

Marketing Media & Money

3rd Q/2019

Pricing for Profit

7 Powerful Storytelling
Techniques to Engage and
Inspire Your Podcast Audience

**Content That Sells: How to Use
Digital Media to Your Advantage**

The Power of Introverted Leadership

Cinderella...

The Ultimate Mindset Coach

6 Sales Strategies
to Skyrocket Your
Conversions

**A Quick Start
Guide to Speaking**

**One Last Lesson
from a Leader**

**Scale Your Book
Sales with Audio**

**Retire Now or
Retire Never?**

Meet...Marcia Bench

**"The sky isn't even the limit -
our own thinking and ability
to dream big is!"**

Letter from the editor...

Years ago I had a vision to create a business and lifestyle magazine that would be filled with so much content, resources and strategies that my community would enjoy reading every issue, cover to cover and then be compelled to take action. This issue of Marketing, Media, and Money Magazine is packed with so many game-changing business strategies that you’re going to want to grab a cup of coffee and dive right in. Just a few of the strategies our industry experts and influencers share:

- How to become a powerful leader (even if you are an introvert).
- Create powerful stories to engage and inspire your podcast listeners.
- Why you should invest often and frequently to plan your retirement lifestyle.
- How to use Cinderella’s story to shift your mindset. (one of my absolute favorite articles)
- A guide on how to get started (and booked) as a speaker.
- Step by step conversion strategies on how to generate more sales.
- How using digital media can give you the edge when selling your content.
- How to create profitable back-end programs as a conscious expert.

And, I’ve shared 3 profit strategies on what might be the most stressful business decision you ever have to make, what to charge?

Please join our new Marketing, Media, and Money community to engage and build a relationship with our industry experts and influencers.

Patty “Pricing for Profit” Farmer, Editor

Marketing, Money, & Media Magazine



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

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Marketing Media & Money

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Pricing for Profit

by patty farmer



It might just be the most stressful decision you ever have to make: what to charge?

Pricing strategy can be defined by...

“Activities aimed at finding a product's optimum price, typically including overall marketing objectives, consumer demand, product attributes, competitors' pricing, and market and economic trends.”

There are many types of pricing models including:

- Competition-Based Pricing
- Cost-Plus Pricing
- Freemium Pricing
- High-Low Pricing
- Hourly Pricing
- Premium Pricing
- Project-Based Pricing
- Value-Based Pricing

One of the things you need to consider is that not every pricing model or strategy is applicable to every business. Some strategies are better suited for physical products whereas others work best for service-based industries.

A few of the other things to consider are the competition, your own skill set, what you perceive to be your skills (yes, this is different from the former for most of us), what the market will pay, how you will deliver the product or service, your time involved, and a host of other variables.

Making a choice can feel like a hurdle you can't quite get past.

"The only function that price serves is to set the expectation of value." *-patty farmer*

Creating a solid pricing structure requires you to do a little more digging and you will need to look at:

Your Competition. This might take a little detective work, since a lot of coaches and service providers don't publish rates. But if you pay attention to their websites and social media, ask a few discreet questions, and get on their mailing list, you can figure it out.

Be realistic about who, exactly, your competition is, though. Don't undervalue or over-sell yourself. In other words, make sure you're comparing yourself to another provider who shares the same skills, market, and track record, rather than simply looking at who you strive to become.

Your Skills. In some fields, this is easy. There are certifications and educational programs that allow you—by virtue of having achieved them—to charge a certain rate. If you've followed this path, then pricing will be easy for you. If not, take a solid look at what you can legitimately claim as a skill.

Look, too, at your track record. Have you proven yourself by helping former clients (and do you have the testimonials and case studies to show for it)? Have your former clients moved on to bigger and better coaches after working with you? These are all reasons to maybe consider a higher price range than you might have first thought.

Your Market. In the game of setting rates, it's your market that has the final say. The price of anything lies where what the buyer is willing to pay meets what the seller is willing to accept.

If your goal is to give start up entrepreneur or small business owners a helping hand and lead them down the path to success, that unfortunately means you can look forward to lower paying programs. That's not a bad thing—everyone must begin somewhere—but it does need to be acknowledged. If, on the other hand, you're target market is more established and economically stable, then a higher fee isn't just warranted—it's a must. They will expect a higher price and will not find value in the lowest-cost provider of anything, whether it's promotional products or business coaching.

Finally, don't forget that pricing is never set in stone. It's flexible. If you find you're attracting the wrong market (or no market at all) you can always change your rates. Working too hard for not enough return? Raise your rates.

It's your business. You are the CEO and the decision maker You get to call the shots.

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



Marketing Tip

If you want your clients to feel a sense of urgency for investing in your product or service, you need to know why they need it NOW. -patty farmer



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Cinderella: The Ultimate Mindset Coach

by Amy House

As a kid, I loved fairy tales and stories. As a female, it was hard to escape the story of Cinderella. And while this is a story that is still told to young girls today, here are the important facets that can impact grown up “girls” (and guys!) everywhere!

****** We all start with Once Upon A Time. Most of us enter the working world or entrepreneurial world with a Once Upon a Time perspective...we can do this, it will be simple, can't wait for my Happily Ever After! But, Once Upon a Time is just a starting point. Too many people get stuck here and never move on.

****** Setbacks are going to happen. So, expect them and prepare for them even if that preparation is more internal than external. You have heard the old quote “It isn't what happens to you but how you react to what happens to you that matters.” Cinderella is no exception. Her mother dies, her father remarries, the new stepparent and siblings aren't exactly nice, father dies and BAM! But we don't seem to hear that Cinderella gets all depressed or overwrought. She rolls up her sleeves, gets to work and makes friends with the beasts and birds of the barnyard. What would happen if we just expected setback, rolled up our sleeves and got to work? The answer: forward movement.

****** Cinderella is the poster child for the rollercoaster of extreme highs and extreme lows; and isn't that a little how we perceive our business journeys. We really feel the almost violent pitches of our emotions. If we didn't, we would say we were stuck! So, we learn that those extreme lows set us up for the highs. When we learn to not panic at our low spots but see the set up for the high moments, we can learn to enjoy the rollercoaster that is an entrepreneurial business journey.

****** Your core values will be tested; or should I say exposed. When we talk Branding, we miss that it is how you communicate your values. When we look at Cinderella, we see absolute kindness, integrity and loyalty. All of Cinderella's core values were tested time and time again. When you hear “branding” or authentic marketing, think about your core values. That is where your true authenticity and brand engagement shines through.

****** You must understand the role of the “fairy godmother.” We sometimes think the business coach, mentor, boss or upline will “save” us. Give us the magic action or idea that will make everything better. But let's take a quick look at what Cinderella's fairy godmother really did. She gave her a dress, a coach and some horses. She did not make the handsome Prince fall in love with her, stop time so the clock wouldn't chime midnight and she certainly did not protect Cinderella from the stepmother and stepsisters. She gave Cinderella tools to use but ultimately; Cinderella had to use what she was given to take advantage of her opportunity. Don't blame your “fairy godmother.” More than likely they are giving you some amazing tools, you must use them.



****** The glass slipper won't fit at first. Okay, I know...Cinderella's foot does fit the slipper, but have you ever tried to slide your barefoot into a glass slipper? It isn't as easy as you think! Your hot foot will “grab” the glass. You might have to move your foot around a bit to get it in. Also remember, glass slippers don't flex. The “process” of getting your foot in might not be super comfortable. Sometimes in business, we find ourselves trying to “fit” a role that feels a little uncomfortable. But with some internal growth and “movement”, we begin to make the “fit” happen.

****** Happily Ever After isn't the end; it is just a new Once Upon a Time. Cinderella marries the Handsome Prince but that means there is a new Once Upon a Time. We must make the leap that at some point, Cinderella becomes the Queen. My guess is that the small blip we see of Cinderella is but one of many Happily Ever After's and Once Upon a Time's. I have worked with clients that almost feel let down once they achieve a Happily Ever After. The key to success in your story and Cinderella's... is to enjoy the full “story” not just the brief “fairy tale” you are currently in. For more: www.growinoutloudarlin.com

Amy House is the Founder of Growin' Out Loud, Darlin'. With 20+ years of marketing/business development experience and a Masters in Counseling, she knows a little “something something” about what it takes to GROW OUT LOUD! She is a Steel Magnolia bringing that sassy twang to business. Email



Upclose and Personal with Marcia Bench



What does success mean to you?

To me, success is fulfilling your Divine Life Purpose in your work and your life. I grappled for 18 years trying to define my purpose – asking ministers, my parents, teachers and others and reading every book I could find. It coincided with the start of my first business that I finally discovered what my purpose was. And that gave context to everything I do and every decision I make. It either furthers my purpose or takes me off course. And better yet, it's something I can bring to every day, not a goal to be accomplished in the future.

What would your advice be to a brand-new speaker, business owner and/or entrepreneur?

Take a bit of time to clarify your offering, your ideal buyer and your structure/format of delivery. Then be prepared to **act and begin engaging clients around that message before you think you're ready – before the I's are all dotted, and the T's all crossed**. Too many entrepreneurs want to have it all “finished” before they make an offer...and by the time they do, the market may have already moved on. Let the process of communicating your offer to prospective clients or speaking hosts a part of the refining you need to do. The way I grew my coaching institute so quickly is by staying about 3 weeks ahead of the students in writing the curriculum (!) – but by engaging them first and getting them enrolled, I was being paid to develop the curriculum, not waiting for a payday at the end of the writing process!

What was your aha moment that inspired you to become a speaker/entrepreneur/biz owner?

That is an easy question to answer – a pivotal moment for sure! I had just finished law school, taken the Bar exam, and had been hired by the firm I clerked for during that grueling 3-year journey. One Saturday night, I was awakened by the creative part of me that had been on hold that entire time. And I instantly downloaded the concept for my first of 26 books, the class I would teach based on it, and exactly who to approach to host the class. I did and it went great, it started 14 years of getting to try on new topics at our local community college continuing ed department as I prepared to sell everything and tour the US and Canada for 10 months, doing 65 seminars on doing what you love for a living.

What are some of the changes business owners/entrepreneurs, in your opinion need to make to be successful in today's business environment?

I love this question! After nearly 30 years in business, I believe the greatest trait or skill we can develop is resilience. We need to be able to both bounce back from adversity and to continue to shift and change our marketing methods, offer structure, and focus based on (a) the changing market and (b) our own evolving path. Specifically, in the environment of almost 2020, personalization and help with implementation are the two most important trends. We need to ensure that we don't try to sell a “one size fits all” solution to our much more sophisticated and well-informed clients. And while knowledge is everywhere at our fingertips thanks to Google, people are so distractible that they need help staying focused on their goal, and taking the best steps, in order, to reach it. They can still entertain the quantum leap – and I teach it and welcome it! But they need to be sure they don't end up leaping up the rungs of a huge ladder to success and end up leaning against the wrong wall, as Stephen Covey wrote in The 7 Habits of Highly Effective People.

If you could have lunch with any CEO who would it be and why?

Two people come to mind here: Richard Branson and Oprah Winfrey, because both have created a true empire through their savvy, their entrepreneur mind and thought processes, and great advice from others. (And my ideal clients are Empire Builders too.) Neither of them was born into wealth – they had to make key shifts to create what they now enjoy. I would want to learn more about their thought process and approach in the early days, and what advice they would give me as a seasoned entrepreneur still reaching for that next level – including what the most direct path to achieving my goals would be.

What is your big 'WHY' that prevents you from giving up when times get tough?

My Big Why is helping as many of my soul-matched clients as possible live their divine purpose through a thriving transformational business – which also means overcoming their inner fears, self-sabotage and small thinking that can get in the way. I am clear that this is my life purpose, and fulfilling it fulfills my purpose in turn.

What keeps you awake at night?

My big dreams, my clients, new awarenesses from my mentor and other experiences I seek out to challenge myself. How can I best achieve those dreams and enjoy that life as it was divinely designed to be?

What is the lesson that took you the longest to learn?

The lesson that took me longest to learn is not doing everything myself and being an “island” in my work and business. Business is a team sport! So, I have surrounded myself with a growing team to support and play with me in this game so that we can serve our growing global community more effectively.

What are you doing right now that you're scared of, but you're doing it anyway?

You might ask it the other way: what am I doing now that I'm NOT scared of!?? Because our growing edge is the intersection of excitement and fear...and it never goes away. I'm invested in a high-end mentoring program that is a financial stretch; I'm hosting a 100-person live event this fall which will be a 30% growth over last year in a larger venue; I'm making plans for late 2019 into 2020 in faith and trust that all that is needed will appear when it is needed. It's never failed me yet! And this is how I encourage my Conscious Expert clients to think too...



What was the biggest obstacle, blind spot or roadblock you had to overcome?

Probably it was being diagnosed with aggressive breast cancer in year 2 of my first business. Yikes! The program was just hitting its stride, and I had to delegate some of the teaching to new grads of the certification when neither of us were really ready to do that. But we survived, and 18 years later the company, Career Coach Institute, is still in business – along with my newest venture, Conscious Experts Academy!



If you could go back and talk to your 25-year-old self, what would you tell yourself to do FIRST?

First and foremost, would be to put a set percentage of my meager salary in those first few jobs into a long-term investment account, and not touch it. Next, conquer your fear and do those sales training courses you've been considering. They'll serve you throughout your career! And finally, become an entrepreneur sooner than later and bypass the breast cancer challenge that partly resulted from a dysfunctional job.

What are a few books you recommend every business owner read? (okay to include yours of course)

There are many! Make it a habit to read a book every month on business if you can. A few of my favorites: The E-Myth Revisited by Michael Gerber; Think and Grow Rich by Napoleon Hill; The 7 Habits of Highly Effective People by Stephen Covey; and books on manifesting such as Working with the Law by Raymond Holliwell; Spiritual Economics by Eric Butterworth; Manifest Your Destiny by Dr. Wayne Dyer; and You Can Heal Your Life by Louise Hay.

What do you love most about your business TODAY?

I love the freedom and flexibility it provides. I've been working online from a home base – including two separate years in an RV and one year in a yacht that was our home at that time – since 2001. I can choose my hours, create my own nurturing environment here OR get out with friends or change environments when I want to. I'm so grateful to be living in the age of the Internet that makes all of this possible!

What's next for you?

I'm always claiming my next-level self and my next-level work – and for me that means tripling my income, continuing to grow a global community and a handful of dedicated specialists that partner with me to serve them, and blending the online and offline speaking worlds in a way that is just right for my introverted expert self. The sky isn't even the limit – our own thinking and ability to dream big is!

Media Tip

When doing media interviews, make sure all your stories have your ideal client as the hero, so they see themselves in the story. -pattyfarmer



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A Quick Guide to Speaking

By Lois Creamer

I've been a consultant in the speaking industry for 20 years. Speaking is a great way to create interest in what you do. It's also a great income stream. There are several business models. For example, some use speaking to promote business. Some use speaking as a business. That's what I'm addressing here – how to get started.

What kind of speaker are you?

First, consider ... are you a *public speaker* or a *professional speaker*? I don't think they are interchangeable terms.

A public speaker is someone who speaks occasionally and typically does not receive a fee—perhaps an honorarium, but not a fee. (I don't consider an honorarium a fee. An honorarium is usually a small payment made on occasion.) Politicians are public speakers. Some executives are public speakers. Chairpersons of foundations and executives of all shapes and sizes may be public speakers.

A professional speaker is someone who speaks for a fee and does so as part of the way they make a living. The key here is that professional speaking is a fee-based activity where fees are received on a consistent basis.

Regardless of how you label yourself, you need to be in the business of continual improvement. I encourage people to take classes in communications, debate, or public speaking in school if they can. I wish this were a requirement. It will serve them well regardless of career.

Next question: How do you go from public to professional speaker? My one-word answer: SPEAK! Speak anywhere and everywhere you can. It doesn't matter if you get paid at first. You need the practice and exposure. And get testimonials each time you do.

Getting started.

First, create a speech. If you need help, seek it out. You must have a great program that organically comes from your experience and expertise. Next, you must decide where your speech would make sense. What market could use a program like yours? Where does past experience come in? You have to make sure your program is marketable.

After you have your speech, join Toastmasters. There you will learn how to communicate in front of a group. I call Toastmasters the “off Broadway” of speaking. It's a great place to practice material and learn important person skills.

The next step is to get in front of groups. Look for opportunities everywhere. A great place to start is your local business journal. It contains a calendar that lists upcoming meetings and programs in your area.



Call a group and ask if you can present your speech. Don't be surprised if they give you 20 to 30 minutes. They usually do not pay; however, you'll want to ask for a testimonial letter from the leader of the group. I call testimonials the “economic capital of your speaking practice”. They are very important, and you should try and get one each and every time you speak.

Your next step is to leverage the testimonials you get into paid engagements. Note: the people who hire you and pay you don't know whether you were paid for previous speeches.

Get smart.

A great move now would be to see if there is a National Speakers Association (NSA) chapter in a city near you. If you want to speak, you should belong to NSA. Chapters are great places to gain expertise, meet colleagues, network, and befriend others who do the same thing you do. You can find out all about NSA and its chapters at www.nsaspeaker.org.

So, I've gotten you started. This is a tough business. That said, I love it!

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Lois works with professional speakers who want to book more business, make more money and fully monetize their intellectual property. She is the author of “*Book More Business: MAKE MONEY SPEAKING*” as well as “*The Speaker Author: Sell More Books and Book More Speeches*” written with Cathy Fyock. Website



Retire Now or Retire Never?

by Suzanne Bloom



When we think of retirement, we often think about travel, fruity drinks on a beautiful beach, rest, relaxation, passion projects, and spending time with family and friends. However, most of us do not take the time to plan now for the lifestyle we want later. We just hope it happens and, borrowing a line from marketing and media expert **Patty Farmer**, hope is not a strategy.

Women, in particular, should begin thinking about retirement and planning for it early. Women tend to live longer and have less time to build up savings. Whether married or single, most women will be solely responsible for finances at some point. Women tend to be the primary family caregiver, whether that is for children or parents. That tends to shorten the time and resources for savings. Women also face a wage gap which can affect social security, pension benefits, and personal savings. Because of a longer life expectancy, women usually have higher health care costs over their lifetime. Also, women tend to be more reserved in discussing their finances and asking for help. In a 2015 Fidelity Investments Money FIT Women Study, 56% of women said that discussing finances is too personal, 27% said they were raised not to talk about money, and 10% said they don't understand money or know how to talk about finances intelligently.

When it comes to how much to save for retirement, many of us give it little thought beyond whatever benefit an employer gives us. We assume that we'll retire at age 65 because that's what we've heard for most of our lives. Entrepreneurs tend to put off thinking about it as they focus on starting up or growing their small businesses. We put it off to deal with "now" concerns, such as building up a business, education, relationships, raising children, and buying a home. While all these things are important, we must also put thought into a plan for the future. You're not getting any younger and the longer you wait, the fewer choices you have available to you later in life.

Whether man or woman, single or married, it is crucial that you get involved in your own financial planning. It is never too early to think about retirement. Right now, start designing the life you want to live in retirement.

7 tips to open a conversation and get you started with a retirement blueprint.

1. Create a retirement plan. Consider details like life expectancy, Social Security benefits, and healthcare costs. There are lots of online tools and calculators to help you get an idea of what you'll need for retirement. A solid retirement and savings plan will help you realize your goals faster.

2. Define your retirement lifestyle. What is your ideal retirement? Do you want to travel? Are you more of a homebody? Are you going to downsize, or do you want to stay in a big home? Do you plan to "work" or create cash flow from "passion projects"? Before you know how much you need in retirement, you need to know what you want to do in retirement.

3. Learn about personal finance. As I've mentioned in previous articles, financial literacy is essential. Educate yourself. Read books and articles. Listen to podcast. Have some conversations with experts.

4. Do not procrastinate. GoBankingRates says "no matter what age you are, don't wait to get started on saving for a early retirement. The longer you wait, the longer it will be until you can comfortable retire."

5. Live below your means. Look at your budget and evaluate your spending habits. It is going to take some sacrifice now. Also, you might need to consider ways to increase your income. Start a side hustle. In addition to extra income, as a business owner, you will also qualify for some tax benefits. If you must cut costs, it might as well be the tax bill, right?!

6. Pay off debt and avoid future debt. Again, you might need to consider a side hustle to pay off debts faster. If your debt has become more than you can handle, look for programs to help. There are reputable companies with programs available that will help you reduce debt or even eliminate it, including student loans.



7. Invest early and often. It all counts. The earlier you become a saver, the better. Diversification is great but make sure you're also invested in safer places that will grow your money while protecting principal and interest from loss. Check out money market accounts, bonds, and indexed annuities.

Retirement is not really about age but about savings. It's about how much money we have saved and how long that money will sustain us. Most of us would retire a lot earlier if we knew we had the money to live the lifestyle we wanted for the rest of our lives. Be intentional about your finances. When you procrastinate or put personal finances and retirement planning on autopilot, you risk the life you want to live for the life you HAVE to live. Putting thought into our retirement plan early could mean an early retirement age, or at least earlier than you originally thought. Seek out the help of experts. Stop taking advice from your HR representative and your broke friends, family, and coworkers. Educate yourself. Get a second opinion or a third or fourth. Check into all the options you have available, including ones that provide a guaranteed income for life with no risk of loss. If you want some recommendations for resources or have questions, feel free to email me at sbloom@mtcfinancialagency.com or call me at 505-620-9605 for a free consultation.

Suzanne Bloom is a sought-after money expert and speaker and is the marketing director for several financial agencies located in Albuquerque, New Mexico and Washington DC. Suzanne is passionate about helping families and individuals achieve financial freedom and live the American dream. LinkedIn



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6 Sales Strategies to Skyrocket Your Conversations

by Celia Faye Meisel

It's no secret that the prospective clients of today are very conscious of how they invest. The days of sleazy sales tactics are on their way out. While trained, qualified, and specialized service providers are "in" and leading the way.

Adopting a heart centered approach to sales does not have to mean leaving dollars on the table. In taking the time to get to know your prospective client, you guide him or her to make a confident decision. Clients who are confident about their investment choice are often fun to support.

Are you ready to wow your prospective client and increase your conversions? To set the stage; you've done the upfront work and made it to a sales call with the prospective client. On the call you helped them to find clarity on their current problems and pain points ... Now let's dive into the processes that will increase your conversions.

1. Educate your prospect on how your service or offer will solve their problems and pain points. As you lead the sales call into the close, it's important to explain how the offer is going to solve their problem. The key is to use language that describes the client's potential transformation. Paint the picture of what their life will look like after as a result of investing in your offer. For example, you might say "on our call today you mentioned that you have been dealing with *problem #1*. As we work together for the next 90-days you will shift and experience *transformation #1*. Note that it is common at this point in the sales conversation to focus on the offer's features. Practice educating your prospect to avoid falling into this common sales mishap. Develop your ability to focus on the transformation. In taking the time to educate your prospect on the outcomes you show them what is possible.

2. Add a Price Incentive for action takers. This strategy is a win-win because it creates a sense of urgency and rewards decisiveness. Utilizing a price incentive can entice the prospect to sign up on the call, within a few days, or even a few weeks. Let the prospect know about the incentive price and how long they have to make their decision. The price incentive creates contact points after the sales call. It serves as a reason for communication when a prospect does not buy on the initial sales call.



3. Plan a follow-up meeting or contact point at the end of the call. Schedule a follow-up call with them to take place on or before the date the price incentive expires. Or, if you prefer to close over email, arrange for the prospect to let you know their decision on a set date.

4. Send an email outlining the offer details within 24-36 hours of the sales call. The sooner you send the email, the better. The email should include:

- How your offer will solve their problems and the transformation they can expect as a result.
- The features of your offer and what you will include to help them achieve their desired outcomes.
- A reminder of the details of the price incentive offered.
- A reminder of the agreed upon follow-up communication plan, either via phone or email.
- Appreciation for them taking the time to meet with you. Also thank them for the opportunity to get to know them better.



5. Stay in contact with your prospect. Use this strategy to keep the offer at the front of the prospect's mind. By keeping in contact with your prospect, you begin developing a supportive relationship. Contact points include liking the prospect's Facebook Business Page, following their Instagram profile, liking their posts, and leaving thoughtful comments on their posts. If you are into delegation, outsource this strategy as a task to a VA or social media manager on your team.

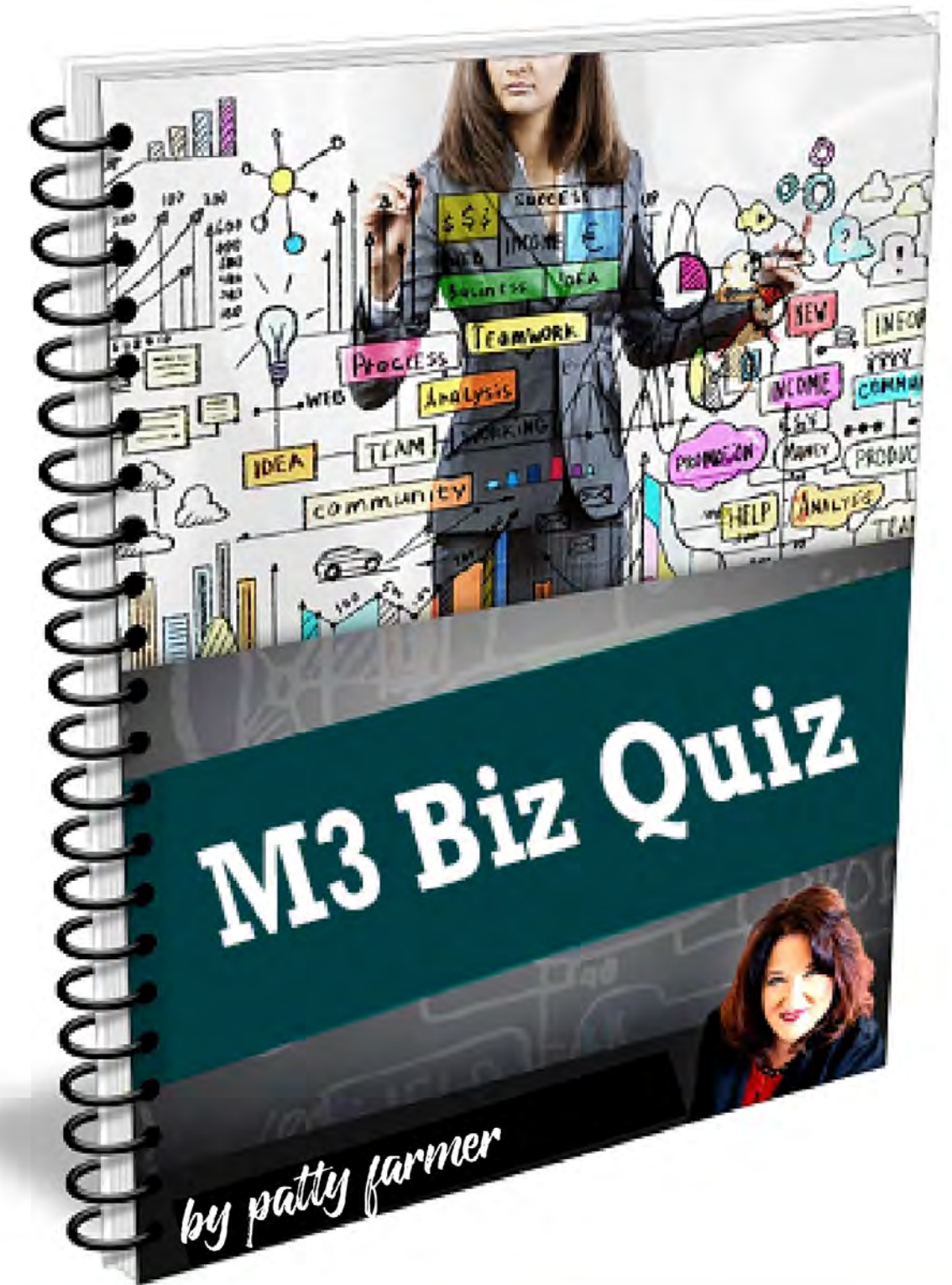
6. Follow through with the agreed upon contact plan set in #3. The prospect will now give you their answer and will either:

- a) be ready to sign on and get started with you immediately,
- b) have a few more questions about the offer, or
- c) come back with a "no" and decline the offer.

If the prospect has more questions, answer them. It's important that they have enough information to make a confident decision. If they come back as a "no," prepare to ask the prospect questions to gain clarity around their reasoning. Turning a "no" into a "yes" can be as simple as demonstrating how your offer solves their problems.

In preparation for your sales calls, focus on the transformations that your offer delivers. Making this subtle change alone will change how you think about your offers. When you practice all 6 trending sales strategies, your confidence will skyrocket and so will your conversions.

Celia Faye Meisel is an online business coach and heart-centered sales trainer. She is the creator and developer of Congruency Coaching: The "What, Who, and How" of Sales. Celia's clients sell programs they adore and work with ideal clients they love to support. Learn more at: celiafayemeisel.com/clarity



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I will assess 7 key areas of your business to discover exactly where you're excelling, where you need to make changes, and your next steps for business growth. -patty farmer

The Power of Introverted Leadership

by Jenny Mercer



I am an introverted leader. This surprises most people that know me. They don't quite understand how someone who gets up in front of hundreds of people to speak could possibly be an introvert. In truth, it's only been the last few years that I've been able to grasp what being an introvert means and how to harness that gift. Tapping into that power has meant discovering ways to not only manage my energy but also find ways to create the energy that I need.

I find that there is a lot of misunderstanding around what it means to be an introvert. The main difference lies in where we get our energy. Extroverts will get their energy from outside sources, enlivened by other people and things. Introverts get their energy from within, refilling from being alone. That explains why an extrovert can go to a party or a networking event and come out ready to go to the next. But an introvert will go to the same events and walk out exhausted, ready to go home and get into their comfy clothes.

If we see these two characteristics as black and white, one or the other, we do both types a disservice. In fact, it is more often that we see people with aspects of each type. It is a spectrum and we all fall somewhere within the scale. The truth is we need both the introvert and extrovert. We need both sides of the coin. And yet, as introverts, we can still feel so displaced from the social norms. Please hear this loud and clear, you are created exactly as you are supposed to be. I'm not here to change you.

We all need energy and as you know, an introvert's energy comes from within. This means we must become strong energy powerhouses. A powerhouse creates its own energy; you can too with some daily tools to use in order to ensure you have the energy you need to be the leader you are created to be.

Tool #1: Self-care is imperative!

I don't mean the weekly spa day. Don't get me wrong, those are important too, but it is our daily practices that help stoke the fire and keep our energies up. Self-care means everyday healthy practices:

- 1. Eat well!** Eat to fuel your body, not just fill it. Feed your body well and it will thank you with more energy than you can imagine.
- 2. Hydrate!** You should be drinking half your body weight in ounces every day. Water helps your body flush out unwanted toxins.
- 3. Move your body!** It's been said that sitting is the new smoking. Go take a walk around the block, around your office, just move. Aim for 10,000 steps every single day.
- 4. Meditate.** Because we regenerate in the quiet, this is one of the most powerful daily practices you can do. If you aren't sure how, find someone to help guide you or use an online meditation tool.

Tool #2: Time Management.

Your time is precious. It's time to be the master of your time and not a slave to it. Here's how:

- 1. Know your priorities.** What is most important to you? Look at every aspect of your life: self-care, family, friends, business, etc. Having those in the forefront of your mind will help you as you decide where to schedule your events.
- 2. Review your calendar.** With your priorities in mind, look at your calendar. Events that involve your highest priorities take precedence over all others. Then, add other events to fulfill secondary priorities. Don't forget to schedule your self-care!
- 3. Trust your calendar.** Once you have decided on your priorities and events, trust that you did what you needed to do. If an alternative energy spend comes up, review it against your priorities and how much energy you have before adding it.



Money Tip

**If you always ask yourself...
“What does it cost?” it will keep
you broke. A better question...
“What is the potential return on
this investment?” -patty farmer**

Tool #3: The Power of “No”!

“No” is a complete sentence. As introverts, we tend to want to make others happy and in turn give so much that we end up in energy arrears. Think of it this way, your “yes” is the most precious gift you have. Use it sparingly. If you struggle with “no,” practice pausing when someone invites you to participate in something. Ask for a little time to review your schedule. This allows you to compare it against your priorities and energy level. It might feel uncomfortable at first. That’s alright, it gets easier with practice.

As an introvert, you need energy to pursue the spark of purpose that lives within you. Your power to fan that spark into flame lies within your ability to create your energy. Be a powerhouse; create that energy and pursue your dream.

Jenny Mercer left her corporate career leading a national marketing team for a mortgage company. She now runs her own successful business. An introvert herself, she loves to share the tools she uses to generate and harness her energy while building a successful business, leading others to do the same. Learn more: [Facebook](#)



One Last Lesson from a Leader

by Eddie Reeves

Ok, I admit it: It's not going to work.

I have tried at least six times over the last week to start this piece. It was going to be a whiz-bang, ultra-practical article on using PR to grow your business.

But I can't do it. I have to follow what's in my heart. And right now, what is in my heart is the love, gratitude, admiration, and yes, a bit of sadness – all attending the recent demise of the incomparable Ross Perot.

Ross Perot, was, an absolutely one of a kind billionaire industrialist, political leader (even though he would HATE being described that way), massively generous philanthropist and one of the most devoted family men to ever walk the Earth.

But you probably now all that – or you could easily know it by reading the hundred upon hundreds of retrospectives written by figures great and small the world over since his July 9 passing. So I won't rehash the common stories, as important and entertaining as they are.

Instead, I want to focus on a single tale that demonstrates why Ross Perot was such an influential leader and visionary, and that offers a model that you can follow today to help spark your success.

For five years, from 2002 through 2007, I was Vice President of Marketing and Communications for Perot Systems, a then-publicly traded \$3 BILLION technology services firm based in Plano, TX, just north of Dallas. While I reported to the CEO Ross Perot Jr., I also worked closely with his father, which will forever be one of the great joys and privileges of my life.

I learned more than I could ever recount from Mr. Perot and Ross (and that was the code in the company: the senior Perot was referred to as "Mr. Perot" and the younger as "Ross" by everyone in the company). I could literally write a five-hundred-page book full of the wisdom, principles and examples that I gleaned on a daily basis.



Don't worry, I won't run on ad nauseum about this, though. I will just share one quick story that perfectly encapsulates the Perot ethos. I encourage you to study and replicate it. Your business and your life will be better if you do.

When he was about 12 years old, young Ross Perot got a job delivering newspapers in his hometown of Texarkana, TX. At one point, the only route he was offered was one serving the poor, predominantly African American section of town – a section that the newspaper publisher was certain was a lost cause, since, in his view, "those people" couldn't read and didn't have money even if they could.

To make matters worse, in that era of open racial discrimination, there were no paved streets in that section of town, making it tremendously difficult to get to the houses. But that didn't stop the intrepid young entrepreneur. Perot saddled up his old mare Bee and delivered papers on horseback.



What amazed his publisher and the other paper carriers was the fact that virtually every household on the route took the paper. Even more astounding, they had a near hundred percent subscription payment rate over the entire course of time that Perot delivered papers to them – the highest in the city.

This was especially lucrative for Perot. In fact, he ended up making more on his part time paper route each week than many of the adult, full-time staffers at the newspaper.

“Of all the things I have experienced in business over my entire life, this was the most important lesson I ever learned,” Mr. Perot told me once as we munched on a veggie tray on a flight from New York on his private jet. “Take care of your customers. Don’t just serve them – love them. If you do that, they will always take care of you.”

Simple, profound and totally applicable today. Thank you, Mr. Perot, and rest in peace.

Eddie Reeves is CEO of Reeves Strategy Group, a public relations and digital marketing firm that develops high-ROI campaigns guaranteed to get results. To apply for a complementary strategy session on how we can help drive your organization to greater levels of profitable growth and success (\$395 value), please connect with us at www.linkedin.com/in/EddieReeves



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Scale Your Book Sales with Audio

by Kris Keppeler

The word on the street is you can make an extra 10-20% on your book sales. Think that's impossible. It's not if you convert your book into an audiobook. The APA (Audiobook Publishers Association) released the latest statistics yesterday for audiobook sales. For the seventh year in a row, the audiobook industry enjoyed double-digit growth. Nonfiction audiobooks chalked up significant gains, representing over 30% of unit sales in 2018.

The ever-growing number of people prefer listening to rather than reading books. They're eager to hear your audiobook. And tell their friends about it.

It's easy to convert your book into an audiobook, but you need to choose the right method for you and your book. There are two basic choices, narrate your own book or choose a narrator/producer. Which one is best for you?

Many authors narrate their own books, especially those who are actors or speakers. But narration and voice-over are a specialty. Even experienced actors require some training to get the hang of it.

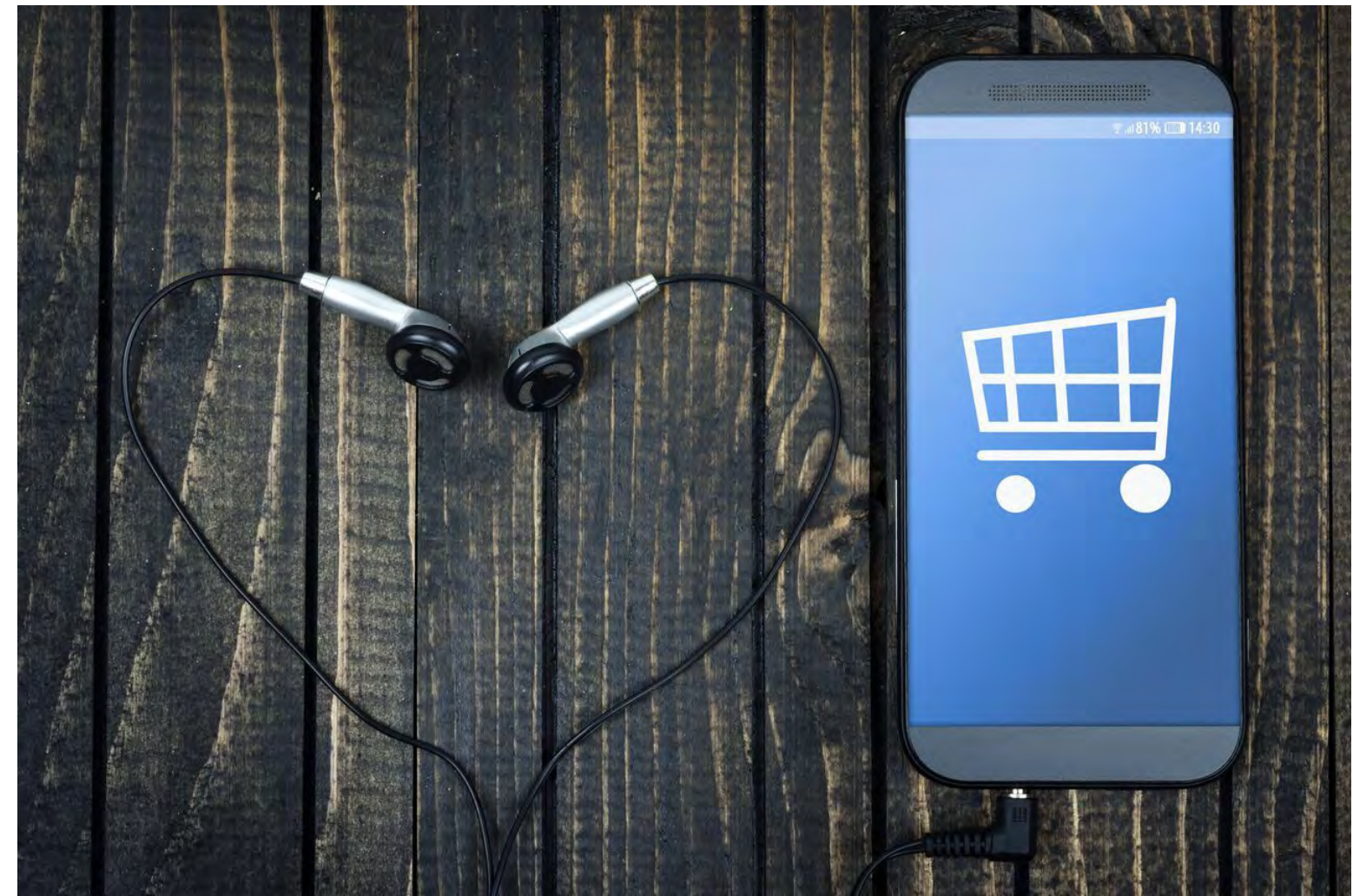
A two-hour book requires at least 3 hours in front of the microphone for an experienced narrator. That's sitting or standing stationary in a small studio in front of the microphone, not moving around. Movement causes noise and recordings need absolute quiet.

I recommend sitting or standing in one place and reading your book out loud for 15 to 30 minutes. Every time you make a mistake, you must go back and read that sentence out loud again. I once enjoyed an insightful conversation with a renowned narrator who shared the fact he still made at least one mistake a page.

If reading out loud in these conditions leaves you frustrated and exhausted, self-narration is not for you. But if you really enjoyed the experience, go forth and narrate your own book. But please no DIY as audio engineering is not for the faint of heart.

The recommended method for authors narrating their own book is recording in a professional studio with an engineer. The studio should have audiobook production experience. Commercial voice-over differs from audiobooks, in pacing, file format and sound levels.

Studio recording generates high-quality production that garners high marks from fans. You can concentrate on your main business. And not waste time learning the technical aspects of audio recording.

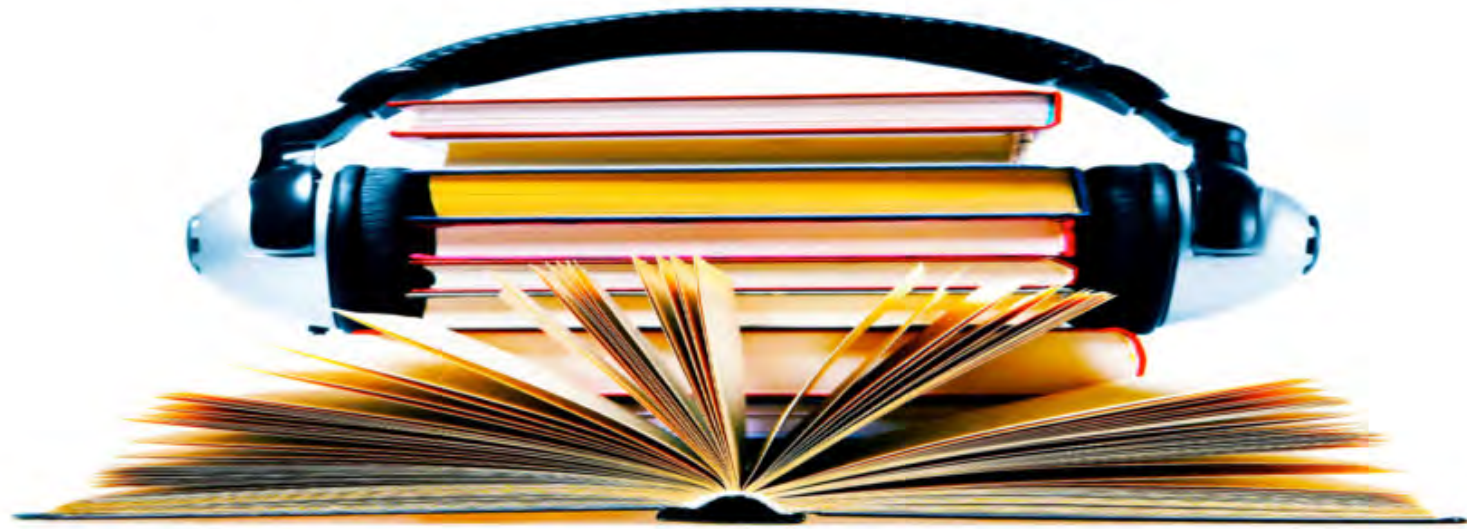


The easiest and most expedient way to convert your book into a quality audiobook uses a professional narrator. ACX makes it very easy to list your book, ask for auditions, listen to them, and choose the narrator you like. If your audiobook budget is small, you can find a narrator for no money upfront. This option means sharing sales revenue through the royalty sharing program.

Other ways to find a narrator include using a freelancer site, such as Upwork, asking your publisher for recommendations or contacting a narrator you admire directly. Hire a narrator/producer with verified audiobook credits to their name published on Audible.

I noticed a job on a freelance site asking for bids to fix an audiobook so it would pass QC. They'd posted a chapter so you could hear the problem. The entire chapter featured an obnoxious hum throughout.

The author or publisher hired a narrator lacking recording expertise. They needed to pay out again to fix the problem to pass Audible QC. Going cheap at the beginning cost them more money in the end and no guarantee it would pass QC.



I suggest listening to samples of audiobooks in your book's genre on Audible. Hearing styles within your genre focuses your search for a narrator. It's important that the voice fit your book. You may love a specific narrator, but their voice may not mesh well with your words or your book's genre.

Word count determines the length of your audiobook, which includes the introduction or first chapter through the last chapter or conclusion. Roughly, figure it's 9,300 words per hour. So, if your book is 15,000 words, it's an hour and a half audiobook.

The payment format for audiobooks is per finished hour. There may be narrator/producers who offer a flat rate, I do. But any narrator/producer needs the word count to quote.

Audible is the best known but not the only sales channel for audiobooks. Findaway and Author's Republic offer excellent options for authors. Findaway's website says it's the world's largest audiobook distribution platform. Author's Republic emphasizes setting your price and keeping more sales revenue.

The takeaways? You're missing out on significant revenue if you don't have an audiobook version of your book. Whether you narrate or hire a narrator, the goal is a high-quality audiobook.

Kris Keppeler is a narrator, podcaster, voice actor, and writer. She's impersonated an anteater, a prince, a princess, a witch, a dragon, and a wizard with her voice and narrated/produced over 46 audiobooks. Book a free audiobook consultation by visiting her website at www.kriskeppeler.com.



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4 Secrets to Creating Your Back-End Offer & Be Seen as a Conscious Expert™

by Marcia Bench



Many speakers struggle to create steady revenue in their business because they don't have an offer to make to their audience which amplifies their speaking fee. We call this your "back-end" offer – and it's the secret to taking the panic out of your speaking business – and going from revenue roller coaster to smooth ride.

When I first started my speaking and coaching business, I took the bold step of selling everything – even my law practice – and headed out on the road, living in an RV, committed to doing seminars for a year on "Doing What You Love for a Living". I completed my North American tour, giving 65 seminars in 10 months, resulting in a contract with Hay House for my book and sharing the stage with Dr. Wayne Dyer and Dr. Deepak Chopra, among others.

You can sell a physical program and a virtual follow-on membership, an online course, or even a live webinar series. In today's world, the virtual connection trumps a physical one for much of our learning and even masterminding. **"But I'm Not a Coach!"**

You may or may not already see yourself as a coach or consultant. But if you're like me, from the very beginning I had people in the groups I spoke to that wanted more of my help after the session ended.

You get to decide whether you want to spend a couple of hours a week mentoring a group of clients -with the ongoing income that can create - or whether you'd rather continue to focus on booking that next speaking gig. Personally, I like a blend of both!

There are two primary keys to creating this in your own business:

Master the 4 Pillars of the Conscious Expert™ so that you are seen as the leading provider and solution giver in your niche. Have an offer you can easily make for those that want more.

What is a Conscious Expert?

"Conscious" refers to the fact that your work results in a transformation. You bring a new perspective or higher consciousness to others through the work that you do.

"Expert" refers to being someone that is seen to have a comprehensive and authoritative knowledge or skill in a particular area. You might be a nutritionist, a healer, a life coach, or some other specialty. Those two aspects combined is what we call a Conscious Expert™.

The four secrets to creating and successfully offering your back-end program.

Secret 1: Clarify Your Conscious Expert™ Message and Offer. You need a message and offer that is authentic to you – and that you can in turn scale into both downloadable and real-time services, programs and products your ideal clients will love. Our eight-week intensive, as an example, will give you guidance, step-by-step, in how to create and fill your Expert Offer – and includes individualized support and coaching.

Secret 2: Create Programs and Products Based on Your Signature Offer. The second secret involves creating various kinds of coaching or other mentoring programs and products. If you are a healer, substitute the word healing or consulting - whatever fits. Most of the people I work with have at least some sort of a mentoring-type of approach here. The first step in your program funnel is what you typically offer at the end of your talk.

Secret 3: Connect for Visibility. Next, you connect with the media, podcast hosts, magazines, speaking hosts, and others to create visibility for your Scalable Offer and Message. And as you do these interviews, as well as communicate with your own tribe, you invite them to sample your free report or other initial gift, and then to step into paid services if they want more.

Secret 4: Catapult Your Community. Finally, you create a dynamic tribe around a common interest: the problem your services solve. This is your community. So you need to build an email list and a social media following, and be active in interacting with them. With the right ongoing messaging, you will authentically engage the right clients to work with you.

Your Conscious Expert™ brand and message is something that is refined and honed over time, as you pay close attention to what your prospects and clients are telling you their dreams and fears are. Continue to evolve it and you will be of ongoing service to the clients you were meant to serve – while evening out your income and creating more time freedom in your life too.

Marcia Bench is a best-selling author, speaker, intuitive guide and coach, founder of Conscious Experts Academy and the author of 26 books including Conscious Client Attraction and Tao of Entrepreneurship. She is the go-to expert when you want to build your expert platform with authenticity, especially around a spiritual brand. www.marciabench.com



7 Powerful Storytelling Techniques to Engage and Inspire Your Podcast Audience

by Annemarie Cross

Steve Jobs once said: “The most powerful person in the world is the storyteller, as he/she sets the vision, values and agenda of an entire generation that is to come.”

He was right. In fact, studies have proven how powerful storytelling can be. For a number of reasons, which include being able to:

1. Cut through distractions;
2. Activate people’s brains;
3. Influence change in people’s behaviors and actions.

Here are 7 storytelling techniques, which I frequently use in my podcasts, whether I’m interviewing a guest or doing a solo show.

These techniques have enabled me to not only capture the attention of my audience, but also deepen engagement throughout the interview.

Storytelling Technique 1: Your Story

I have several iterations of my story, which I’m often asked to share - particularly, on how I got into podcasting. Depending on the specific angle and insight I want to share with my audience will determine what I share.

This includes: Why I started my podcast (back in 2008) – this sets the stage as well as speaks into my vision and why I’m so passionate about sharing my message;

The mistakes I made along with way – which speaks into what I know many businesses sadly experience with their podcasts (and a reason why they often give up and stop production);

The lessons I learned around how to monetize your podcast and the successes/outcomes I’ve been able to achieve – which gives other businesses hope that they can generate similar results when they have the right foundations in place.

Right through to: How I became known as ‘The Podcasting Queen,’ which was a term my community had been referring to me as, for years. (It’s often your community who recognizes your unique gifts and strengths before you do, because you’re just doing what you love.)

I have different versions of my story, which I can share in a 30-second sound bite, a one-minute overview, right through to a longer version depending on the topic and/or the interviewers needs/direction.

NOTE: Keep in mind that your story should always be structured with a WIIFT framework – that’s: What’s In It For THEM!



Storytelling Technique 2: Someone Else’s Story

Heard someone share a story that you know is valuable and would inspire and empower your audience to take action?

Gain their permission and use it as part of your storytelling techniques.

One particular story I’ve shared on a few occasions was a story one of my podcast guest’s shared. I’ll use it when people raise doubt that their story is worth sharing, because it’s exactly what my podcast guest thought too, at one time.

In fact, I had to do everything in my power to contain my composure when she shared her story and spoke about the horrific abuse she’d endured throughout her life.

Bruised, battered and left for dead on the side of a road after being gang raped as a teenager, after years of abuse by people who were meant to love and protect her, was her story.

Yet, she forgave and fought on. She didn’t think her story was worth sharing. So when her closest friends continued to encourage her to do so, she finally did. And, an impact she made.

An entire room of women were in tears. However, one woman was inconsolable. Because that morning, she’d made a decision that her life was too painful and she was going to end it. But something made her drive to the place where my guest was speaking that day. After hearing she wasn’t alone, there was healing on the other side of her pain, and that people cared, she made another decision. The decision to live.

Sharing someone else's story (with their permission, of course) is another powerful storytelling technique. I wonder - what stories have you heard that can add value to your podcast audience?

Storytelling Technique 3: Describe – Don't Lecture

Heard the saying "Show, don't tell?" With a podcast, it's 'describe – don't lecture'.

Take your storytelling to a whole new level and capture and maintain their attention throughout your entire conversation by using various voice techniques. Here are three of my favorites:

- **Intonation**

Intonation describes the rise and fall of your voice. For instance, when asking a question, there can be a clear rise of the voice at either the end of the sentence or if you were just stating one word. i.e. "Yes?"

However, if we are expressing a statement, there will be a clear fall of the voice, either at the end of the sentence or if you were just stating one word: i.e. "Yes!"

- **Pace**

Pace describes the speed at which you speak. Some people are fast-talkers and others speak at a slower pace. I'm typically a fast-talker (although, as one of my mentors says: "I don't talk fast – YOU just listen slow.") You can speed up the pace of your voice or slow it down, depending on the mood you want to create.

- **Silence**

Heard the saying: 'Pregnant Pause?' If you want to make an impact and drive home a message, an intentional, well-positioned pause at the end of your word and/or sentence can make all of the difference. Note: For an audio-only podcast, don't pause too long, as your audience may just think it's the end of your show.

Storytelling Technique 4: Elicit their Senses

Senses include gustatory (taste), olfactory (smell), visual, touch and obviously auditory – sound. While you can't see or taste food for example on an audio podcast, what you can do is describe it in such detail that your audience's mouth begins to water.

Don't believe me? Imagine your favorite meal.

Picture it right there in front of you. Now imagine getting up really close to that dish and inhaling the aroma of that favorite meal in through your nose.

As you continue to inhale that delectable aroma of your favorite dish, you notice your mouth is beginning to water. Now picture yourself taking a mouthful of that meal, with the rich flavor bursting in your mouth as soon as it touches your tongue.

Is your mouth watering? [Mine is just writing this, never mind if I was listening to someone guide me through this on their podcast]. Now go ahead and imagine yourself biting down on a SOUR lemon.



What happened? Did you just shudder? Expand your storytelling techniques by using words that align with each of the senses and share stories that'll elicit these senses, when appropriate.

Storytelling Technique 5: Elicit Emotion

HOW you share your story with your audience will help elicit specific emotions. Or not. Want to convey frustration in your story? Then sound frustrated as you share the specific events leading up to you getting frustrated. Is your story humorous? Nothing elicits humor and laughter better than a storyteller who also laughs and chuckles at just the right moment, as they share their story.

Also try incorporating some of the voice techniques, (mentioned in point 3: Describe – Don't Lecture) to help elicit specific emotions that are relevant with the topic and learnings you want to convey.

Storytelling Technique 6: Be Genuine

Ever heard the saying 'Fake it till you make it?'

Never try to be anything other than genuine on a podcast as your audience will sense 'fake' a mile away. While it can take time to build 'know, like and trust' – you can destroy that trust instantly if your audience senses insincerity in the content or how you are sharing your content i.e. your approach and mannerisms.

Don't try to be someone you're not.

Remember, no-one else has the unique blend of your voice, mannerisms and quirky characteristics so identify what these are and give yourself permission to be YOU.

Storytelling Technique 7: Story structure:

A simple, yet powerful structure I continually use when sharing stories, follows an acronym I've taught thousands of clients over the years (in my former career practice) on how to effectively respond to behavioral interviews in their job search.

I've found this structure works well when sharing stories on my podcast.

The structure follows the C.A.R. acronym, namely:

- Challenge (Context)
- Action (Journey)
- Result (Learnings)

Challenge is where you provide your audience with context – what was happening and what specific challenge (or project or situation) was the character in your story involved in.

Action involves the steps your character took in order to overcome the challenge. This is where you spend a majority of your time and where you can incorporate many of the other storytelling techniques I've shared.

Result is the outcome of your story, which can include learnings from hindsight, insights and foresight.

As you continue incorporating these storytelling techniques into your podcast, I'd like to leave you with a quote from JK Rowling:

“No story lives unless someone wants to listen.”





Here's to bringing your stories to life so you can positively impact your audience with your message.

Dubbed 'The Podcasting Queen,' **Annemarie Cross** is recognized as a pioneer in this space, starting her first podcast in 2008, winning Best Business Podcast Award and being listed among the Top 25 Podcasts for Entrepreneurs and businesses worldwide. She supports Change Makers go from Invisible to Influential (and Profitable) with their own Thought Leader Podcast where they can begin to nurture listeners into leads and ultimately paying clients from their very first episode.

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How to Live a Stress-Free Abundant Life *by Rachel Still*

Women often have an image of themselves based on what we think we should look like or by the titles we hold. Unfortunately, in my opinion, appearance and 'titles' can have too much influence on the image a woman develops. I want a woman to have a self-image based more from her character, presence, personality, self-worth, and love. Any woman can have gravitas; sometimes, we must develop it. Frequently, our society places too much emphasis on success based on education, degrees obtained, credentials, etc. Also, for women, success is highly intertwined with their appearance, and this is added stress.

How often as a woman have you been asked by acquaintances, peers, co-workers, neighborhood or school moms questions such as; what college did you go too? What do you do for work? Where do you live? How many children do you have? Do we need a justification to make us feel triumphant? I don't think so, but it is common to feel that way. As women, unfortunately, we put a lot of emphasis on both how we see ourselves physically or how we think others perceive us. Do we need to have titles or degrees to feel successful or accomplished? Or do we have a beach body to feel attractive? I don't think women need to look like a fitness model to feel sexy or voluptuous? I don't want women to feel like they should have to hide under their clothes or their skin. Let us embrace the beauty within us.

I feel that our mindset or perception of ourselves can cause an absence of emotion or enthusiasm. This 'negativity' then overpowers our mind, body, and soul; therefore, the results will not allow positive thoughts and energy to allow happiness into our hearts and souls. Women often get stuck in a dangerous, self-destructive path. It affects our ability to love, laugh, and live. We tend to be so unkind to ourselves and our bodies just because of what we think how others perceive us. Some of us may be lucky to have a beautiful body, and some of us must have to work at creating the body we desire. It's okay to be uniquely different! We should never allow anyone to make us feel unattractive in our own body! In conclusion, women need to recognize that all the 'negative self-talk' can lead us to believe we're not worthy of success, love, happiness, or a life full of abundance. It is re-learning how to bring positive thinking back into your mind, body, and spirit and having gratitude inside your heart and soul.

However, sometimes we get caught up in the world we live in, so we don't know how to live life with abundance and live it stress-free. Let's dive in a little deeper on the word "stress"; we recognized as it feeling overwhelmed, burnout, anxiety, or fear. In other words, it feels like your whole world is sitting on your shoulders. Stress usually has a negative connotation and can have a total impact on our feelings, such as emotional, physical, mental, and spiritual well-being. The fear and anxiety start to set in. However, stress can be, as well? Yes, stress can be useful, so take a breath! When you're feeling overwhelmed, burnout, anxiety, or fear, it can cause tension in the body, so here are a few tips that can help you refresh your mind and body, and live life with more abundance and stress-free.



Tip One: I challenge you to say three positive things about yourself and your body in the mirror every day. (First, start with clothing on but once you are comfortable to do so while naked)

Tip Two: I WANT you to start your morning with an "**I AM STATEMENT**" (example "I am beautiful" etc.)

Tip Three: Breathing is an excellent way to blow off some stress. The breathing I'm talking about is being mindful, aware, and focused on the breath itself, and it will help release stress. Take some time for a yoga class; it is a great way to learn different types of breathing. Don't have time? YouTube has some great yoga videos for 20-30 minutes.

Now try breathing in through your nose and exhaling through your mouth. (Deep breathing increases the oxygen in your blood and relaxes your body and mind).

Tip Four: Take a meditation walk to give yourself 10-15 minutes to refresh, reboot your mind and body (healing the mind from every day busy to-do-list can be refreshing for the soul).

Rachel Still is the founder and owner of Sassy Strong Mom. As a Mind and Body Coach. She helps busy mother's reach optimal health through conquering their fears of lifestyle changes. I give actionable suggestions in a low-stress way, so the changes they make are sustainable for a healthier life.



Content That Sells - How to Use Digital Media to Your Advantage

by Olivia Angelescu

Multimedia

Properly presenting your business in front of your audience is a must if you want to sell your product or service. You can achieve this in various ways, from word of mouth to paid advertising. But if you implement a smart digital media strategy (guest blogging, media mentions, podcast interviews) you can get great results without paying for anything.

Being featured in a story published on a top website in your niche, writing an article yourself and posting it on a blog that is read by your ideal clients, being interviewed on a podcast or having your products featured in a print magazine can help your brand and business tremendously. You can reach millions of people that otherwise wouldn't have heard about you, your products and services.

Until not long ago, you could get media attention only by paying thousands of dollars every month to a PR agency. But today the entry barriers are very low: the development of technology and social media networks make it possible to be your own publicist, become omnipresent and reach millions of people without paying for ads.

Here is how digital media benefits your brand or business:

- Makes you the go-to expert in your niche: publishing quality articles on top websites will improve your reputation and increase your brand authority.
- Helps you get more leads and sales: you will appear in front of your targeted audience and let them know how you can help them. This will generate leads and ultimately sales.
- Explodes your website/blog traffic: with every article you publish on a website and with every podcast interview, you will get a link to your website that your readers/listeners will be able to visit. As you put more guest articles out there, your traffic can take off.
- Improves your Google authority (SEO): with every new backlink that you get because of your media opportunities, the more Google will see you as an authority, which will improve your SEO ranking and lead to even more traffic.

Let's imagine two coaches who are both great at what they are doing: Mary and Joan. And let's say you are a new potential client who Googles their name. First, you do it for Mary: her personal blog shows up and her Facebook page. But when you Google Joan's name, there are tens of different websites and podcasts that published her articles and had her as a guest on the show. And look, she was even mentioned by a Forbes journalist! Which one do you think now has more authority in the eyes of this potential client? Joan, of course. This is the power of digital media.

Here is how you can get free media attention and skyrocket your authority:

1. Pitch your story to a local magazine or newspaper. Getting featured in your local magazines is a great way to generate visibility, especially if you have a local business. And local magazines want to publish stories that have a local flavor, so why not pitch an article about how your business impacts the community? Make sure you are familiar with the magazine first and the kind of content they publish and find the relevant journalist to send your pitch.

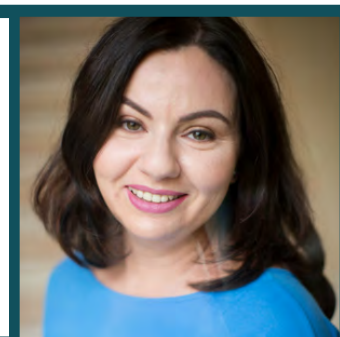
2. Publish articles on small and medium-sized websites and blogs that are read by your ideal audience. So many people dream of getting featured on Oprah's magazine or sharing tips on the Today Show and they don't even consider the smaller blogs and websites. Yes, being featured in a popular magazine can give you more authority. But smaller blogs and websites usually have a much more engaged audience and by contributing an article to those blogs will help you increase your traffic, email list and ultimately your sales.

3. Pitch your brand stories to top online publications. I have been helping hundreds of entrepreneurs get more media exposure and when it comes to sending a pitch, 99% of them are terrified. So, I tell them this: the job of an editor depends on publishing great content every day. Send them quality content that their readers love and you have just made their job easier.

4. Book more podcast interviews. The popularity of podcasts has exploded over the past years – statistics show that half of all U.S. families are podcast fans. Whether your audience is beauty bloggers, personal finance enthusiasts or corporate professionals, you can find some great podcasts they listen to. Then you simply need to get interviewed on those podcasts.

The key is to pick those online publications that you know are suitable for your brand (they are followed by your ideal audience) and to send pitches consistently. Do this, and before you know it, you will reach more people than you ever thought possible.

Olivia Angelescu is a content marketing and digital PR strategist who helps business owners, coaches, speakers and authors skyrocket their brand authority and get more leads and sales with personalized digital strategies. She is a contributor to the Entrepreneur magazine and lots of other websites and blogs in the online marketing space. Connect with her via email.





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