services.

I needed to find a way to attract new clients! How was I going to stand out from everybody else who said they do what I do—even better though I felt I did it better?

What was I going to say to attract the right people to me?

What was I going to say that didn’t make me sound desperate, like I *needed* new clients?

That’s when I heard about the concept of starting with your WHY. Successful companies start with their WHY, then tell you HOW they do what they do then WHAT they do. This process (or formula) connects to your brain in a way that allows you to quickly decide if you want their product or service.

It was exactly what I needed – it made so much sense. I became obsessed with discovering my WHY. Not why am I a dentist or what is my reason for becoming a dentist – it was WHY should they choose me?

What is my gift?

What makes me special? WHY do I do what I do?

It took me 8 months of working with experts to discover my WHY!

My WHY is to find a better way and share it. My life has always been about finding better ways to do things and then sharing them.

WHY?

I applied my WHY to my practice and started talking not about WHAT I do but WHY I do what I do, and my practice skyrocketed! We went from 4-6 new clients per month to 35-45 new clients per month – and we’ve had record years – every year for the last 8 years in a row.

I’m telling you my story because I wonder if it isn’t a lot like your story? **I’m guessing you have a great product or service already, but you want to have a bigger impact but aren’t quite sure what to say?** You want to help more people and you would if only they chose you – right?

Let me give you an example of how using your WHY, HOW and WHAT can help you get clear on your message so other's “get you” and the right clients hire you. Let’s take someone you know – **Patty Farmer!** We discovered that Patty’s WHY is to challenge the status quo and *think outside the box*. HOW she does that is by *making sense of the complex and challenging*. And WHAT you can count on from Patty is a better way to move your business forward and get results.

If you are looking for someone to get you *outside your box* and think differently, someone who will help you *make sense* of the problems you are facing in building your business and someone that will show you a *better way* forward – she is your gal! That is WHY you would choose Patty!

If you want to figure this out for **YOUR** business – start by taking my FREE WHY App (whyinstitute.com) and let’s get you clear on YOU to make a bigger impact and help more people.

Dr. Gary Sanchez, Founder and CEO of the WHY Institute. After discovering his WHY in 2009, he took his dental practice from just getting by to abundance with record years for 8 straight years. As a result, he founded the WHY Institute to help others discover, articulate and live their WHY. He has worked with over 500 companies helping them Get Clear, **Stand Out** and PLAY BIG. Discover your WHY with his FREE WHY App at WHYInstitute.com. When you know your WHY, WHAT you do will have more impact!





How to make your message stand out.

It all starts with understanding your WHY. After 8 years of helping thousands of people discover their WHY, Dr. Gary Sanchez has developed the WHY app to help change the way you talk about your business.

and the best part is... It's *totally free*.

**GET CLEAR IN YOUR MESSAGING
STAND OUT FROM YOUR COMPETITORS
PLAY BIG WITH AMAZING RESULTS**

CLICK HERE TO TAKE THE FREE WHY APP!

Dr. Gary Sanchez
Founder of WHY Institute



Media

TIP

All of your digital media efforts across the board should be consistent, relevant and have a simple but clear call to action letting your (potential) customer know what the next step is you want them to take.

- Patty Farmer



Follow Patty on Twitter @PattyFarmer

Change: Friend or Foe? You Decide

A new year stretches out before us. What will it bring? One answer to that question which is certain is this: Change.

In fact, one of the reasons we experience an increased energy this time of year is our anticipation of “new”. Even if we haven’t translated it yet into a specific goal, there’s something we want more of, less of or different. That is true for our lives and for our businesses.

It is the ultimate dichotomy I think of our humanness: We resist change and yet change is what we crave. The underlying conflict in this seems to be that we want the change we want and nothing else.

We do not want to have to put change to work; we only want change that works for us. And we believe we are the best judge of what that might be. What we all need to recognize is that the best change quite often masquerades as something else, something perhaps we don’t recognize for its true potential.

That’s the essence of resilience. Being able to recognize opportunity in whatever comes our way. Once we’ve made the decision for what we want, then everything gets put to work to accomplish that.

Whatever we experience in life, its value (read result) will be whatever we choose it to be. This is particularly true when thinking about change. Does it matter? Is it helpful? Does it cause concern? Are we happy about it? Sad? Angry? Afraid? Each of these are natural responses. The key is recognizing they are also choices.



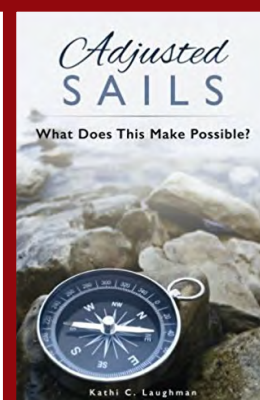
As I surveyed some of the changes in my life where I initially struggled, I found five specific gifts I received once I allowed myself to grow through vs. just go through whatever I was experiencing. Seeing the gifts allowed my internal conversation and attitude to change.

- **New People-** My life has been richly blessed from expanding my personal circles. In many (read most) cases, those people came into my life during a time of change.
- **New Places-** As a writer, place has been somewhat of a conundrum for me. Perhaps like me you like the comfort of your creative space and rely on its trappings. That was certainly the case for me. But when the creative flow stalls, quite often it is a change of place that allows it to begin streaming again. Once I realized that new places were a core fuel for inspiration, my attitude toward them shifted. Need a new perspective? Try a new place.
- **New Skills-** Any time we encounter change there is almost always something to learn. That can be a daunting road block if we are afraid we may not be able to acquire that skill. The key is recognizing that everything we know at some point was unknown to us. Everything we can do today, at some point we did not know how to do. And with new skills comes new opportunities.
- **Possibilities-** This is my favorite because it's the culmination of everything else. It's the pinnacle of success when it comes to real change. When we integrate new people, places, skills and ideas into our strategies, the possibilities exponentially grow.

We change our relationship with change by changing our attitude toward it. We change our attitude by changing our perspective and how we view it, how we speak about it. What new people can I meet and serve? What new places can I experience? What new skills can I acquire and master? What new ideas can this generate? How does this expand the possibilities for my life and work?

In summary: What does this make possible? Once we embrace that question, we begin to master the power of true resiliency.

Kathi C. Laughman specializes in creating value from the unexpected. She is the founder of The Mackenzie Circle LLC where she guides business leaders to smarter questions that leverage resilience for achieving unparalleled results. Kathi is also an inspirational speaker, best-selling author, and member of the Forbes Coaches Council.



For more thoughts on resilience and how to leverage its power in your life and work, check out Kathi's new book, [Adjusted Sails: What Does This Make Possible](#) now available on Amazon.

The Golden Rule to Authors Reaching Readers

In today's publishing world, there are two primary parties to the action:

Authors and Readers...That's it!

The majority of your time outside of writing is best spent finding then getting to know potential readers. And, as in building your platform and brand, it's never ever too early to start!. Again...Only writers and readers are necessary for publishing success. Quit spending so much of your time with fellow writers. Instead, spend that time with readers! But where do you find readers? Here's The Golden Rule, if you will, about reaching readers...

PEOPLE CONNECT WITH PEOPLE

We're human beings, and that's what human beings do. We connect with each other. We connect with our ideas, with kindness, with generosity, with our senses of humor (or lack thereof...), with our hearts and souls, with our interests, with our passions, with our goals, dreams and desires.

Look for ways to connect with fellow human beings. It's those connections, due to your shared interests, that will help you find readers and keep them coming back for each book you write. Not to mention, you'll meet and get to know wonderful people, who will become precious parts of your life, people who truly add fantastic experiences to your journey.

My sole focus throughout my publishing career has been to...

- Find Readers
- Get to Know Them
- Learn How and Where They Discover New Authors
- And Then Figure Out Why They Buy Their Favorite Authors' Books Again and Again

So, using this wonderful image, (image of hand holding ereader at table with coffee and snack) I'm looking for answers to these questions:

1. Who is the person holding the coffee cup? Are they male or female? How old are they? What is their occupation? What genre(s) does he/she like to read?
2. Which ereader is he/she using (Kindle, Nook, iPad, Kobo or is it a SmartPhone, Laptop, PC or Tablet)? Where did he/she buy their ereading device (Amazon, a Big Box Store like Sam's Club or Costco, Target, Barnes & Noble, Best Buy, etc.) or did they receive it as a gift?
3. Where does she/he buy the ebooks for their ereaders (Amazon, Barnes & Noble online or small online presses)?
4. How many ebooks does he/she buy per month? Or are they buying any at all, using instead all of the Amazon ebooks that are Free and/or part of Amazon's Kindle Unlimited subscription service? And how many ebooks does he/she actually read of those they've downloaded?
5. What prices for ebooks are auto buys for them? Which are not auto buys, and must, instead, be an author they love and will pay more for? How much more will they pay? What price do they pay for authors new to them versus the price paid for their favorite authors?

6. What about their coffee and treat choices? Where do they buy those? For example, are they hanging out in coffee shops and/or bookstores where other readers are hanging, too, or are they drinking and snacking at home, relying on nothing but the internet to influence their buying decisions?



Now then...what do I do with all of this intriguing scoop?

I use it to determine how I can make myself as an author stand out enough that I'm the author whose books this reader is reading while sipping coffee/tea and munching on something yummy!

Look at this way, using one of my favorite analogies...

How can I be The Purple Horse in Oz's Emerald City?

There's a lot of green in Emerald City, right? But purple anything? Not so much!

Using social media, then, you can connect with people who not only care deeply about ereading and all-things books, you can connect with people who resonate with you for reasons far outside and beyond the world of books.

Remember that I mentioned above that it's all about getting to know potential readers. If they like you, based on what they've seen on your social media, then they'll take a chance on your book, for no other reason than they like you and want to support you, just as you might choose to support them in something you normally wouldn't do, but are willing to try to help them.

PEOPLE CONNECT WITH PEOPLE

And readers are people. So, spend the time you're not writing, connecting with them, and your readership will grow exponentially.

D. D. Scott is an International Bestselling Author and Writing and Publishing Coach. With over 1.2 million books downloaded, her 39 books in 7 genres have hit bestseller lists around the world, including Amazon and Barnes & Noble's Top 100, Top 10 and #1 Lists. You're welcome in her online home.
www.LetLoveGlow.com



5 Easy Ways to Get Motivated & Moving in 2018

Motivation is the key ingredient to moving forward in any business. Without motivation everything seems harder and work takes forever to accomplish. Knowing what motivates you is the difference between rocketing forward and crawling at a snail's pace through a daily task list.

People are motivated by different things and what may work for a friend may not be what works for you. If you don't have a well-defined idea of what is motivating for you, here is an idea list for you to explore.

- 1. Music-** While music can be a distraction for some, others gain energy from the emotions that certain music causes in them. For most, light background music with no vocals works the best like jazz or classical. Others however seem to listen to country or rock to get them in the mood to do their best. One does not have to listen to music while they work to feel motivation. Try taking a 15-minute break and listening to your favorite playlist, cd or radio station to get you up and going for your next task.
- 2. Segmenting-** Segmenting your workload can be a relief for an overworked, overwhelmed mind. When there are too many tasks that all seem important, try to pick one task set and that is your next goal for an hour or two. Make a promise to do only that task for the allotted time. Set a timer or reminder for the chosen time allotment and see where you are at the end before making the decision on what to do next.
- 3. Food-** Food can be a great motivator and get your brain in the right mindset. The added dopamine boost helps to liven spirits as well. Some use coffee for this reason but a green tea or even a bite of dark chocolate does the trick for many business owners. If you are watching your weight, this may not be the best choice, however healthy snacks in a small amount can create a ritual that rewards your brain with accomplishment when the task is finished, and a special treat can be the magic wand for an avoidant personality.
- 4. Exercise-** For many of us that are stuck in front of the computer for hours at end, exercise can be the cure for a lethargic brain. I don't think I need to reiterate all the benefits of exercise here as it is fairly common knowledge but if you can step out of your office for 10 minutes and get your body moving, sitting down to relax into some work can come much more easily after your body has been in motion and your metabolism kicks into a higher gear.



5. **Building on Your Why-** Giving yourself a reminder of what you are working so hard for is often overlooked and is a powerful motivator. Whether it's your children, a new car or world peace, each person has a dream of what would bring more happiness into their lives. Taking a few minutes to search for inspiring images or solidifying the action steps to bring you closer to accomplishing a big milestone can do wonders to boost motivation; after all, that is exactly why people work so hard right?

For me, a 20-minute power nap and a cup of my favorite flavored coffee in the afternoon does the trick most days. **What motivates you?**

Patty Farmer is a Marketing & Media Strategist, International Speaker, Radio Host, Event Producer, & Best Selling Author specializing in Marketing & Business Growth Strategies and works with lifestyle entrepreneurs and speakers to attract and convert their ideal clients 24/7 so they can make a bigger impact in the world, and even bigger deposits in their bank account. **Let's Connect:** PattyFarmer.com Facebook LinkedIn Instagram Twitter



How to Plan for a Dignified Retirement

We may not all have the same expectations of retirement or plan to spend our golden years in the exact same way. But one thing we can agree on is the importance of maintaining healthy self-respect as we age. To ensure that this will be the case, we should all plan ahead physically, emotionally and financially. So here are some retirement matters over which it's never too soon to ponder.



Figure out where you'll live

While you may assume for now that you would be most comfortable remaining in your current home, it would probably be wise to also consider alternatives. The house in which you raised your family or spent many happy decades may summon up cherished memories but it may also require climbing stairs or navigating an abundance of space, one or both of which could pose physical challenges as you get older. So, consider the following questions to help you prepare:

- How will you take care of your home and yourself as you become less mobile?
- How long will you be able to drive? When you can no longer drive, how will you get outside your home to socialize and shop for the things you need?
- How much living space is enough for you (and your spouse or partner)? Will you have children or grandchildren coming to stay with you?
- If you'd like to move to a retirement or assisted living community, how much will it cost?

Plan for lifetime income

Having enough savings is obviously one of the most essential ways to ensure a dignified retirement. So, save as much as you can, starting as early as possible, and plan accordingly for the amount of income you think you'll need. One of our Retirement Program Specialists can help you estimate your expenses in retirement and show you ways to generate income from your retirement assets. You may also want to consider these questions:

- How will you ensure that your savings will last for as long as you live?
- When will you start taking Social Security benefits?
- How confident are you that your savings will enable you to maintain your current standard of living once you retire?

Make sure you'll receive all necessary medical care in your future

Your medical care in retirement will probably qualify as one of your largest expenses during that period of your life, depending, of course, on the state of your health and your longevity. Therefore, it may make most sense to start considering your options now to make sure you can afford the necessary amount of coverage in your later years long-term care at some point in their lives.

In other words, seven out of ten retirees will need help at some point with such everyday basics as bathing, dressing and eating. Lacking the type of high-quality personal care and assistance that we all deserve when it comes to such necessities can make the preservation of one's dignity and quality of life in retirement a challenge.

Want to discuss these matters with a financial professional? Contact one of our Retirement Program Specialists so they can work with you to review your specific life circumstances and help devise a strategy to ensure that your retirement years are lived with the dignity and self-respect you deserve.

Gina Estrada is an Author, Speaker and Financial Consultant. Gina is a dedicated advisor who is truly committed helping families, professionals and business owners help take control of their financial future. She is also an incredible cancer warrior and "thrivor," who works hard to empower women and those who will receive the worst news of their life. She is an inspiration and a walking beacon of hope to those around her. Gina was chosen to submit a chapter in the recently released book, "Launch: Let Your Setbacks Propel You Forward," published by, Season Burch.



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1 <http://longtermcare.gov/the-basics/>, U.S. Department of Health and Human Services, December 2015.

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A conversation with... Violette de Ayala Founder/CEO of FemCity®

What does success mean to you? Success to me means that you achieve the life you have envisioned for yourself in the complete flow of balance and harmony.

What was your ah ha moment? Tell us your story about what inspired you to create Fem City? After years of attending events in South Florida, I craved a community of women that would serve as a supportive sisterhood in business. I always envisioned 20-25 women meeting monthly to be that positive driving force for one another. At the time, I didn't envision the format in 200+ locations. It's been a beautiful journey and I am thrilled we are in the position to launch a few hundred more locations in the coming years.

What would your advice be to a brand new business owner and/or entrepreneur? You have all that it takes to create the life you want.

What are some of the changes business owners/entrepreneurs, in your opinion need to make to be successful in today's business environment? The mindset is the secret to creating a life and business that is strong and flourishing. If we are constantly sharing negative thoughts about ourselves and others, our greatness as it pertains to business and the world is lessened. A mindset that is filled with success, prosperity and the unwavering belief in thy self, that is where the beauty for greatness exists.

If you could have lunch with any CEO who would it be and why? I am so blessed to have amazing mentors and friends such as Joan Barnes the Founder of Gymboree and Renee Frigo the Founder of Lucini Oil. I think the ultimate lunch would be with Oprah Winfrey. I love her!

What is your big 'WHY' that prevents you from giving up when times get tough? I thought of giving up while creating FemCity. Whenever I thought of giving up, I would receive an email from a FEM sharing how FemCity changed her life. My purpose in life is to make a worldwide shift for women looking to create their own wealth and live life in a state of happiness. I consider myself a server of the world.

What was the biggest obstacle, blind spot or roadblock you had to overcome? Lack of financing for sure was a big obstacle. When I created FemCity, it was a new concept on a global scale. It was hard to get a small business loan and or even investors. I wish it was easier for women with obtaining start up funding. Hopefully in the future, I can help women in this scenario as well.

What keeps you awake at night? Nothing. I have such confidence in my present and future that I am at peace every night with the work that I do and life I lead. I also spent decades of raising children and not sleeping at night due to kids creeping out of bed. Now that they are older, I love my sleep time and know its essential for my health and wealth.

What is the lesson that took you the longest to learn? The people that surround you, really do form a reality of your life. Stay away from those that hold you back.

What are you doing right now that you're scared of, but you're doing it anyway? I went through this a lot at the start of FemCity. I was scared to pitch PR, I was scared to do a video, and scared to do a FB Live. Now, I feel that nothing scares me. When you have been an entrepreneur for so many decades and made a lot of money and lost a lot of money, you become seasoned to the core and realize that you are in control of it all. Every time I have stepped into fear, beauty and opportunities have flourished. I highly recommend going there.



What do you love most about your business TODAY? I love that we have created an amazing team that is helping us launch into more communities. For the last two years we haven't grown as much as I had envisioned. In the last few months, we have made a tremendous amount of changes in our business model and training and as a result we can add hundreds of locations in a very short time frame.

What's next for you? My book A Zenful FEM will be out soon... I am excited to share the lessons I learned along the way. My future path will always be in alignment with women in our community... we still have a lot more work to do around the world. In many ways, we are just getting started.

More about Violette...She realized her destiny was to enrich both the professional and personal lives of talented women looking to grow their businesses, revenues, and connections. Violette launched her first business at the age of 22 and hasn't looked back. As a serial entrepreneur with an obsession for business growth, she is seasoned in the rocky road of self-employment and understands the challenges and obstacles women face when creating their own vision of success. She's best known for creating one of fastest growing International Business Organizations for Women [FemCity®] and sharing her secrets on achieving your grandest vision in business and life.

As a motivational speaker, small business expert, coach, and writer Violette shares her knowledge and offers others the inspiration to create and pursue their own destiny in business. Violette is a one-of-a-kind, authentic, and inspiring keynote speaker. She is a pragmatic storyteller that weaves her own successes, past fears and challenges into life lessons through personal anecdotes. Her approach to leading a successful business and enriched lifestyle utilizes humor and mindfulness that inspires women globally. A "no-excuse" demeanor is the foundation for her every word.

FemCity® has 70+ business communities in the U.S. + Canada. Each community hosts monthly business workshops, connection events and around town socials — all in a positive, uplifting and supportive environment.

Violette was selected as one of Isaac Mizrahi's Muses for his Malibu Collection and was featured in People, InStyle and Real Simple Magazines. She's been quoted in Success, CNBC, Entrepreneur, Mashable, HuffPost, Business News Daily, and Business Insider as a Business Expert. Lastly, she served as part of The White House: Women Environmental Leaders Program. She was the KeyNote speaker for Accenture's International Women's Month Event, the SBA Regional Women's Conference and SpeakUp Women at the UN in NYC.

Violette de Ayala, Founder & CEO of FemCity®

Local Communities | Online Global Network

femcity.com

As seen in Success, Entrepreneur, Mashable, AP News, Inc.com & Vogue





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WHAT FEMS ARE SAYING ABOUT THE PROGRAM

"...it has delivered the promise of allowing me to tap into new markets, new tools, a monumental marketing platform..."

Annie Patricia Woods [Life Coach]

"I love the sisterhood, the positive energy, the vast learning opportunities and of course the new clients!"

Monica Garcia Saenz [Website + Graphic Designer]

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4 Mistakes to Avoid When Planning Your Next Conference

Mistake No.1: Failing to ask the right questions when booking a venue

Problem: Failing to ask the right questions when booking your venue can lead to a multitude of problems such as, overpaying, hidden surcharges, construction issues, parking issues, surprise gratuity fees, menu changes, uncomfortable chairs, changes in event hours, shipping issues, WIFI problems, poor floor plans, cleaning fees, not receiving the equipment you need, lack of service, and the list goes on and on.

Solution: Realize that booking the perfect venue is not fun and it's not easy. It's probably going to be a time consuming and daunting task. Being prepared with a checklist of questions will save you time, aggravation and money. Make a list of what is most important to you and ask those questions first. If the venue can't meet your needs, move on.

I host my events and conferences in nice hotels. One of my personal priorities is to find great hotels with complimentary parking. Before I start calling for pricing and availability, I visit the hotel website. If there's a fee to park, I move on. **A gift for you:** Click here for a complimentary copy of my personal venue checklist

Mistake No. 2: Partnering with Oprah instead of collaborating with Gail

Problem: When business friends and coaches get together you can always count on someone to suggest that the group works together to plan a conference or event. The notepads come out, the ideas flow, everyone wants to be a speaker and you can literally see the room fill with excitement. Warning... you are entering the danger zone! The problem is you're planning with decision makers and everyone has their own clear and precise idea of what they want from a conference. What can happen when you have three or four Oprah's planning a conference together is, you can end up with three or four totally different visions for one event. Partnering means compromising. When is the last time you heard about Oprah compromising on anything?

Chances are the more you compromise, the less excited you and your partners will be about the event. Less excitement leads to less effort and less effort can lead to tension, hard feelings, broken relationships, financial loss and often times terrible or canceled events.

Solution: Not all partnerships are bad. Some are incredible and there's nothing better than a supportive partnership...or is there? I believe there is. My solution is to quit partnering with Oprah and start **collaborating** with Gail. Gail is a very successful businesswoman and she is most definitely a leader but she's also been an incredible support to Oprah's vision and success.

Create your ideal event exactly the way you envision it and don't compromise a single thing that is important to you. Do it your way, make the decisions and create win-win opportunities then collaborate with successful leaders who will serve as supportive rolls to YOUR vision.



Mistake No. 3: Not allowing enough planning time

Problem: Hosting a conference is exciting. The promise of new relationships, financial reward, unveiling new products, growing your list, helping others... it's pure excitement. The problem is in our excitement, sometimes we don't allow ourselves enough time to properly plan and/or market our events.

Solution: The solution is simple. If you think you're going to need 3 months of planning and marketing time, give yourself 6 months. Whatever time you THINK you need, just double it!

Mistake No. 4: Trying to please everyone

Problem: You spend months planning your ideal event. You have the perfect theme, you know your audience, you've completed the tasks on your checklists, found a great venue, sold your vendor spots, ticket sales are going great, your speakers are top notch and you've assembled an incredible, supportive team. You have set the bar high and you're ready for the big day. That day comes and goes. The event was great! You connected people, everyone seemed to have had a great time, you launched a new program, made some money, helped others and you're on top of the world. Then, the emails start rolling in. Most of the emails are filled gratitude and compliments then you get that one email that tries to break your heart. There's always someone who feels the need to write to you (even though you didn't ask) to let you know all of the things that they did not like about your conference. UGH! You feel the sting and start to question everything.

Solution: It's hard not to take negative comments personally, after all your event was very personal. You poured your heart, soul, time, money, and expertise into it and your goal was to produce an event that benefited everyone. Feedback is great, we can learn from it but do yourself a favor and do not take criticism or negative feedback personal. Read it, make changes or not and move on. **If you create win-win opportunities, give value, plan well, and collaborate... your conferences will ROCK!**

Shelly Rice is a multiple award winning event producer. She has been producing business events for 29 years and has held over 1,200 successful events & conferences, in 130+ U.S. cities. Shelly hosts event planning retreats for coaches and decision makers to learn how to plan their own profitable, well attended conferences and how to take their events national.

[Click here to connect with Shelly](#)



The 3 Principles of Business Success

I read over an infographic the other day that laid out “How to Start a Start-up.” While many gave their thoughts on how great or terrible the infographic was, I thought to myself, “that is not how (or why) people start businesses.” The theory of starting a business sounds great and practical. Have a concept that you can test and validate before launching. 99.99% of business owners that I have met and worked with, launch first and worry about the rest later.

Obviously, testing and validating your concept before you launch is ideal, but entrepreneurship is not about being ideal. It is about taking a risk. The risk that your burning passion and desire will pay off. Statistics say that there is a 20% chance of it paying off. Those are not the best odds. Yet, people still take the gamble.

Why? Because there is something about pursuing your dream, making it out on your own and cashing in on the riches that are sure to come. But the rate of small business failure is high. It is high because business owner's do not prioritize the important things that make business successful. It is hard to move from a small solopreneur business to a growing and stretching 10 person business. The jump from 10 people to 50 people is even more difficult. But no matter where your business is now, you must be ready for growth.

The three principles of business success are: planning, process and procedure. I know that doesn't sound sexy or fun, but it is true. Everything revolves around these three things.



The Plan:

A plan is defined as an intention or decision about what one is going to do. It is important to note those key words, intention and decision. That is where a lot of business owners get lost. I always think it is important to apply these concepts to something practical. Let's take marketing, for example. Any marketing person worth their salt will tell you that you have to make a decision about the outcome you are trying to achieve. And when you have that outcome in mind, you have to act intentionally to achieve it.

The Process:

Once you have that plan, you have to implement it. How are you going to do that? A process is a series of actions or step taken to achieve something. It is the actual steps that you take to make the plan and eventually create a process. This is crucial because the process can be a learning curve. By using a process, you learn what does and doesn't work for your business. Through processing, you understand who your business is and what resonates with your customers. It is almost the testing phase of your business and you have to make sure that you get results that are replicable.

The Procedure

Once you have that replicable process, you need to create procedures. You need an established or official way of doing something. What is your procedure? This doesn't mean that you must follow strict rules or that you can't be innovative. It really means that for everything that you do, there is a standard. What is yours? When posting on social media, what is your procedure? When, where, What and how? Yes, I know that is not how you really think about things. But, you should. And it should be implemented in every part of your business.

This is the start of having a viable business that will survive the ups and downs of the market. Having a plan, processes and procedures will help you when the industry makes a change. It will be there for you when new technology is released, or when you hire employees. These are the issues that separate the women from the girls and help you go from Entrepreneur to CEO.

Shahara Wright is an experienced and highly sought-after business law attorney and business strategist. She is the author of *From Entrepreneur to CEO* and host of the CEO Collaboration Circle. Shahara founded The CEO Effect, LLC to work with small business owners who want to implement strategy to build capacity.

Connect with Shahara



Creating Revenue Streams through Audio Marketing

The questions running through people's minds these days is not so much the HOW do I market myself, but WHERE. The myriad of choices we have is staggering to choose from. There's traditional print publications such as newspapers and magazines, others choose tv and radio. Most are choosing the web and going digital, like this magazine you're reading right now. But where first? YouTube, Amazon, Facebook? Do you spend your money boosting your own live videos or do you banner up or affiliate? So many terms, so many pathways. I'm exhausted thinking about it. The real question that needs to be asked is how to utilize your marketing budget and how to get the most for your hard earned dollars. Where can you go for that ultimate payoff?

While, I can't predict that the trucks of Fort Knox are suddenly going to unload gold bars on your doorstep, I can certainly at least provide one more creative and expansive option to add to your toolbox of choices that has wide distribution and global appeal – AUDIO MARKETING.

So what exactly is audio marketing? In the traditional sense, it's media that can be heard. It's radio commercials to speaking on podcasts to perhaps hosting a show of your own. However, audio marketing encompasses much more, especially when it comes to creating wealth and the most sought after revenue stream, passive income. If you are a working professional with a story to tell, either personally or professionally, YOU have the ability to create a produced audio asset ready to sell to the world.

How many times have you seen a website that asks you to put your email address in and as a free gift, they'll give you an excerpt to their upcoming book or a free download to their first of 10 top tips to success strategies? That's audio marketing. It's recording the knowledge you already possess and most likely are writing about on your blogs, but taking it to a recorded version and making money from it.

Take it a step further. Add fully produced music behind your story and now you've become a recording artist. Add a customized jingle or branded id as the intro and the outro and suddenly you've become a pro. Every tv or radio commercial you've sung since you were a child stays with you because of audio marketing. You hear it, you remember it. Let the world remember you!

A great example is a client we had that was looking ahead. She is a yoga teacher who wanted to make money above and beyond her classes. She knew she'd be planning for a family in the future that would require her taking time off yet she still needed to generate income. She had a great following of students who loved her meditations from class and wondered if they can get a copy of them. So she did just that. She recorded a handful of meditations, backed by original music and sound design to set the tone and produced a CD that not only did she sell after every class, but also created an online presence on her website, iTunes Amazon and several other outlets that raised her brand awareness to infinite degrees. That's audio marketing at its optimum.



If you are a speaker and want to leave your guests with next step items to do or think about, leave them with a cd or these days a digital version of your work. Leave them with an opportunity to purchase more of who you are. It's that next step exposure that takes your work globally. Audio marketing is fast and vast in terms of distributing your content to a much larger audience who want to hear your unique story. Whether you have tons of content waiting to come into form or you have the one tried and true story that never gets old in telling, do it! Share it via audio marketing and see how you can take your business into the next stratosphere. It's *asound* choice you'll fall in love with and so will the thousands of new listeners waiting to hear who you are.

Lainie Sevante' Wulkan is the Founder of [Enlightened Audio & Sound](#), a division of [Cinder Cone Worldwide](#). She is partnered with her Husband, Music Producer and Owner of [Farmadelica Sound](#), a recording studio in Bokeelia, Florida. They own [Cinder Cone Records](#), a boutique record label with distribution through Universal. To learn more, please visit their fb page or contact her via email at lainie@cinderconeworldwide.com



The Benefits of Not Being Fast, Easy or Cheap

The Holidays are over, decorations packed up and no more sweet treats to look forward to. We tend to fall into what I call, a food depression. We tend to miss all the festivities of the Holiday season and the delicious food that comes with it. Now it's January and we might be carrying the national average of 5 extra pounds. Here are some tips to get back on track.

Ignore those Fast Food Beacons

As Entrepreneurs, we have an intense engagement with high profile clients usually on the go. It becomes a challenge to balance our schedule and our health. On our commute home, those shiny fast food signs beacon to us after a stressful day. We might make all kinds of internal bargains to why getting a quick bite might be better than going home to eat the food we prepared. Fast is almost always not better.

Avoid the Cheap Way Out

Think of how it would feel being intentional with our eating. Sitting down to delicious meal that was well thought out and prepped earlier in the week just for this moment of weariness. All we have to do is heat and eat. When we take the time to take care of ourselves, it psychologically reconditions and reinforces to yourself that you do in fact matter. We are influencers and self-care is a trend I'd like us to influence. We are worthy of this prescribed self-care and we become our best self when we eat a healthy, delicious meals with balance. Don't let a moment of weakness derail you. We all know what "cheap" feels like- it isn't pretty.

Chef Joy's Easy Tips to Meal Prep:

Plan food around the busy...Forecast your weeks schedule and plan for those days when you are non-stop. Give yourself an out by having a variety of things ready to heat and eat within the comfort of your home surrounded by love.

Watch Portion Sizes...We tend to overeat when we are stressed, tired or unprepared. Don't allow yourself to get there without a plan for success. Don't wait till 6:30 pm after your nonstop day to shop for your dinner. Willpower is very low and it's easy to succumb to prepared food that usually has triple the fat and calories.

Meal Prep on Weekend and Midweek...

When you have a less confined schedule, cook several portions of protein, grains, vegetables and have salad items at the ready. (Chef Note: under cook proteins so when reheated they not overcooked). Then either portion them out for weeknights or have them in separate containers ready to serve to your mood. Then repeat midweek. **YOU CAN DO IT!**



Take your time and give yourself a bit of grace. If you have never bulk meal-prepped before, it might take a bit longer at first. Be aware your cooking time will decrease as you become more experienced. If you want to learn more, stay tuned for my [Gourmet Kitchen Club](#), an online cooking series tailored for the busy Entrepreneur. Easy step by step cooking tutorials that you can watch on your time. Invest in yourself by giving the gift of joy.

Benefits of Cooking...The New Year is a great time to get back on track with your weight goals. I want to encourage you to explore the kitchen. Did you know that cooking relieves mental and physical stress because it engages your mental focus and physical body in fluid and repetitive actions needed to cut, chop, stir and knead and following a recipe. Cooking allows time for processing your day and gaining insights you might have missed.

Improves the Senses...Sensory awareness is increased through physically touching ingredients, inhaling scents associated with cooking, tasting, and visually experiencing the food. This allows for peace and deeper breathing throughout the body.

Improves Relationships...

- It's a relaxing activity.
- It connects with a person's heart and provides a freedom for them to open up emotionally while connecting to their feelings as they cook.
- It can improve your relationships because you naturally let guard down and increase the ability to communicate in order to prepare a dish in companionship working side by side.

Improves Body...

- Recipes contribute to your nutritional health and well-being using fresh ingredients.
- Muscle coordination is improved though honing knife skills and learning how to navigate the kitchen.
- Lifting heavy product or equipment can increase strength and motor skills.

For more, join my mailing list [here](#) for FREE weekly tips on improving your food relationship.

Chef Joy Davis, [Owner of Spice Gal Gourmet, LLC, Food Relationship Coach](#), 30 year culinary veteran, “real” food advocate, culinary trainer, and food explorer. She is passionate about helping you overcome your food issues so you can love yourself through food the healthy way.



How to turn your online audience into powerful (and profitable) offline connections

It's all about Relationships...We hear this all the time, but what does it really mean in today's virtual and social media-saturated environment? One of the most effective ways to grow your business is by turning your online audience into powerful and profitable offline connections. You do this by (1) building solid, personal relationships from what were once simply online connections so that (2) people then connect with you so much that they not only find new ways to work with you themselves but also introduce you to who they know.

Expand Your Reach with Online Networking...Whether it's Facebook, LinkedIn, Instagram, Pinterest, Twitter or your Blog/Vlog, people do business with who they know, like and trust. Connecting with people on a personal level increases your shot at increasing your reach at each of these points of resonance.

How do you turn social media networking into profitability?...It's easy to make "friends" and connections on social media. But...it doesn't do you any good to have thousands of friends if you don't actually connect with them. The first and easiest way to connect with people online is to post content that is uplifting, educational, entertaining and pertains to your target audience. People spend time on social media to be entertained and educated and to feel better. If you are not providing content that does this, they are less likely to engage with you and, more than likely, they will not want to learn more about you. You've lost them before you even had them.

Take the relationship offline...One of the most effective ways to take your online relationship with someone offline is through the use of video conferencing or a connection call. Live online meetings are one of the most convenient ways for people to connect and share ideas, because it's done from the comfort of your home. And, it affords you the ability to interact with people from all over the world! You can build REAL, solid relationships that lead to additional relationships. For example, you may not end up doing business with the first person you reach out to, but someone you meet BECAUSE of them might be exactly who you're looking to partner with.

Here's a wonderful sneak peek at how it works... As the President of a global women's organization, every Friday I host a virtual coffee connection meeting using Zoom. We meet-up online and get to know each other, many of us still in our pajamas! Connecting with each other this way each week has grown our relationships, turned acquaintances into friendships and increased our businesses in insurmountable ways. Every week we learn something new, and we grow together.



The Magic is in the Follow Up...After your phone or video conference with a new connection, you may want to follow up with a “Nice to Meet You” email campaign, or better yet, send a “Nice to Meet You” card in the mail. Cards have a phenomenal impact, thanks to the digital world we live in! Sending a heartfelt card, sharing something in the message that proves you were listening to them, will set you apart every time. You can even [send a card](#) from your phone immediately following your connection call or appointment. (Don’t have the person’s address? ASK for it. I’ve never had someone not give me their address when I ask them for it.)

Consistency is Key...The more involved you are getting to know your audience, the more serious people will take you. You can’t show up every once in a while, (online or offline) and expect people to connect with you. They don’t call it NetWORKing for nothing. It is exactly that, WORK. But, if you approach it with the right attitude and with the intention of truly getting to know who you’re connecting with, it can be enjoyable. You’re finding people you genuinely resonate with, and that’s fun! Build the relationships, and the profit will come.

Michelle DeNio is the CEO and Founder of Heartfelt Appreciation, where it's all about Building Relationships that Build Your Bottom Line. As a Business and Marketing Consultant, Michelle makes sure you tackle personal decisions that allow you to reach important personal and professional milestones. Her cutting edge relationship marketing strategies allow you to stay at the top of your clients' minds and stand out from your competition. www.HeartfeltAppreciation.com



Money

TIP

Time is Money.....spend it wisely. Instead of going from one networking event to another to pass out and collect business cards, invest your time by building relationships with people you already know, like and trust and watch your network (and revenue) grow.

- Patty Farmer



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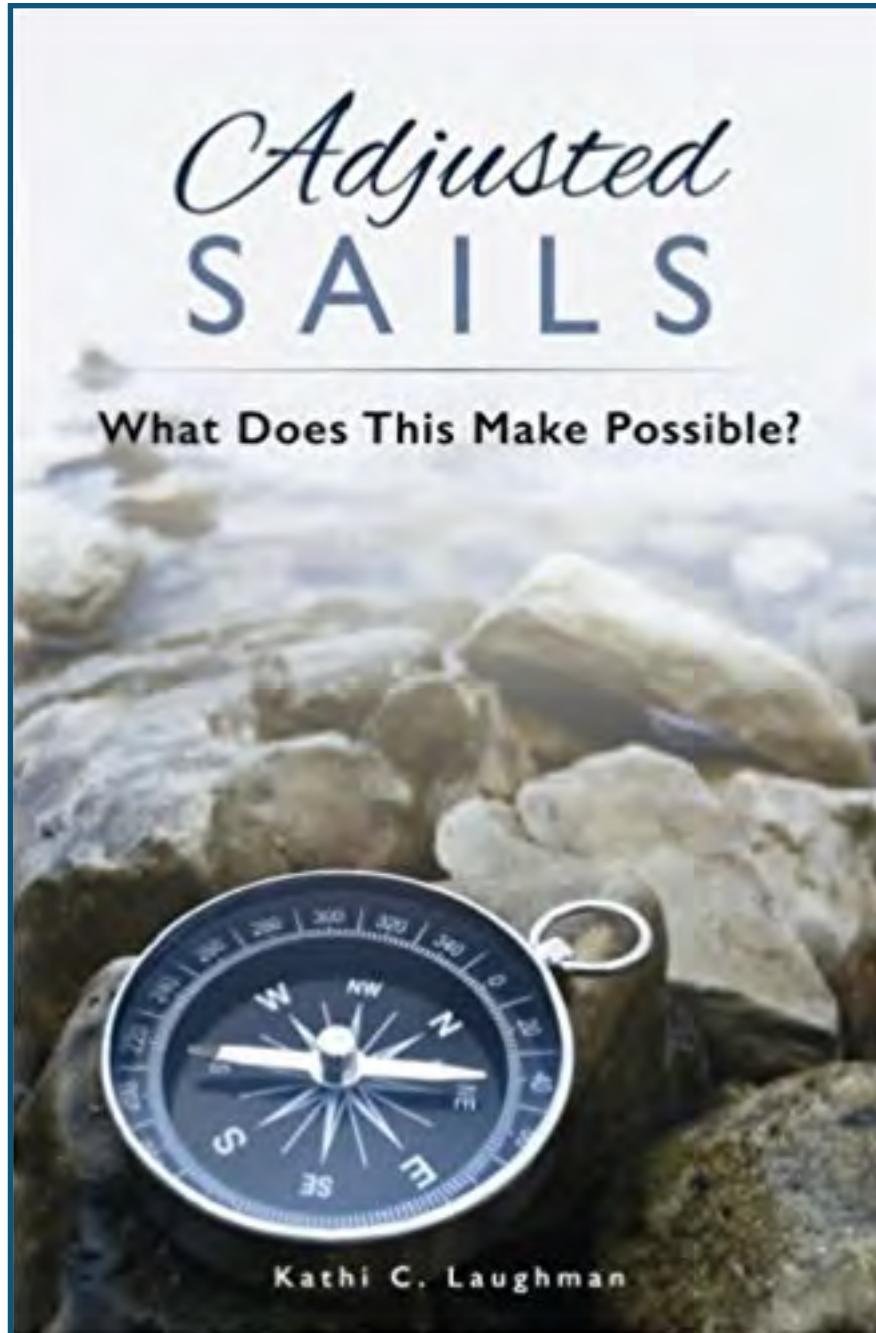
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Kathi C. Laughman specializes in creating value from the unexpected. She is the founder of The Mackenzie Circle LLC where she guides business leaders to smarter questions that leverage resilience for achieving unparalleled results. Kathi is also an inspirational speaker, best-selling author, and member of the Forbes Coaches Council.

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