

# Marketing Media & Money

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## 6 Etiquette Tips for Working at Your Local Coffee Shop

*Leverage the Power  
of "New Media" to  
Build Credibility*

**Prepare Your  
Copywriting  
Skills for Takeoff**

**5 Habits that are  
KILLING Your  
Productivity**

**How to \$ell More  
in Less Time**

*Building a Successful Facebook Group*

*Meet...*

**Kathryn Rose  
Founder, wiseHer**

**5 Steps to  
Lead and  
Succeed  
Brilliantly**

# Closing Contracts from Coffee Shops...

We've got to chat... because in this issue of Marketing, Media & Money we're talking about some of those "touchy" topics...

I've shared that missing list of etiquette tips for working from coffee shops.

We're also tackling habits that kill your productivity, how to identify and avoid t-o-x-i-c relationships, including:

- The secrets of how to grow a successful Facebook group
- Exactly what you've got to do to stand out and get noticed by ideal clients
- 5 steps to lead and success brilliantly
- How to sell more - in less time (because why spend more time selling than you need to?)
- 4 non-negotiable tips if you want to succeed as an entrepreneur

Oh, and we've got experts sharing the tactical step by steps on search engine optimization (and long tail keywords), copywriting that sells, and how to leverage new media to build your credibility fast.

Dive into the pages now and remember to take notes so you can take action on what you discover inside!

Patty "Let's Talk About Touchy Subjects" Farmer, Editor  
Marketing, Media & Money Magazine

P.S. As we roll into 2019, we've got some BIG BIG BIG changes coming to make this magazine even better! It's top secret for now... so stay tuned!

P.P.S. Who would you like to see featured in a future issue? Reach out and let us know. I'm listening.



**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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# 6 Etiquette Tips for Working at Your Local Coffee Shop

*by patty farmer*

Working remotely from home is becoming more popular now that most work and communication is done digitally. That means that many entrepreneurs and small business owners use their local coffee shop as their favorite office space away from home. If you count yourself among the growing number of coffee shop workers, then know you are in good company. However, there are certain unspoken rules of coffee shop etiquette that should be followed to avoid offending your fellow workers or the owner of the coffee shop itself.

## Etiquette Tips for Working at a Coffee Shop

Because these rules are largely unspoken, they are often violated by those who are new to the coffee shop scene or those that are just not aware that some etiquette rules do apply in this type of locale. To help all of us, it may be time to give some tips on proper guidelines when using your favorite coffee shop as a meeting place or as another remote office location.

### 6 Tips for Coffee Shop Etiquette

#### #1 Always make a purchase.

The coffee shop is a business and a \$2.00 cup of coffee for 6 hours of free workspace and WIFI is not going to make you popular. Be supportive of your fellow business person and purchase their products. As I have mentioned in other posts, if you are willing to help other businesses then eventually other businesses will help you. It's a win-win.

#### #2 Give the coffee shop a shout out on social media.

Another great way to support your favorite coffee shop is on social media.

- Check-in
- Give them a positive review
- Tag them in a post about your meeting



#### #3 Take the smallest size table for your needs.

If it is only going to be you and one other person, don't occupy a 4-seat table just to have more room to spread out. Tables are always in short supply at coffee shops so be considerate and leave the larger tables for larger parties.

#### #4 Don't hog the electrical outlet.

If you don't need an electrical outlet, choose an open seat that isn't near one. However, if you find yourself with an outlet, be considerate and let those nearby know that they are welcome to use it if they need to charge their laptop or phone. An even better idea is to carry a power strip with you and win friends. Sharing a power strip is also an easy way to do some networking with your fellow coffee shop patrons.

#### #5 Keep the noise level down.

Many people use coffee shops to work where they won't be interrupted by pets, children, or co-workers, so be sure that you are promoting that environment for others. A coffee shop is not the place to take calls via speakerphone or to watch webinars or videos without a headset or earbuds. You should also be aware of your voice level when talking on the phone or with someone in person. Speak loud enough for the other person to hear you, but not so loud that everyone can hear your entire conversation.

#### #6 Clean up after yourself.

Make sure to leave your space clean when you leave. Be sure to pick up all your trash and dispose of it on the way out. This will help other patrons looking for a seat as well as the coffee shop.

If you follow these six simple rules, you will make your coffee shop office a better place for you, those around you, and the business itself. You may also make some valuable connections and make a fan of the coffee shop employees and owner. And who doesn't need more fans?

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**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](#)



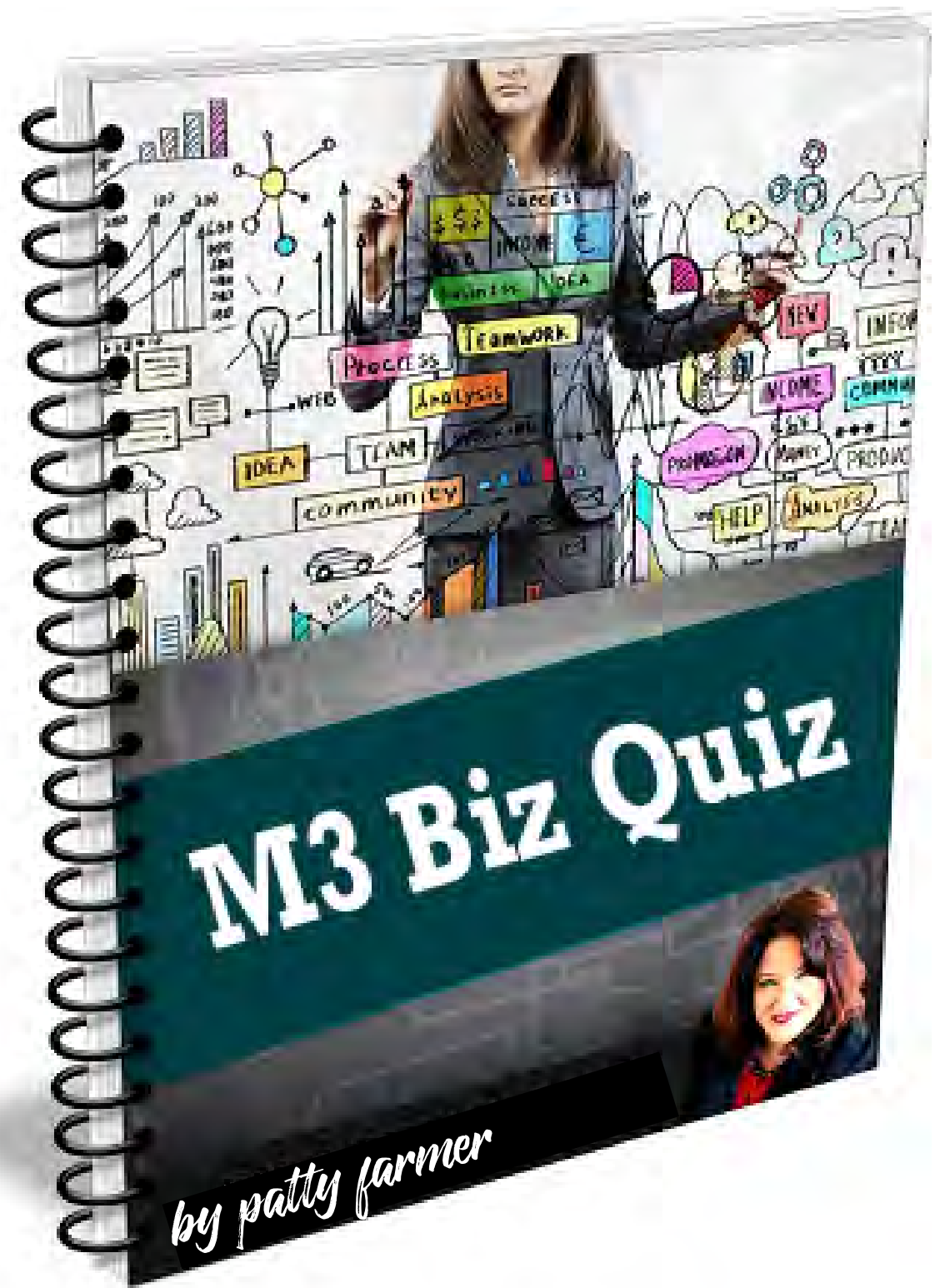


# Marketing Tip

**After defining your target market, to increase sales, start by asking yourself this question before creating your offer: Why am I uniquely qualified to solve this problem? - patty farmer**



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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 Magic of Long Tail Keywords and How YOU Can Learn to Use Them!

*by Brenda Crawshaw*

So by now most of us know that using keywords in our content is super important to attract organic traffic but did you know that using long tail keywords can bring you better **qualified** traffic? It's true – a few simple tweaks of your basic keywords can bring much more specifically targeted potential customers right to your door.

## What are keywords?

Keywords are words that people enter into search engines to look for content. When a provider offers content that contains those keywords, search bots identify those pieces of content and offers them to the searcher as an option through a search engine such as Google, or Bing.

But there is SO much content and everyone is competing for the same basic keywords! Plus, search engines guess at what you are searching for based on your recent search histories, the context of the keyword and lots of other things that make up that search engine's algorithm. It can be difficult to rank content on a search engine high enough up in the search results to be able to be seen, let alone bring those people to your site.

But never fear - there's an easy way to "hack" this issue and it's effective and legal and sometimes a little bit fun! This is the use of what are known as "long tail keywords". Long tail keywords are a group of words - usually three to four - that form a search phrase and are much more specific than just a word or two. Using long tail keywords does bring you less traffic **BUT** the traffic that they do bring to your door are users who are looking for exactly what you offered and thus are that much more likely to engage with you.

Here's an example. Let's say you have a recipe in your latest cookbook for sale for the very best gluten free, dairy free chocolate cake on the planet. The keyword "chocolate cake" has 90,500 people searching per month for results. Not a lot of the people who enter "chocolate cake" in their search engine are going to be looking for your specific recipe, assuming you could even rank high enough in the results for them to see you. Typically, the higher the number of searches for a word or phrase, the higher the degree of competition there is to outrank your competitors.

Now, "Gluten free chocolate cake" has about 4,400 people searching, which is better. "Gluten free dairy free chocolate cake" has just 320 people per month looking for results and "gluten free dairy free chocolate cake recipes" just 50. These numbers are a lot less than the 90,500 which, at first glance, might seem disappointing. However, consider this. Someone who bothers to type in "gluten free dairy free chocolate cake recipes" is clearly looking for **exactly** what you are offering!



How do you find or create long tail keywords? First, consider your topic and be as specific as you can when identifying the phrase for which you want to optimize your content. Enter it into your favorite keyword research tool and compare the results of what you entered with the variations offered. Choose the phrase that best identifies what you are offering - sometimes some wordsmithing is necessary to make the keyword fit your writing - and be sure to enter that long tail keyword into your website's SEO management tool. Choose the phrase that offers the highest number of search results compared to the lowest competition score. This will give you the sweet spot between the highest amount of specific traffic and the lowest degree of competition.

SEO can be scary and frustrating but people who regularly use long tail keywords not only gain the "trust" of the search bots and attract organic traffic to their sites but also are able to more readily engage with their audience. The more specific you can be using your long tail keywords the more likely you are to attract interest from people who want **exactly** what you have to offer and thus the more likely they are going to be to follow your call to action. All through the magic of long tail keywords!

**Brenda Crawshaw** is the owner of The Crawshaw Group, dedicated to helping you navigate the challenges of running your business through 1:1 business coaching, social media training/consulting and done for you services for those times when you just want to throw money at it and make it happen.

[www.TheCrawshawGroup.com](http://www.TheCrawshawGroup.com)





# Up Close and Personal with the Founder of wiseHer



## What does success mean to you?

Success for me is being able to create something impactful that will touch the lives of women all over the world, create abundance for myself and others, and spend as much time enjoying my family as possible.

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

Don't be afraid to ask for help. We need to grow to impact our world and stave off burn out and provide better work-life integration. I would say don't let fear stop you from anything. If you want to speak, speak-- there are millions of people around the world and many of them need to hear your voice and your message. If you are a business owner, find a way to build a scalable business. There are over 11M women owned businesses in the US alone and 90% are solo-owners. If you are woman in corporate, set a goal to rise higher. Women make up 47% of the workforce but only occupy 14% of the top posts.

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

After the company I helped build was acquired, I realized my super power was making money, but I didn't want to do it for someone else again. I wanted to do it for myself and build something that would truly have an impact on the world and allow me to have more flexibility for my family.

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

Now more than ever, you must be willing to learn. Technology changes so rapidly that something that works today could be obsolete tomorrow and technology impacts every single business. Also, you need to be open to collaboration even with what seems like competitors. There are many women's organizations out there, we were careful when designing wiseHer, that we are an asset to help them grow not a direct competitor.

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

Picking one is really tough! I would love to have lunch with Barbara Corcoran. I love her self-made story and she has helped so many other entrepreneurs launch and grow their businesses.

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

I look around me, at the women in front of me, next to me, behind me and even my own daughter and I think, this is going to make their lives better, easier and more prosperous. There is a quote from poet Rupi Kaur that says "I stand on the sacrifices of a million women before me thinking what can I do to make this mountain taller so the women after me can see further" that is what keeps me going.

## What keeps you awake at night?

What doesn't? I'm a mom of two, ages 10 and 6 so they are self-sufficient to a degree but they have a ton of activities, birthday parties, sports, music -- I always worry I'm going to forget something or miss something monumental. Also, building a company is hard, it is not something to undertake lightly. You need to make sure you can live on a little (or no) money coming in for a while if you decide to go it on your own. In my course, Solo to CEO I outline why it's so important to build a scalable business, so you don't end up broke and burnt out.

## What are the lessons that took you the longest to learn?

I am still learning lessons but the most prevalent are: one, that it's ok to ask for help--reach out to others and find someone to help you when you need it, second-you don't have to do everything yourself. It may seem tough to spend the money especially when you are first starting out, but it is necessary for growth. And three, "what people think about you is none of your business" I love that quote! No matter what you do, there will be detractors, just go forward and create the life and business you want.

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

Pretty much everything! I'm building a technology platform and I know enough code to be dangerous, but I must rely on others to get the work done. I'm raising investor capital, something I've never done before and so many other things I've never done before. I have given myself permission to make mistakes, reach out for help and not be too hard on myself when things don't go as planned.



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

Technology is fickle -- one misspelling or one little period where it's not supposed to be in the code can break links or cause your site to go down. Patience is not only a virtue but a necessity when you are building a tech platform.

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

Let go of the fear. I am not performing heart surgery, no one is going to die if a mistake is made, go forward anyway.

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

- [EMyth](#)
- [Good to Great](#)
- [The Fire Starter Sessions](#)
- [Simplicity Cycle](#)
- [Bossy Pants](#)

**What do you love most about your business TODAY?**

I love the reaction I get from women (and men!) when I'm out pitching wiseHer. The feedback is incredible and hearing from my potential user base -- "I need this!", "I can't wait until it launches!" and even my experts who say, "I can't wait to use it myself!" shows me we are on the right track and building something useful.

**What's next for you?** Launch, test, re-launch and adding features. We are going to be the hub of on-demand expert advice for women around the world. We have some big things coming!



# Media Tip

**A great way to get more engagement from your social media followers is to post an interesting photo with the phrase "You write the caption" - patty farmer**

**You write the caption.**



*Follow Patty on Twitter @PattyFarmer*

# Prepare Your Copywriting Skills for Takeoff

*by Debra Jason*

More often than not, I receive requests from marketers who are just getting started asking, “What’s your best copywriting tip?” Well, the short answer is, “write and keep on writing,” but here’s a more detailed reply.

Whether you’re launching a new business and writing your own copy or you’re hiring a copywriter, take advantage of a simple 4-Step Flight Plan. Navigate the copywriting journey with these four steps and soar to success.

## 1. Know Your Destination

Before you begin writing one word, do you know what your goal is? Do you want to sell a product/service/program, build your brand, generate leads,etc.?

Knowing your final destination, helps you create the route you’re going to take prospects on that leads them to your call-to-action (CTA). For instance, is the CTA going to be, “Opt in and get this free report,” “Email me for a complimentary discovery session,” “Buy now,” or “Call today?”

## 2. Get to Know Your Passengers

Who is going to be on board this journey? Find out, not only your “passengers” demographics, but their lifestyle information as well. Do they like to dine out or cook at home, use credit cards or pay with cash, take beach vacations or go to the mountains?

One of the most important factors you want to uncover is, “What motivates your customer?” “What keeps him/her up at night?” When you know the answer to this, then you can write copy that resonates with your audience. Touch on their emotions so they find themselves thinking, *“Yes, you understand me and what I’m going through. Yes, this is for me. I need what you’re offering.”*

## 3. Ensure a Smooth Ride

When you’re on an airplane and run into turbulence, the pilot or flight attendant usually gets on the loud speaker reminding you to fasten your seat belt and reassure you of your safety.

In tip #2 you discovered what’s causing turbulence in your prospects’ lives. Now your copy is going to ensure a smooth ride by highlighting the benefits (not the features) of the product/service/program you’re writing about. Convey, “What’s in it for me?” (WIIFM), with “me” being your prospect or customer. [NOTE: Features may be important when writing about high-tech products, software, etc., but before making a purchase, most every buyer wants to know WIIFM.]

Here’s where you deliver the solution. Let your “passengers” know how you’re going to make their lives easier (personally and/or professionally) so that they avoid or overcome the turbulence they’ve been experiencing.



## 4. Check the Overheads Bins and Deplane

When reading your copy your prospects are taken on a journey - one where you help them navigate through the turbulence and come to a smooth landing. Now it’s time for them to deplane, but first, you tell them what you want them to do.

When you’re flying and the plane lands, the flight attendant tells you when it’s okay to unbuckle your seatbelt. Then, reminds you to check the overhead bins and under your seats before deplaning.

Your copy reminds prospects to take action – now! If there’s a special offer with a deadline, reiterate the date. *Always* tell your readers what you’d like them to do. As I have said often (and repeatedly), it may seem obvious, but tell them if you want them to “buy now,” “subscribe today,” etc. Make it EASY for them to respond.

Now that you’ve reviewed these steps, are your copywriting skills ready for takeoff? Fasten your seat belt, implement this simple 4-Step Flight Plan, head down the runway and soar.

Please feel free to email me at Debra[at]WriteDirection[dot]com and share your thoughts because I’d love to hear from you. Thanks a million and here’s to your sweet copywriting success.

**Debra Jason**, Author of the award-winning book [Millionaire Marketing on a Shoestring Budget™](#), Debra Jason encourages you to create a lifestyle that provides you with the flexibility, fun and freedom to do what you love. As an experienced copywriter, she inspires and empowers you to communicate your marketing message in a way that captivates and converts your prospects into loyal, raving fans – even if you have been struggling with how to transform your ideas into words in the past. Get more information here: <https://WriteDirection.com>





# 5 Habits That Are KILLING Your Productivity

by Michelle DeNio



There is a difference between being productive and being busy. As a business owner, you probably find yourself feeling busy, or even overwhelmed, with putting out fires and dealing with the whirlwinds of everyday life and business. Being productive, and proactive, is not only what will move you and your company forward but how you will continue to grow profits.

## Here are 5 habits that are KILLING your Productivity:

**Multi-tasking** - So many people will tell you they are incredible multi taskers; but this is not always the best claim to fame. Multi-tasking is one of the #1 productivity killers out there. Multi-tasking takes your attention away from the task at hand, and, instead of just completing the job and moving on to the next one, can take you twice or three times as long to complete just one of those tasks. Researchers estimate that workers are interrupted every 11 minutes and then spend almost a third of their day recovering from these distractions.

**Keeping Your Email Open All Day** - Do you respond to your emails the second they arrive in your inbox? This constant interruption in your day, even if it is only 1 minute at a time, could be costing you hours of productive time by the end of the week. You do not need to check your email every second. Set times to check your email. Three or four times a day is the max you should be interrupting your day to check email. If you feel as though your clients need an immediate response, set up an auto responder to reply to them informing them you received it and will respond shortly. If it is an emergency, they likely have another way to get through to you.

**Not Making a To-Do List (and Keeping a Distraction List)** - Get your to do list out of your head and onto paper (or an electronic list). Writing down your list allows you to organize and prioritize. To-Do lists are not meant to be long. Break down your tasks into Must Do, Should Do, and Want to Do. "Must do" tasks are the ones that will have the biggest impact on your business. You should never have more than one or two things on your "Must Do" list at any time. Complete those tasks before moving on to anything else on the list. While you are working through your list, if another random thought pops into your head, write it down on a "distraction list." Do not stop what you are doing to start thinking about new thought. Write it down so you don't forget it and come back to it later.

**Working 80 Hours a week** - Truth be told, you don't have to work 80 hours a week to be productive. In fact, working that many hours is likely hindering your productivity. Everyone has hours in their day when they are most productive. The time of day varies from person to person. Figure out what time of day you are most productive and stay focused. Eliminate all distractions and pop-up notifications. Work on the priorities at hand. You will be surprised how quickly tasks can be finished when you stay laser focused and work during your peak hours. Working during your non-peak hours is, again, counterproductive. Your brain may be foggy, you may be tired, and therefore, the efforts will take twice as long, and not be of the same quality.

**Saying Yes to Every Opportunity** - It's hard to say NO. We never want to tell someone we can't do something for fear we will disappoint them. However, you have to learn to say NO to some tasks and opportunities that come your way. When you say yes to everything, you easily get overwhelmed. When you get overwhelmed, it is hard to prioritize and stay organized. It creates a snowball effect that can quickly grow beyond your control. "Stay in Your Lane" - you don't have to be good at everything. In fact, you shouldn't *try* to be good at everything. Everyone has their own talents and skills. Know what yours are and outsource where you are not as strong.

Being productive is simply changing the way you think about your tasks and how your approach your day. Time Blocking can be incredibly helpful to increasing productivity. The use of apps and software to help you organize your time and activities can also be very helpful. Find what works for you but be sure to avoid the 5 habits above and you will see a huge increase in your productivity!

**Michelle DeNio** is a Business Strategist who works with entrepreneurs and business owners to create profitable strategies and systems to help them build their bottom line.

She looks at your business from all angles to develop a strategy custom designed for you and your business. Get more information here: [www.MichelleDeNio.com](http://www.MichelleDeNio.com)







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# Stand UP to Stand Out

by Kathryn Rose

*“Regardless of age, regardless of position, regardless of the business we happen to be in, all of us need to understand the importance of branding. We are CEOs of our own companies: Me, Inc. To be in business today, our most important job is to be the head marketer for the brand called You” ~ Tom Peters*

Business owners spend hundreds, thousands and even tens of thousands of dollars on business branding -- logos and websites, fretting over colors and fonts but what about your personal brand?

Today more than ever, we are tied to our brands and our personal brands become front and center. In a world full of noise, our personal brands can help differentiate our products and services from our competition.

It's not hard to come up with a strategy for our personal brand. It's about knowing who you are, what you believe in and finding ways to amplify that message. For me at wiseHer, it's about being an advocate for women building businesses or helping them rise higher in their corporate careers. As someone who has had a successful corporate career, built businesses to 7 figures plus, sold hundreds of millions of dollars of everything from mortgages to software, a mom and a woman, I am keenly aware of the challenge's women face and believe I am well suited to help them reach their potential.

That alone does not define my personal brand however. In every endeavor I have been involved with, I've been all about building relationships and focusing on collaboration strategies. That said, I'm not afraid to call someone or something out if I feel that it doesn't fit with my personal values or morals.

Personal branding is all about figuring out a way to share our story and let people know who we are and what we stand for. I always say “People do business with people, not logos”. That is why it is so important to stand up if you want to stand out.



The best way, of course, to promote ourselves and our brands is by using social media tools. This gives us immediate ways to connect with our audience. However, how we communicate offline is as important as our online presence.

Below are some strategies to consider when building your personal brand:

**Elevator Pitch:** Crafting what my friend Robyn Hatcher calls our “Intromercial”. We come up with an elevator pitch for our business, why not have one for our personal brands. Here's mine: I'm Kathryn Rose, keynote speaker, author and founder of wiseHer, an online platform that provides on-demand advice for women in business, career and life. I help women start, build and grow businesses or rise higher in their corporate careers by giving them the tools they need on their time.

**Visibility:** Being visible on social media-- once you decide who you are and who you want to attract, decide which social network is best for that audience and what network you feel most attuned to. I personally love Twitter but many people love the visual of Instagram or the more personal, conversational nature of Facebook.

**Share with Purpose:** Ensure you know why you are posting, retweeting or commenting on someone's post. Whatever actions you take on social need to be furthering your personal brand. It allows people to get a better sense of what you and your unique positioning. This isn't meant to be fake or looking for a return on every relationship, it's just a smart time-management tactic. We could all get sucked in to the black hole of social media but if we decide to use it to grow our businesses or get more visible, we need to focus on those objectives.

**Listen to Your Parents.** Yes, I said it. Listen to your mom -- our parents always told us not to bring religion or politics into a discussion. Unless it's part of your business or brand, my advice is to stay out of hot-button issues. Another thing I always say is “Everything that happens in Vegas lives on Facebook and Twitter” meaning nothing today you do or say is private. If you don't want it posted don't say it or do it. Even a retweet or a “like” is an implied endorsement so be mindful of this as you embark on a personal branding strategy.

Personal brands today are not optional. To succeed it is imperative that you have a strategy for building your personal brand. By standing up you will begin to become visible and create a lasting online presence that will allow you to stand out in the marketplace.

**Kathryn Rose**, founder of wiseHer, a technology platform offering on-demand expert advice for women in business, career and life. She is a serial entrepreneur, former Wall Street sales leader and an author of 9 books. She has been featured in CBS Marketwatch, Fox News and more. Get more information here: [wiseHer.com](http://wiseHer.com)



# How to \$ell More in Less Time

by Karen Graves



*"How can I make sure I don't spend too much time with potential clients?"*

I get this question a lot, especially from business owners who feel like they are giving a lot of time to potential clients, but not always seeing the return of investment on the time spent.

Time is your most precious resource, so it is something to protect as much as possible, but when you have multiple meetings or calls per day it's easy to find it slipping away.

Spending excessive amounts of time with potential clients can be draining and frustrating. Even more so, if the meeting ends with the potential client saying no or if there's a need for a follow up.

However, trying to be Speedy Gonzalez isn't quite the answer either. So instead of trying to stick it out or speed it up, find your balance and leverage your time by applying the following tips.

## 5 Tips to Balance and Leverage Your Time:

### 1) Cut meetings or calls short.

The minute you recognize you aren't speaking to someone who is a fit for your work, politely end the conversation.

You know when it happens. You feel it in your gut. Don't make the mistake of hanging in there hoping things will change. Be respectful of both of your times by giving yourself and the potential client time back.

### 2) Take control.

Command the meeting by setting expectations upfront.

When you enter a meeting or a phone conversation with a planned format for the meeting and share what it is, you can stay on task and on target.

You are also the person who is navigating the flow of the conversation; the respected expert.

This approach works exceptionally well for reeling in those who get talkative or off-track by keeping the goals of the conversation top of mind for all involved, and easy reminders when necessary.

### 3) Get decisions the first time.

Allowing someone to spend too much time in indecision is doing more harm than good. If you feel like there's a push happening and the person is fighting to stay in indecision, bless and release them.

If you know that they can make the decision right then and there, assist them by giving them all of the resources and information they need so they can feel confident about the decision they are making.

### 4) Connect.

When you're really connected to the other person, listening intently, being present and ensuring you are fully understanding their needs and wants, you'll always spend the "right" amount of time.

If you are building a strong relationship, which is the goal, you'll never go wrong with having a solid connection.

### 5) Space out.

You use a lot of energy in conversations with others. Make sure you take time to take care of you. Build spaces in your daily routine for breaks where you recharge and relax.

Remember, wasting time can cost you your health, relationships and money in the long run, making sure you're using it wisely can make a big difference.

By applying these 5 simple tips, not only will you save more time in your day, you'll find you will feel more energized, have more productive meetings and get even better results.

Enjoy your time!

**Karen Graves** turns SALESphobics into SALESaholics. She has been helping women business owners start and scale businesses for over a decade. Her straightforward approach helps women learn how to sell with confidence, hire the right sales team and build profitable businesses they've dreamed of owning. Get more information here: [KarenGravesCoaching.com](https://KarenGravesCoaching.com)





# Building a Successful Facebook Group

*by Haley Lynn Gray*

Depending on your business, building a Facebook group can be a huge asset. I have over 60,000 members in my Facebook group link the words Facebook group to here -> (<https://www.facebook.com/groups/WomensEntrepreneurNetwork/>) and have been able to translate this into business for my Leadership Girl consulting, books and events.

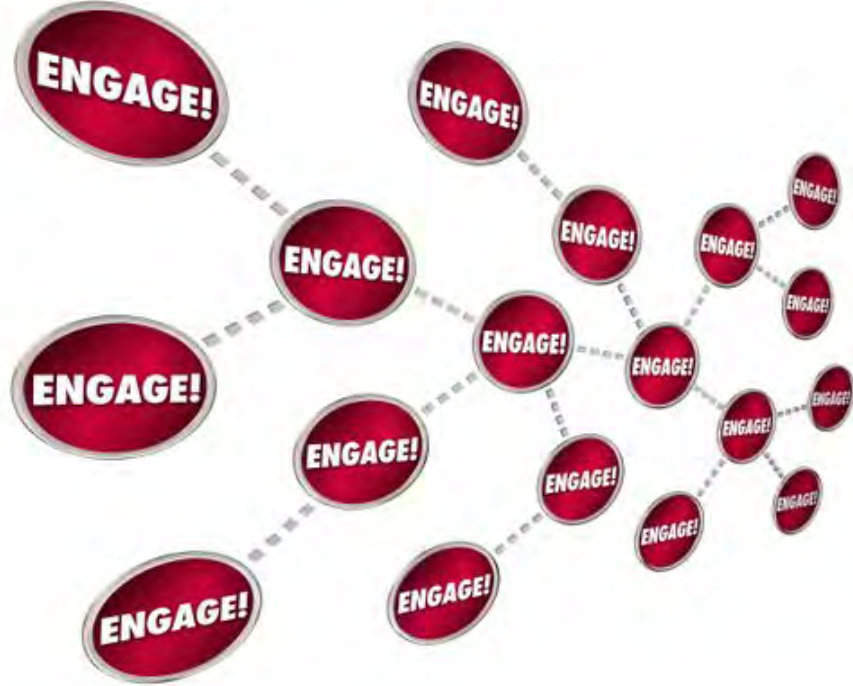
By starting a Facebook group, you can attract your ideal clients and give them a ton of value to convert them into raving fans.

Since starting my group in 2015, I've learned a few things about starting and growing a Facebook group--we added over 4000 members this year alone.

## Top Tips for Starting a Facebook group:

1. Decide what kind of people you wish to attract to the group at the beginning, as you really can't go back and change the personality and composition of the group once it's up and running. So, be sure of who you want to attract.
2. Announce your new group on your personal Facebook page and on your professional pages, if you have them. At the beginning, message your friends who are your ideal client and ask them to participate in your group.
3. Never add people to the group without permission. The "invite" box at the top of the screen adds people to the group and they can get irritated with you if you add them without their input or permission.
4. Start conversations and ask questions in your group.
5. Make everyone feel welcome.
6. Monitor the group for spam and delete it quickly.
7. Answer every question posted and praise people for doing what you suggest or any progress they make.
8. Hang out in your group and have Q&A sessions.
9. Talk and talk some more. Some days, you're going to feel like you're getting crickets and others it will seem like the place is hopping.
10. Encourage members to invite their friends to the group.
11. Ask your trusted friends to help you monitor the group and make posts.
12. Keep posting. People see what you do and will eventually start to interact.
13. Advertise your group in a variety of different community pages that would be of interest to your target market. You can promote your group for free and many of these groups allow self-promotion. You need to promote yourself regularly and, in some cases, every day to be heard and get the result you're looking for.

14. Make a commitment to post a few times a day, every day. You may want to use a post scheduler (like Hootsuite or Edgar) to help with the posting. Otherwise you will do little more than post in your group to keep it fed and watered.
15. Hold webinars and mini-courses for the members of your group. Anything you do to add value will get you noticed and get more people to join.



## Ideas for Posts in Your Facebook Group:

1. Welcome each person when they join the group and ask them to introduce themselves.
  2. Create a question of the day. People love puzzles and questions that make them think. Brain teasers are especially popular and get a lot of response.
  3. Post tips that relate directly to your business. (Education is priority.)
  4. Post pictures of interesting things or of items you produce in your business.
  5. Post curated content that gets people to think and interact. (Curated content is other people's content.)
  6. Tell stories about how you ended up in your line of business.
  7. Make posts that are illustrative of your points and educational. Think of them as mini blog posts.
  8. Post videos that relate to your business.
  9. Post challenges in your group, such as sales challenges or other challenges that take a few minutes per day. You can drop the content in the group one day at a time.
- That's it. The more value you give, the quicker people join your groups. Activities, challenges, webinars, free courses and information will make them look for more from you.

**Haley Lynn Gray**, Marketing Strategist, Social Media Expert, Key Note Speaker, 115K Followers on Social Media. 3X Amazon #1 Best-selling author. Helping entrepreneurs build their businesses with resources and coaching. Get more information here: [www.leadershipgirl.com](http://www.leadershipgirl.com)





# Five Steps to Lead and Succeed Brilliantly

by Terry Wildemann



Have you ever worked for a leader who influenced you so positively that they became your role model? What characteristics stuck with you? How did they make you feel? And how are you implementing their influence in your own leadership opportunities?

Positive influential leaders know that to be of service to others begins with their own inward journey. The following five steps are a few that great leaders use to help themselves, and others, to succeed brilliantly in business and life.

**Step 1 - Self Awareness** - Influential leaders are self-aware, mindful and tuned-in to their feelings and emotions. They are aware of their triggers, and how their actions, words, and mindset affect themselves and others, either positively or negatively. They understand they have a responsibility to those they serve, and that serving well requires monitoring their behavior to stay in alignment and maintain integrity in mind, body and spirit.

**Step 2 – Extreme Self-Care Using Boundaries** - Influential leaders understand that boundaries are critical to their success. Boundaries prevent burnout, increase resilience, and improve health and mindset. They provide a container for our energy, allowing us to work efficiently and effectively. The following exercise demonstrates how boundaries contributes positively to how we lead.

Imagine a pitcher of water, and a plate without sides, sitting on a table. The plate symbolizes our boundaries and the water symbolizes our energy. Pour the water onto the plate and what happens? Water flows onto the table spreading out everywhere uncontrollably. The water (our energy) is spread thin representing stress, burnout, and trying to be all things to all people. Our health becomes compromised, the water undrinkable, and we become ineffective in how we want to truly serve those we care about the most.

Now, let’s revise the exercise. Instead of a plate with no sides, replace it with a clear crystal glass to represent our boundaries. Pour the water (our energy) into the glass and the contained water becomes easily drinkable, thus hydrating us. We feel good, our energy is in control, and we can easily fill the glass again and again. The boundaries of the clear glass make it easier to serve others well, to clearly see what needs to be done, and to replenish our energy and stay healthy.

**Step 3 – Self-Acceptance** - Accepting yourself first allows for great leadership from the inside-out. Accepting and acknowledging our talents, strengths and gifts, as well as our flaws and challenges, allows us to gain clarity on what we do well and what to let go of. Doing work that we love makes us happy and takes less time and effort instead of doing work we intensely dislike, which takes time and compromises our energy and mindset. What if we stopped judging ourselves, stopped thinking we must do it all, stopped worrying about what others think about us; and instead, acknowledged that trying to be perfect sucks the life out of us? What if we allow flexibility into our lives by delegating to others the tasks we do not like, but they are happy to do, so we can then focus on what make us happy? We then maintain our internal integrity with whom we are, which enables us to lead authentically.

Self-acceptance is also part of the give-and-take equation. Many of us make our lives about giving, yet we do not know how to receive from others. We think receiving is a weakness, when in fact, it is a strength, and just as important as giving – the ying and yang of reciprocity.

**Step 4 - Intuition** - One of the most important and powerful gifts that we have from birth is our intuition -- our internal guidance system. Unfortunately, many of us run away from listening to our “gut,” because we don’t trust the images we see, the feelings we feel, the words we hear, and the knowing that is within. We are ruled by the fear of being judged because we listen to “woo” instead of being practical and logical. Does this sound familiar? What if we drop the “f” in f.e.a.r. (Forgetting Everything Is All Right) and instead, pay attention to what remains: “e.a.r.,” (Everything Is All Right). What if we use our ears to truly hear the words and knowledge that comes from within, and then acknowledge the images and feelings that bubble-up? We can then integrate it with the practical and logical sides of ourselves! Imagine operating on all cylinders using all our gifts! The “woo,” is already a part of us naturally, and it affects our decision-making and choices, projects, communications and leadership. We just have to own it. Throughout history, great leaders have listened to, and understood, the importance of listening to intuition. What if we join them?

**Step 5 – Positive Influence: Communication, Body Language and Demeanor** - Positive influence integrates all the previous steps, thus creating strong connection that incorporates the self-awareness and mindfulness in Step 1 with how we communicate with word choices and how we dress, act, and move. Great leaders “get it” that to be heard and understood, it is important to be resilient and congruent as in Step 2, and necessary to avoid negative judgment of oneself and others, as in Step 3. And finally, listening to our intuition from Step 4 offers foundational guidance to each of the other steps. **It is time we stand up and lead from the inside out to succeed brilliantly!**

**Terry Wildemann, CEC, CPCC, CPBA** Intuitive Leadership® Speaker, Author, Facilitator and Certified Coach Bring the power of positive change to your next corporate event, conference, training program or retreat by booking Terry as a speaker today! Terry topics include: entrepreneurship, leadership, communication, resilience, intuition and more. Get more information here: [www.IntuitiveLeadership.com](http://www.IntuitiveLeadership.com)





# 4 Red Flags That Scream, "Danger! Toxic Relationship!"

*by Rhoberta Shaler, PhD.*

Is there someone you cringe just thinking about? You never feel safe around them. Your shoulders rise to meet your earlobes just thinking about interacting with them, and your stomach turns into knots. Yes, that person!

You're not safe, and no amount of rationalizing, justifying, or excusing their outrageous, demanding, and underhanded behavior will make that untrue.

You're likely a good person: compassionate, kind, honest, caring, forgiving. You'll go the extra mile and give others the benefit of the doubt. Difficult, toxic people love that. They'll happily take advantage of you. They'll use you, too!

I call these difficult, toxic—and often disturbing—people Hijackals®. They hijack your relationship for their own purposes. Then, they relentlessly scavenge it for power, status, and control. Feel familiar? A Hijackal is happiest when causing you to second-guess yourself and question your sanity. It's crazy-making.

**Hijackals** cannot think beyond their need to win in each moment. No matter how trivial the issue, (s)he **MUST** win. That means you will be—**MUST** be—wrong. They cannot and will not flow with the ups and downs of life. They see the world as hostile, and they must control it. They'll deny anything that possibly points a negative finger at them, no matter how slight. Although it is sad, it deserves compassion, but not condoning or enabling. A Hijackal's needs are big red flags that mean your **relationship may be emotionally dangerous to you.**

## HIJACKALS FLY THESE FOUR BIG RED FLAGS:

### **They yell, scream, demand, or threaten quickly—too quickly--in any argument.**

Emotions flare like flash floods! And, not about big issues; the small insignificant ones, too. Their intent is to quickly win, take control, diminish and extinguish any thoughts you might entertain about having rights, valid opinions, or reasonable logic. They **NEED** to be right and win, and they'll go to any lengths to do so.

### **They manipulate people and situations to their advantage.**

Hijackals excel at manipulation and will do anything to get their own way. They will go from seductive persuasion to cute, coy, childish ways, or to violent, demanding eruptions to get their own way. When that doesn't work, they'll become demanding, demeaning and vindictive.

### **They always blame others for everything.**

They cannot and will not take responsibility for their actions, and believe they are never accountable. Why? Because they are never wrong, in their estimation. They blame everyone and everything—you, their families, the weather, the IRS—for anything that goes wrong or sideways. It would be unthinkable for them to consider their own fault or error as a possibility.

It is unthinkable for Hijackals to be wrong because, believe it not, they are fragile, emotionally! They vehemently deny the possibility that they could be anything less perfect. They insist that they are justified, rational, and blameless. Nothing you do or say can ever be enough or be good enough.



**They turn on a dime, in a second--and with seemingly complete amnesia--from one position to another.** One minute, you're the best thing since sliced bread. Do, say, or even intimate that you do not agree with them, and you're a waste of breath and space. All this goes with their need to be right in the moment, and with the necessity of winning. Emotionally dangerous people see every slight conflict as requiring an immediate, swift solution... in their favor!

"Off with their heads!" No need to discuss anything or gather points of view. No time to consider options and possible solutions. Just do a 180° and come down hard. That's their strategy for saving their sense of self...and squashing you in the process.

**There are two words that emotionally dangerous folks do not relate to: compromise and flexibility.** They don't much like "collaborate," either! Too much implied equality for them!

The red flags are flapping wildly in the breeze when you're being told "Come closer!" one minute, and "Stay away!" in the next.

- Hijackals--those relentlessly difficult, toxic people--are crazy-making!
- Carefully step back. Reflect. Get help. It's not you. It's them.
- Take action. Stay safe. No more crazy-making!

**Rhoberta Shaler, PhD.** is a relationship consultant, mediator, speaker, and author of sixteen book. When you know it's time to say "No more!" to toxic relationships and unnecessary drama. Get more information here: [www.forrelationshiphelp.com](http://www.forrelationshiphelp.com)





# Money Tip

**Set aside time at the end of each quarter to review your business expenses making sure to include monthly memberships. Any expense that is not providing a ROI; tweak, cut back, or eliminate. Wash, rinse, repeat. - patty farmer**



**Follow Patty on LinkedIn**

## Leverage the Power of "New Media" to Build Credibility

*by Sean Douglas*



Ever wonder where or how someone acquires the "As Seen In/On" banner? It sure does look official, but also lets anyone viewing their website, one sheet, social media, or in person banners at events that they have the authority and credibility. Customers and consumers will always buy first from those they know, like, and trust. Having that "As Seen On" media banner leads you to believe that you can trust they are the Subject Matter Expert on their topic and in their industry. How do you earn the banner? By being featured in the media.

### Old vs New Media

Old ways of being featured in media, or traditional media, are how we've consumed our news for decades. I remember growing up in the 80s and 90s and the newspaper being thrown at our front door by a young kid on a bicycle. A fun delivery system I'm sure, but by today's standards is severely outdated, however, still relevant. My grandparents would look forward to receiving Sunday's paper, so they could prepare for the week by reviewing what's making the headlines. Not to mention the coupons that accompanied the paper.



Traditional newspapers are still a relevant way to receive news, take out ads, and be featured in editorials because there are those who still prefer this method. As long as newspapers are being printed you can still submit a Press Release to the newspaper editor for your event, book launch, or any other newsworthy happening.

Newspapers have now become digital in the form of email newsletters, TV News Sites, and places like Yahoo News. Wouldn't it feel amazing to be trending on Yahoo News? There's a PR website, [www.PR.com](http://www.PR.com), that if you submit a Press Release here, can gain massive awareness and distribution. One such case is a book launch I was a part of and submitted to this website. We googled a press release template, carefully worded and crafted it to gain interest, and paid \$129. The result was that 157 news media outlets picked it up and featured it on their website. An AM Radio Station asked for the Author to be a guest on their show, and Author's website traffic was increased by 60% according to their analytics. Another case was a Speaker and Podcast Host who submitted a Press Release and was picked up by local news outlets and was featured in the local print newspaper. There are other PR sites available, but I choose to use this website.



When we talk about “New Media” it’s anything new in the last decade or so, such as Podcasts and Online Radio Networks. As the Radio Show Host of Life Transformation Radio, I have a responsibility to bring world class transformational content, on demand. My show is different than most Podcasts in the sense that it’s recorded live on Blog Talk Radio and the listeners have the option of calling in and asking the guests questions much like FM/AM Radio Stations do. This is just one of the many hosting sites options available. The most used platform currently is Libsyn, but check out platforms such as Podbean, Bluberry, Soundcloud, Anchor, and a few others. All have great features, all serve their purpose. Do your research and pick the platform that best serves your audience and is easy to use.

What’s most notable is that Podcasts are not exactly new. Podcasts have been available since the 1980s when they were known as “audioblogging.” It wasn’t until late 2004 and into 2005 that Apple created the iPod and fully recognized this media platform as a way to consume Personal on Demand content, known as the Podcast. There are more than 115,000 active shows and an estimate of close to 500,000 total shows available on the internet. Today, the Podcast Media Industry is an estimated \$314M Market from generating ads and sponsors. That number is expected to grow as Podcasts become more popular and new shows pop up across the internet. More importantly, how can you get involved to capture that revenue and credibility.

**Entering the Podcast Market**

The best feature of being a guest on Podcasts, or even hosting your own show, is the barrier to entry is extremely low. The only cost involved in being a guest is if you use a service to get you booked. Guesting services available include [www.podcastguests.com](http://www.podcastguests.com), [www.interviewvalet.com](http://www.interviewvalet.com), and [www.humannetworkconnection.com](http://www.humannetworkconnection.com). Leverage these services to get booked as a guest on a show you’d be a perfect guest for as a subject matter expert. Other ways are searching iTunes top 200 shows and contacting the show host directly and ask about their booking process. Hosts like John Lee Dumas from Entrepreneur on Fire who has millions of downloads currently charges his guests \$5000 to be a guest on his show. This is an extreme example but most of the shows do not charge for you to be a guest on their show. Getting in front of their audiences for free is crucial to you becoming the authority in your niche. Once you’ve been a guest on the show, be sure to add the episode link to your website.

**Get In NOW!**

I suggest you research the Podcast industry, learn as much as you can, and attend events such as Podfest, Podcast Movement, and New Media Summit. These events bring the best of the best as Speakers and hosts to pull back the veil and bring you into our world. It is worth the investment to add this industry as a marketing strategy. The barrier to entry is low, millions of listeners consume content across many platforms, and the trends show Podcasts are the new media receiving as much as attention as FM Radio and News Stations.

**Sean Douglas** is a TEDx Speaker, Master Resilience Implementer, International Radio Show Host and New Media Icon of Influence, Business Strategist and Author. In a highly interactive and engaging environment, utilizing online mentoring sessions and face to face workshops, Sean provides a framework for success to Millennials, Military Veterans, Speakers, Entrepreneurs, and Business Professionals. Get more information here: [www.TheSuccessCorps.com](http://www.TheSuccessCorps.com)



## 4 Non-Negotiable Tips to Become a Successful Entrepreneur

*by Jane Bradley*

Growing up on a working cattle ranch in New Mexico taught me many life lessons. These lessons have proved invaluable to me in my life as a successful serial entrepreneur.

When you think about it - a rancher or a farmer are the working definition of entrepreneur. They are the ones that took the big gamble and risked everything to open up the West. Even in today's world of high-speed internet and global marketing - ranchers and farmers are still the back bone of America.

At the turn of the century my grandfather came to New Mexico - at that time it was not a state but a territory. He came alone with only his hopes, his dreams and the willingness to do the hard work to fulfill his dreams. His dreams were not only for himself but for the family he hoped to establish in the new world he was entering. He had courage, he had a vision and he had a plan.

This sounds a lot like a modern-day entrepreneur - doesn't it? We all have our dreams, we have courage, and we know what we want the outcome of our life's work to be.

Here are 4 non-negotiable tips that will help you along your road to success as an entrepreneur. Your vision and your courage to face challenges are not listed in these 4 tips. Rather - they are a given to the success of any venture.

**TIP # 1.** You must have a TEAM. In today's world of sole-preneurs and entrepreneurs, the biggest challenges you will face are isolation and lack of accountability. This is also true for partnerships and in small business. Building a strong team and meeting with your team on a regular basis will ensure accountability to your time, your budget and any needs for change in your original planning.

**TIP # 2.** A well thought out business plan is essential to success. This does not need to be the arduous "book" that we normally think of when we discuss business plans.

Rather it can be broken down to the essentials:

- What are you going to do? (Overview)
- How are you going to do it? (Simple marketing plan)
- How long will it take (Timeline)
- Money - How much will the startup cost be and a budget of income and expenses. (The success of any business is in the books)

The S B A and your local S C O R E chapter can be of enormous help with assembling this information and assisting with good planning and their services are free!



**TIP # 3.** - Rule of thumb - most small and startup businesses will not be able to take personal income from their business for the first year (+/-). It will be necessary to return income to the business to assure stability and growth. Do you have adequate funds or a plan to meet this demand in your new enterprise?

**TIP # 4.** - Focus - Focus - Focus.

Webster defines an entrepreneur as: "One who organizes, operates, and assumes the risks of a business venture."

We all face the risk of yielding to the desire to follow the "new shinny object" that comes into our line of vision. As we work on our venture, we must be diligent and guard against the desire to start something new before we have fully expanded and realized success in our current venture.

The biggest and best tip I offer you is: FOCUS. FOCUS on your goals - are you meeting goals? FOCUS on budget - are you meeting your budget needs or do you need a team meeting to rewrite your budget? FOCUS on tasks at hand - learn to determine the difference between what is important to the advancement of your business and small insignificant issues that distract you from what is truly important. I sincerely hope that these 4 non-negotiable TIPS will prove useful to you in living your dreams as a successful entrepreneur.

**Jane Bradley** - Growing up in the disappearing tradition of ranching taught Jane valuable lessons. Starting as a successful studio artist/gallery owner to President of a pro football team, speaker and teacher, and now President/CEO of an online directory for professionals and professional services. Get more information here: [www.SmartSpider.net](http://www.SmartSpider.net)







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