

Marketing Media & Money



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Optimizing Your Online Events

5 Secrets to Become a Podcast Guest Superstar

The Powerful Productivity Tool No One is Using

patty's picks Reviews You Can Use!

1 Simple Trick to Increase Email Open Rates

BOOST Creativity by Embracing Constraints

Meet Dr. Kate Dow... Finding Your Fear-less

Networking Your Way to Financial Freedom

A personal note from patty



"I've got too much time on my hands" ...said NO entrepreneur ever!

Wait! What!?! That quote may have been true 2 months ago, and for some of you it may still be true. But I think we can agree that the last few months have and will continue to force us to create a "new normal" whatever that is for us, and for our clients.

With that in mind, our columnists and guest authors have packed this issue full of strategies and information to help you to continue to move your business forward, even during challenging times. You will learn how to optimize your online events, secrets to become a podcast guest superstar, how to go from fear to profitability, and what great speakers do between engagements just to name a few.

Also, we'll share with you 7 mistakes that can derail your CRM success, how to boost your creativity and details about a powerful productivity tool no one is using, and so much more!

In our last issue we introduced a new feature called "Patty's Picks" where I personally review 3 tools, apps and resources you can implement in your business to save you time, energy and money. Wow! What amazing feedback we got from you, our readers. It was so great to hear from so many of you and I especially loved your positive feedback on my 'picks'. I have 3 more resources/tools for you to explore in this issue and I look forward to hearing from you again.

As always, I invite you to dive into this issue of Marketing, Media & Money Magazine, to read it cover to cover and to take notes on all of the great resources and strategies we've compiled for you and to reach out to our columnists and authors and connect and get to know each other. Your next collaborative partner may be in this issue!!

And if you are ready to put down the remote control and stop binge watching Netflix, I would like to encourage you to instead make the time to go back and read some of the past issues of Marketing, Media & Money Magazine. There are well over 100 articles with incredible content, ideas, strategies, tips, and resources to help you to grow and scale your business. Believe me when I say, your business and your bank account will thank you.

And lastly, take time for you. Remember, self-care is NOT selfish.

-patty

patty "making the time to make things happen" farmer
Editor in Chief – Marketing, Media & Money



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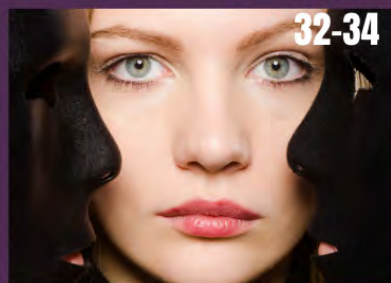
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Optimizing Your Online Events



Patty Farmer is a Marketing & Media Strategist, International Speaker, Podcast Host, Event Producer, Best Selling Author, & Magazine Publisher specializing in Marketing & Media 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 back account.



As an international speaker and trainer there is nothing more exhilarating to me than participating, hosting, and speaking at live events. I love everything about them... from the travel, to picking out my outfits (and shoes), to making new business connections & friends. I especially love sharing Marketing, Media and Money strategies with a live audience, the interactive engagement and getting to personally watch the audience get excited over the strategies they learn and will implement. And while, nothing will ever take the place of the personal interaction and excitement of 'being there'...virtual events can be pretty incredible.

For several years now, virtual networking meetings, workshops, summits and conferences have been rapidly growing in popularity, and over the last couple of months, online events have literally exploded! If your inbox looks anything like mine, you're seeing dozens of invitations and opportunities to attend virtual events every week.

Like live events, online events can be extremely beneficial to your business. They are a great opportunity to make new business connections, to learn new business-growth strategies, to hear fresh ideas and to gain tips and resources from speakers and industry experts.

With so many online opportunities, it's important to approach these events with a strategic plan to optimize the benefits while being mindful of the time you're devoting to them. Here are a few tips to help you create a strategic plan to get the most out of participating in online events.

The #1 Thing to Consider When Choosing Online Events

It's important that you pick the right events for YOU and your business. The first thing to consider is the event agenda. Are the topics being taught by the speakers something that you need to learn and that will help you to move your business forward? If yes, the next step is to research the 'expert' providing the information.

Who is the speaker/expert? When you “Google” their name, do they have a strong social media presence? Do they have a website? Are there YouTube videos of them speaking or podcasts interviews available for you to listen to? Do they have a following, testimonials, and great reviews? Does their LinkedIn profile have recommendations? If yes, there is a high chance that they are going to provide you with valuable, worthwhile information.

Other Considerations - Here are a few other considerations when choosing which events to attend and how you can optimize the benefits of participating.

1. Is the host offering recordings of all or part of the event and what if any is the cost for this?

Obtaining a recording of the event is great so you do not have to worry about missing information or slides during the presentations.

2. Is there an opportunity for guests to engage with each other and the speakers before, during or after the event?

Many event hosts will provide either some networking time during the event or create a Facebook group so everyone can get connected.

3. Will live-chat be available to respond to speakers and/or to ask them questions? (Pro-tip: On Zoom, you can save the chat and download it into a folder for future reference.)

4. What is the fee to participate and what is included in the fee? Sometimes you will find ‘free’ online events which is great, however, don’t attend just because it’s ‘free’. Your time is not free!



5. Is there an event #hashtag for pre-event promotion? If so, this is a great way to start connecting with speakers, the event hosts, and other participants before the event.

6. Are there any podcasts of the event hosts or speakers that you can listen to? This allows you to learn more about the event host and/or speakers and to be able to refer to in conversation when connecting. A great way to stand out and have them remember you!

7. Is there an affiliate fee being paid if you invite friends to attend? Often event hosts will pay an affiliate fee to speakers, or promotional partners for guests that you bring to the event. While this may not be of interest to everyone, if the event fee is a determining factor, inviting a few friends may help you offset the event cost and make the event more enjoyable too.

A Few More Tips to Get the MOST out of Online Events

- Be on time and be fully present without family, phone, and email distractions. This is not the time to multi-task; you want to absorb as much information as you can.
- Ditch the yoga pants, get dressed, fix your hair, put your face on and show up as the professional you are. (Of course, they can't see your feet so feel free to wear your fuzzy slippers!)
- Attend every session. Too often with live events you must choose this or that breakout session. With online events, you have the opportunity to learn from all of the speakers, so why not take advantage of it and learn as much as you can?
- Participate! Ask questions, leave comments in the chat-box and let the speakers know when they have encouraged or inspired you.
- Take full advantage of any follow up opportunities such as breakout sessions, Facebook groups, and social media chats.

In summary, take the time to find the right events for YOU. Do your research, ask questions, participate, and remember when the event is over, there is a reason the fortune is in the follow-up. Set aside time to go over your notes and prioritize what ideas and strategies you want to implement first while it is fresh in your mind and then follow-up with the 3-5 people that stood out to you and reach out to set up a "virtual coffee" and start building those relationships.

Feeling overwhelmed and not sure which strategy to implement first?
CLICK HERE to book a FREE discovery call and let's see how I may serve and support you.

*Remember, a new
idea that never gets
implemented is just
an idea!*



Need More Clients (and Cash) ?

I can fix that!



patty

**"Your CASH
Generating Machine"
farmer**

YES! I want more clients & cash!

One Simple Trick to Increase Email Open Rates



Bobbie Maloy

Bobbie Maloy is the Founder of Conversion Hacker. Since 2013 she has sold more than \$67.2 Million of products and services online for herself and her clients. A certified Master of NLP, Bobbie has a proven track record of control-crushing offers, 6-figure product launches, and multi-million dollar promotions. She helps businesses increase their monthly revenue by reducing the biggest cause of wasted marketing dollars. From physical products to online courses and everything in-between, she pinpoints conversion drop-off and helps companies create effective, compelling offers.



Email is the unsung hero of your business. It represents unrestricted access to your prospects' and customers' inbox. However, just because you can send an email, doesn't mean your emails are open and viewed. Which is why increasing your open rates is so important.

Because even if your email content is perfectly crafted, if your customers never open the email it's all a waste. In fact, David Ogilvy, the father of advertising, said: "Write great headlines and you'll have successfully invested 80% of your money."

Headlines, a.k.a Subject Lines for emails, is where 80% of your time, energy, and effort should go. And the following stats prove that...

- The average open rate for all industries is 21.33%
- Global Retail open rates dropped in 2019
- 38% of US consumers report having been driven to action due to email
- Email's ROI was 28.5% compared to 7% for direct mail

Now, you can scour the internet and get generic advice for how to increase your open rates. Advice like "segment your list" and "personalize your emails". But that's not really

ACTIONABLE. It doesn't give you something you can do today. Because unless you're a student of copy, you may not know what this advice even means.

So, here's a simple, actionable trick you can do TODAY to help increase your open rates. Grab your readers by the eyeballs.



In order to stand out from all the noise your readers have in their inbox you have to capture their interest. And compel them to open it. When I need inspiration for compelling subject lines, I follow one of the best tips I learned from my friend Bond Halbert. I browse the inspirational genius of AOL.com. Every day, AOL.com produces 77 subject line gold snippets on the top of their homepage. Use these to spark your imagination. For example, as I write this article, one of the headlines is “Wildfire victim stunned by stranger’s actions”. This captures my interest because it gives just enough information for me think I know what it’s about. And leads me to want to know more. And you could very easily use this for your next email. But here’s the key.... DON’T just copy it word for word and expect it to magically increase your open rates. In fact, that’s probably the fastest way to DECREASE your open rates.

Instead, understand the structure of it. Wildfire = [News Event], stunned = [emotion], stranger = [person]. This creates a subject line template that looks like this: [News Event] victim [emotion] by [person/company] action. Now, plug and play words relevant to your readers for the perfect subject line.

Ex 1: Shelter-in-place victim heartbroken by neighbor’s action.

Ex 2: Olympic victim shocked by celebrity’s action.

Ex 3: Tornado survivor moved by ABC Company’s action.

Obviously not all of these would work for your audience. Because this is only meant to spark your imagination. And they don't have to be negative in nature either if that's not what your brand is about. You can change a negative word into a positive one easily enough like I did with example 3. Don't worry, if AOL.com doesn't spark your creativity, here's a few other websites I use to find good inspiration:

- National Enquirer
- Drudge Report
- People.com

These organizations live and die on the headlines of their articles. Use them. See what captures your curiosity and use it for your next email. Now, you may be asking what's the difference between a great subject line that increases your open rates and the dreaded title of click-bait? Simply put, click-bait doesn't deliver on the promise. But a great subject line draws the reader in, then delivers on the reason they opened your email in the first place.

Delivering on the reason your readers are there is so important I want to reiterate it. If you don't deliver on your promise from the subject line you may be thought of as spam by your readers. And if you do this too many times, your open rates will decrease. And that's not what we want.

Mix it up!

Your subject lines should be a mix between intriguing and direct information. So, continue to use your direct sales-style and new product introduction subject lines. Just make sure there's a good mix between the two styles. A quick note about subject lines that tout discounts. Yes, they can increase open rates, because who doesn't like a good sale. But if that's all you send out it's the fastest way for you to become a discount only brand.

Think about any of the big box stores. The only emails they send are 15% off this, or \$30 off that. This create the appearance of a discount brand. Instead of creating an email I want to read and engage with. That being said, don't be afraid to be direct in your subject lines. Just be sure to mix them up with good attention grabbing, curiosity building subject lines. As a rule of thumb, try a 4:1 ratio. 4 emails with curiosity and intrigue for every 1 direct sale related subject line. Then test how your readers respond.

Creating engaging subject lines that compel your readers to open them isn't hard when you have a set of tools to help inspire you. And this simple trick should take no more than 5 minutes or so when you sit down to craft your next email.





Discover The 5 Fool-Proof Methods Top-Producing Email Experts Use

- ✓ Increase Open Rates
- ✓ Inject More Sales Power
- ✓ Stay Out of The Dreaded Promotions Tab

With Every Email You Write!

**I'm a
Copywriter**

Join The Emails That Sell MasterClass

<https://conversionhacker.com/emails-that-sell>

Networking Your Way to Financial Freedom

"Success in business, just like anything else, is more about networking than talent." --Spencer

X. Smith, Co-author of ROTOMA: The ROI of Social Media 'Top of Mind'.

Business Networking International is a "Referral/Lead Organization" that was established in 1985 by Ivan Misner. The organization has 7500 local chapters across the United States. The focus of each chapter is to allow only one person in a business category as a member in hopes that as that person goes about their business, they will bring referrals back to the group. In theory it is a good concept; however, if your chapter is filled with people who have no idea how to network it is a complete waste of time and money. I found this out firsthand.

In 2007 I was the president of the largest local Fresno, CA chapter. At that time, we wanted to increase our membership, so we organized a Membership Appreciation Luncheon. We had 18 members in our local chapter. Our goal was to double our membership over the next 6 months. In planning the luncheon, we figured we could bring in about 20 guests which would lead to 10 new members for our local chapter taking our membership from 18 to 28. This would greatly increase the number of referrals coming back to the group. We spent one of our regular lunchtime meetings planning the event and went to work on making it happen. The invites went out and RSVPs came rolling in.

The Membership Appreciation Luncheon day arrived. Let me remind you we had 18 members in our local chapter at the time. Why is that an important detail? Read on, my friend....



Gina Estrada

For the past 11 years **Gina Estrada** has focused on Business Networking to build a successful Financial Consulting practice. With her background as a Financial Advisor, Networking Expert, Best Selling Author and Speaker, Gina helps purpose driven women, groups and organizations, to create a plan backed with a process to grow their network, get more out of their membership and be recognized as a center of influence. Gina believes we need more women joining the ranks of 6-figure income earners. For that reason, created EspressoBrain's Virtual Networking Mastermind, a 4-week course designed to get a better return on your investment of time and money by maximizing your time creating profitable relationships where she shares her secrets of how she does it all.



The luncheon was slated to begin at 11:30 AM at a local restaurant that was open solely for our luncheon. When you are hosting an event, (in this case, all current members were considered hosts) of course you would show up early, right? Right! It was 10:30 AM and there I was all alone and started setting up for our program. I thought to myself, where are all the other members? I figured they would be showing up early as well. As time ticked by, I was still the only member in the room. I have a question for you...When you are hosting a luncheon where should you be? In the room or in the line out the door? You should most definitely be IN THE ROOM, not in the line.

The time arrived. It was now 11:30 AM and the line was out the door. There were 50 people trying to check in, including the 17 other members of our group. **Why were our members in line?** The answer is simple...Lack of planning, lack of mindfulness, lack of priority, and lack of networking knowledge. I decided since people were going to be stuck in line, I would bring my networking opportunity to them. I went straight down the line and met each person as they were checking in, paying for their lunch, and waiting in line. What I found to be most interesting is the fact that I found the rest of our members at the end of the line because they did not take the time to plan. To them, it was just another lunch and they were showing up as the event at the start time rather than taking advantage of the valuable networking time that was literally handed to them.



The networking time was lost for the members. Those that were first in line had more of a networking opportunity than those in the middle or the end of the line. The members at the end of the line were prevented from meeting potential new members because they were talking with each other. This was a huge lost opportunity for our chapter and members. Anyway....

The meeting began. It was overwhelmingly successful. I was shocked at the amount of people that showed up for this event. It quickly made me realize that people were searching for networking opportunities and we were offering something different. It confirmed that people were searching, but they really didn't know exactly what they were searching for nor what to do once they found it. I quickly realized that business owners/entrepreneurs needed to be coached and held accountable to a solid networking plan. The only thing that has changed since 2007 is we have more networking opportunities due to our virtual space. The message rings true today. When I created EspressoBrain's Virtual Networking Mastermind, one of the tools I used is "Little Miracles" by Mel Kaufmann.

"Don't wing it - Leave that to the birds!"

~ Mel Kaufmann, author of Little Miracles

Are you taking full advantage of your networking time? If you are networking without a solid plan, I will go out on a limb here and say you are wasting your time and money. Why not set yourself up for success and spend a few minutes before your next networking event to prepare. I have created a complimentary download document designed to keep you from being OVER-NETWORKED and UNDERPAID.

Super-Secret Networking Tip:

Show up 30 minutes early to events with a plan and take the next step in moving toward financial freedom.



"The only thing I can't buy is Time!"

~ Bill Gates



**Learn How Gina Estrada, Networking Expert,
generated a 6-figure income in just over one year...**



ARE YOU TIRED OF BEING OVER-NETWORKED AND UNDERPAID?

- *Create a results oriented proven Networking Plan*
- *Clarify your personal introduction that will leave your ideal client asking for more*
- *Learn a step-by-step process of how to make an immediate connection and turn it into a profitable relationship*

YES, TELL ME MORE

Marketing Tip

Brands need to be relevant to a generation that doesn't see a line between "the online world and the offline, the reality and the augmented reality. Develop future-proof digital-forward marketing strategies by leveraging trends and shifting your mindset about artificial intelligence (AI).

-patty farmer



Get my eyes & my *brain* on **YOUR** business

so you make a bigger *impact* in the world and even
bigger deposits in your bank account.



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lifestyle you want to live, and build
your business to support that lifestyle,
NOT the other way around!! *-patty*



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Up Close and Personal with Dr. Kate Dow



#1. How do you define success?

I define human success as the ongoing path of growth and development that creates a sense of fulfillment, joy and purpose, while we serve others.

As far as business success, I am a rebel who challenges the current success model we have of profit over people, planet and well-being.

An important question I have for people in business is what values, principles, lifestyle and leadership style are important to them. I help women entrepreneurs define their sustainable success model that supports their health, happiness, prosperity and wellbeing without compromising their values, family and community.

#2. What would your advice be to a new business owner and/or entrepreneur?

I would say that staying connected to your wellbeing and sense of purpose is critical. You will experience many ups and downs as an entrepreneur and being able to be resilient and remembering WHY you are doing it will carry you through. Also never stop investing in your growth, that is the foundation for all that you are and what your business stands for.

#3. What was your ah ha moment that inspired you to become a _____?

I have been a compassionate listener since I was little. Becoming a psychologist where I could help people learn how to help themselves was a natural fit. After decades of trauma work, I was ready to pivot. I had always loved helping my women clients in business and guiding their leadership development. Being able to support women leaders in owning their power, story and voice felt aligned with my mission to elevate conscious business, gender parity, social and eco-entrepreneurship.

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

My biggest focus is on women in business redefining what power, leadership and success need to look like now to alter the way we run our businesses and lives. Replacing overachieving burnout, anxiety and loneliness with a lifestyle friendly business that promotes thriving, ease and joy. Incorporating feminine traits and principles of leadership are necessary for the greater good, health and happiness of humanity.

#5. If you could have lunch with any CEO who would it be and what is the burning question you would ask first?

I would want to sit with Ariana Huffington because she experienced first-hand the real and devastating effects of burnout as a successful female CEO. I would ask her "Looking back before you fell at work and almost died, what do you see was the mindset about being powerful successful as a CEO of your business that got you into this near fatal position?"

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

When I struggle as a woman business owner, I remember that I am not alone. We all are challenged with our growing edges as human beings all the time. And as business owners it is no different. It is normal. And then I remind myself that my greatest gift is to help others and feel my life is meaningful and purposeful. I know I can help make a difference in my own way and that keeps me going.

#7. What keeps you awake at night?

After years of my spiritual studies, I often spontaneously tap into creative brainstorming at night where I have fun exploring ideas about how to serve my people and help them the most.



#8. What is the lesson that took you the longest to learn?

Growing up with a lot of anxiety and lack of security, I always relied on myself to make things happen. I didn't trust that I was being taken care of in the bigger picture. Although I have come a long way, I am still learning to completely trust the Universal consciousness, God/Goddess that I am right where I need to be and everything will work out in its own timing, no matter what my mind says. This has been an essential development as an entrepreneur and believing that I am and will be OK, despite the uncertainty at times.

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

I am an introvert mostly. And I have been putting myself out there in the world more as an author with my book and a speaker in the last few years. And now I am joining more women associations, reaching out to new people online, creating new collaborations and offering new ways to serve my clients. My slogan now is "WHY NOT." I don't have to be perfect; I don't have to have everyone like me, I just have to show up and share myself and my gifts and see what happens.

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

As an anxious kid, over-achieving and perfectionism were my primary coping strategy. They quickly became my biggest obstacle to my productivity, my authenticity and my creativity. I had to learn that not having it all together was an asset and it better prepared me for the life as an entrepreneur.

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

I would tell her 'You don't have to prove yourself. You just need to be you. Go for what you really want and don't let anyone stop you or keep you from believing in yourself. You got this girl, I am with you.'

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

I will share recent book I loved called "Leap Frog: The New Revolution for Women Entrepreneurs" by author Nathalie Molina Niño who is a serial tech entrepreneur, the founder and CEO of BRAVA Investments, and a proud daughter of Latinx immigrants. It is gutsy, funny & inspiring.

And why not, I'll share my book "Fear-Less: The Art of Using Anxiety to Your Advantage." It is a non-fiction book about women stepping from fear into self-empowerment through an integrative blend of mind, body, spirit practices. It is full of case stories and some of my own story. It's available on Amazon.





#13. What do you love most about your business TODAY?

I love the freedom and creativity I have in my business now. I have purposefully kept my vision open to new possibilities, collaborations and ways to serve people. It keeps me more in the flow and receptivity that I flourish more in.

#14. What do you consider to be your greatest achievement?

My greatest achievement has been overcoming adversity in my life and never giving up on myself. Also, for learning that success without joy and inner peace is worthless. Thriving is about constantly remembering what really matters.

#15. What's next for you?

I will keep asking 'What is possible now?' and 'Why Not?' I plan to continue speaking, sharing my book, creating programs for women in business, offering retreats and collaborating with amazing people and showing up for what matters.



Boost Creativity by Embracing Constraints

Dr. Minette Riordan

"You want me to embrace what?" said Cathy, one of my creative clients, on a recent coaching call.

"Constraints" I calmly replied.

I watched her shudder and look at me in disbelief like I had just sprouted horns or broken out in spots.

I smiled and laughed. Over the past 8 years of working with creative clients, I have seen this same shudder and felt this same resistance from hundreds of creatives. It seems counterintuitive to tell creatives to embrace constraints when they are constantly craving more freedom and flow.

Research has proven that the more constraints we have in place, meaning the less choices we have, the more creative we are. Constraints give us a place to start dreaming up new ideas, connections and possibilities based on a limited number of options, supplies, hours and dollars.

There is a reason people have a fear of the blank page or the blank canvas. If you tell someone to simply go design something or solve a problem with no guidance, support or constraints in place, they will often freeze, get stuck and spin into instant overwhelm - in fact, their creativity in that moment is at ground zero.

There seems to be a paradox here, isn't there? The truth, and the paradox, is that constraints create flow while increasing ideation and innovation.

David Sturt, in an interview with famous architect Frank Gehry, best known for building the Guggenheim Museum in Bilbao, Spain, and the Disney Concert Hall in Los Angeles, discovered that what really inspired his work was limitations and constraints. Carte blanche is not an artist's best friend, in fact it causes paroxysms of fear and unease.

Sturt writes, "Contrary to the way most of us think about creativity and Great Work—that it's a product of free-thinking, no rules, and unlimited options—Gehry's comments confirm a finding that we didn't expect when we began culling through data collected from our study of award winning work from 1.7 million people. Basically, we found that people who create new value on the job are often inspired by their constraints." [SOURCE](#)

For the past 2 years, LinkedIn has cited creativity as the number one soft skill being sought by companies right now. How can you boost creativity and innovation in yourself and your teams? By embracing the theory and practice of creative constraints.

What is a creative constraint and how do you begin to use them to boost creativity?

Let me give you a fun example. If I asked you to pull out a pen and a blank piece of paper and to draw a life-like, realistic representation of a human figure, you might balk. You would most likely remember all your childhood fears about drawing, art making and looking silly in front of your peers. In fact, you are probably sitting there right now saying to yourself, “I can’t draw.”

But what if I gave these instructions instead? Using ONLY triangles, rectangles and circles, draw a human figure. Are you breathing a sigh of relief, seeing possibilities in your head? Imagine the creative combinations of shapes you could use to draw hundreds of different human figures.

Now look at the different places in your business or people on your team who would benefit from a boost in innovative and creative ideas. Whether you are trying to launch a new product or service, fine tune your marketing or master your budget, start with constraints.

Here are a few questions to get you starting using creative constraints:

1. What do we already know about the project/idea?
2. What is the timeline?
3. What is the budget?
4. What is the outcome you want?
5. Who are you creating it for?



Creative constraints are one of the 5 keys to activating creativity that I think are essential for leaders to master in today’s marketplace. The other 4 keys are curiosity, compassion, congruence and courage.

Curiosity can help you to determine which constraints to keep in place, which to eliminate and how to play happily inside of them by playing the “what if” game. Ask curious questions like:

- What if we combined these two things?
- What if we got rid of that thing over there?
- What if asked so and so what they really want this thing to do?

By embracing constraints and activating curiosity, I guarantee you will see a boost in not just the number of innovative ideas but also in the quality of ideas being generated by you as an entrepreneur or by members of your team.

***Dr. Minette Riordan** is a modern-day Renaissance woman: artist, writer, entrepreneur and advocate for creativity as essential to the well-being of people and planet. She is the creator of the Conscious Creativity Method™, a powerful transformational process for supporting others to activate creativity. You can learn more at MinetteRiordan.com*

The Author Advantage: Craft a Book Proposal First

While writing a nonfiction book for your business can feel like a daunting process, compiling all the information you need to write and market your book might feel like an even bigger hurdle. One solution to managing all those thoughts and bits of information is to start your book by writing a book proposal first.

You may be familiar with book proposals as the necessary first step to snagging a traditional publisher. The publisher requires this document to determine whether your book is a salable, marketable product based on your unique vision and how you position it. Think of it as a business plan for your book.

If you're self-publishing, writing a book proposal might be the last thing you want or believe you need to do. And, you've probably heard that book proposals are hard to write. It's true that writing one takes time and requires you to do some research. But it's worth it. Even if you think you know who your book is for and vaguely understand how book marketing works, you could still benefit from drafting a book proposal.

A book proposal is the perfect place to spark your creativity, research your competition, and clarify exactly what you want to write about. Writing one makes you think about all those key pieces of information many authors don't even consider until after they've written their book.

A book proposal will focus your efforts toward identifying the "evidence of need," the unique premise you bring to the topic and the benefits your readers will derive from reading your book.



Lisbeth Tanz

Lisbeth Tanz is a nonfiction book ghostwriter, editor, and author coach in the self-help, self-growth, and self-improvement genre. Her forte is assisting authors in writing their authentic truths and creating compelling stories so that they can make a positive difference in the world.

She does this by providing structure, organization, and support to aspiring authors by taking them from idea to finished manuscript using her proven book-planning and writing framework. When she's not toiling at her desk, she can be found in her vegetable and flower gardens, walking in her neighborhood with her fiancé, and playing with her two cats.



This laser-like focus means you're less likely to pen a general book that almost anyone in your industry could write and, instead, more likely to write a book that highlights your particular take that sets you apart because you'll be focusing on why readers will care and how they'll benefit from reading your book.



Your book proposal will focus your efforts toward identifying the “evidence of need,” the unique premise *you* bring to the topic and the benefits your readers will derive from reading your book. This laser-like focus means you're less likely to pen a general book that almost anyone in your industry could write and, instead, more likely to write a book that highlights your particular take that sets you apart because you'll be focusing on *why readers will care* and *how they'll benefit from reading your book*.

Your book proposal can also become your justification for taking the time to write your book. You must prove to yourself that your book will help others, have a specific focus, and be worth the effort (time and money) that will need to go into its creation, production, and marketing. I wish more authors would start their books this way.

Your book proposal must answer these questions:

- What is your book about?
- What's your unique perspective to this topic?
- Why are you the best person to write this book?
- Who else plays in your space and what have they done?
- Who will buy this book?
- Who are your primary and secondary target audiences?
- How will you get the word out about this book?
- What “platform” do you have now, and what will you need to create?

The answers are put into sections of the book proposal as detailed below.

Overview - The overview is like an elevator speech. It's short, concise, tells anyone who reads it exactly what your book is about, and, most, leaves them wanting to know more.

Target Audience - Understanding the “who” is key to the actual writing of your book. Be specific when you consider your target audience. And don't stop at identifying the main readers. Secondary readers are also important and encompass a wider swath of people. Basic information includes sex, age, race, location (urban/rural), marital status, children or not, etc.

Once you've identified your primary and secondary audiences, research them to put hard numbers behind your assumptions. Use social media to find where they hang out. Research groups they may belong to and note the numbers you find. The more specific you can be, the greater understanding you'll have of the ease or difficulty of finding your audience.

And one word of advice: "Everyone" isn't a target audience. There is no book in the world that appeals to everyone.

Author Biography - Here's where you make the case for being the authority and the best person to write this book. Be succinct. Information to include:

- Past awards and recognition
- Other places you've been published
- Media appearance and speaking engagements
- Press mentions
- Connections you have to VIPs in your industry
- Your author platform

Marketing Plan - Gone are the days when publishers did all the marketing for their authors. With some exception, if you self-publish, you'll be doing your marketing. This plan will show how far-reaching your platform is. It might highlight some areas that need improving or tweaking. Consider . . .

- What conferences/stages have you spoken on? What plans do you have to speak more?
- If you've written for named magazines/newspapers, can you write more for them?
- If you know VIPs in your industry, can you secure a testimonial from them?
- If you have a large newsletter/email list/social media presence, how will you use those numbers to market your book?

Now is the time to build an author platform if you don't have one!

Competitive Titles - Visit a bookstore or utilize the power of Amazon to study the various titles in your industry. Don't forget the "frequently bought together" and "also bought" sections below the main book information. Read reviews and check out the book testimonials. Did it sell well? What stands out for you, and how does your book compare? Select five to ten titles to compare your book to. Explain how your book will update the information, challenge assumptions, or enhance the ideas.

The remaining sections are for your outline and sample chapters. Since you're doing this for yourself, you can skip these if you choose.

Starting with a book proposal will show you the strengths and weaknesses of your book idea. It will also provide you with a wealth of information that will inform and improve your writing because you'll know exactly how your book will work for your reader and for you.

Looking for a Book Proposal Template?

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you covered!
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**Fuzzy Dog, LLC is a book coaching, ghostwriting,
and editing company.**

**Established in 2005 (and rebranded in 2017),
Fuzzy Dog has helped new authors hone their
message, tame their prose, and reach their
dream of becoming a published author!**

**Connect with Lisbeth Tanz, Fuzzy Dog's founder,
at lis@fuzzydogllc.com to discuss your first--or
next--nonfiction business book project.**



Marketing, Media & Money Podcast

Are you tired of spending your time and MONEY chasing strategy after strategy only to discover what worked 10, 5, or even 2 years ago is not working NOW?

Things shift fast in the online space and if you're not keeping up, you're getting left behind. It's time for something different...

Welcome to the Marketing, Media, and Money Podcast where every single episode will be jam packed with PROVEN, PROFITABLE strategies, behind-the-scenes secrets and what's working NOW resources... from industry experts and global influencers to help you scale your business, shorten your learning curve, and stand out in a crowded, noisy marketplace.

Q:

What can listeners and subscribers expect from the podcast?

My promise is that we'll make sure the people we have on the podcast are going to share what's working NOW.

Our global influencers and industry experts are also going to share ACTIONABLE STRATEGIES that can be implemented today.

--Patty

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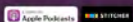
Often people think about how to make money immediately in speaking engagements. I thought much broader than that. I saw every speaking opportunity as a marketing opportunity.

Lovelda Vincenzi

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“

Perfectionism is one of the ways we procrastinate at getting started.

Ellen Goodwin

Procrastination or Productivity?
How to Get it All Done

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“
 Cultivating creativity is about nourishing your soul so that you have the fuel and the inspiration to grow your business.”

Dr. Minette Riordan

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Episode 033:
 5 Keys for Activating Creativity

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“
 A click is not a relationship. To be able to sell, you need to build real relationships with real people.”

Juliet Clark

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“
 Consistency (year over year evaluation) is the only way to get a true picture of what your business is and how it's really doing.”

Lorraine Ball

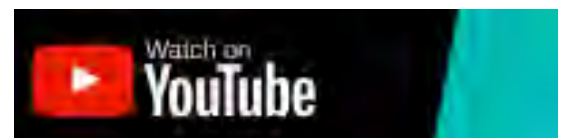
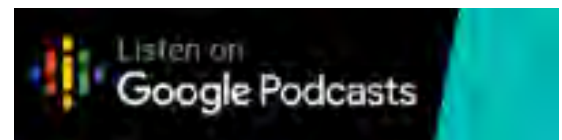
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How to Stop Struggling with Imposter Syndrome

Do you ever feel that you don't deserve to be the boss? That people around you secretly know you are a fraud even though you have the qualifications and experience? You are not alone. Up to 70% of all women and men think this way often in their lives. We call it Imposter Syndrome.

What is Imposter Syndrome (IS)?

The definition of IS is the persistent inability to believe that one's success is legitimate and a result of one's efforts or skills. This psychological phenomenon was first identified in 1978 by psychologists Pauline Rose Clance and Suzanne Imes in their study of highly successful women.

No one knows where it comes from. I believe it derives from early conditioning of our self-concept and the coping strategies we adopt like "If I achieve, they will approve of me." Despite reality, highly accomplished women still struggle with this fear.

"There are still days when I wake up feeling like a fraud." —Sheryl Sandberg, Facebook COO

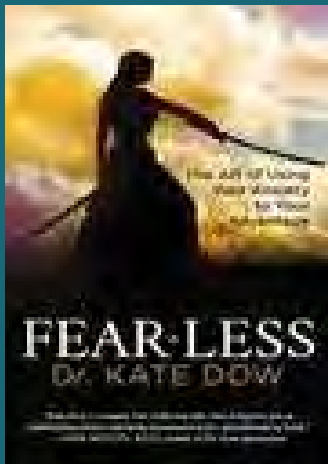
How does IS hurt us and our Businesses?

Imposter Syndrome is an enormous detriment as an entrepreneur every step of the way. It can sabotage our growth and readiness to scale and cause us to question our skills, our business capacity, and our very right to pursue our passion to success. It easily snowballs self-doubt into deeper insecurity and stress, leading to poor decision making and communication which negatively impacts our employees, customers, daily productivity and our business' bottom line. If we all have this common experience, why is it so persistent and debilitating? One of the main reasons is our false beliefs we have about IS that keeps us locked into these mental and emotional patterns.



Dr. Kate Dow

Dr. Kate Dow is a business leadership speaker, author, educator, and coach. She helps women entrepreneurs and CEO's elevate their transformational leadHERship capacity for sustainable success in their businesses, lives, and communities.



Let's debunk the top three.

Myth #1. We are the only one.

Like most people, we think we are the only one who struggles with IS. We feel shame and fear of being found out because we think it's unique to us. We compare our "insides" to everyone "outsides" and think everyone looks so together, they must be confident and high performing all the time. This assumption is dangerous and false. This myth keeps us judging ourselves, stuck in our heads and isolated from people. It's time to kick it to the curb.

Myth #2. If I think this, it must be true.

As entrepreneurs, we naturally worry. It's normal being afraid when we do things out of our comfort zone. But believing that makes you a fraud is not so helpful. Remember, the word F.E.A.R. stands for the acronym False Events Appearing Real. IS is a fear "story" about being incompetent. Luckily, thinking something doesn't make it true. Whew!



Myth #3. My IS helps me be better.

For some people, IS is a way to push themselves harder at work to prove their value. They consider their self-doubt a helpful motivator. The problem with this strategy is that it leads to perfectionistic habits, which can cause serious side effects of intense self-judgement and workplace burnout. Put a stop to this one.

The truth is everyone struggles with IS at times. It is hard on our self-esteem, our sense of worth, and our perception of our skills. It negates our experience, success, and growth, which results in poor leadership and negative consequences in our business.

How we react or respond to it is what makes the biggest difference for us and our businesses. What can we do about it? How can we change it?

Here are the three steps I teach my CEO clients to get back on track with a healthy growth mindset, clear perspective, and positive leadership. These steps come from the pillar of Transformational LeadHERship I call Presence, which is how we show up in ourselves for our business as a dynamic aware leader.

Step 1: Practice Acceptance

Everyone has IS sometimes. It's normal. When we can accept this as a common mental/emotional habit, we relate to it differently and can move past it with more ease.

First, we notice our feelings of self-doubt and worry, and name it "just a feeling." We take a big breath and say, "This is my fearful feelings moving through me, that's all."

Then we focus on relaxing our body, calming our nervous system, and coming back into the moment. Practicing acceptance helps us notice our IS feelings without ignoring or reacting to them. We save energy and can get back to the task at hand.

Step 2: Cultivate Wise Mind

We can't shift our IS mindset from our uptight, anxious mind. We need to develop our awareness. Our wise mind can observe our IS stories without believing or engaging them. We don't have to let them run the show. The more we practice, the better we get at not getting hooked. Our brain stays activated in the executive functioning of the pre-frontal cortex rather than getting pulled into brainstem fears. We stay in charge and keep our attention on what matters most in our business.

Step 3: Allow Authenticity

Courage to face ourselves helps us say, "OK my IS story is here, now what?" When we acknowledge our Imposter Syndrome and don't make it wrong, we can let it be what it is, a part of the whole.

The most profound LeadHERship quality we can develop is our ability to be authentic. We can have doubts and still show up and do our best in each moment. We can be real and relatable. We can model growth and personal development. Being ourselves is what supports our relationships with our employees, customers, stakeholders, and partnerships. As entrepreneurs, we owe it to ourselves to work with our Imposter Syndrome, so we don't get stuck in sabotaging patterns. IS can be treacherous if we ignore it. It's a crucial step of becoming the CEO of your enterprise. Practice these steps and debunk your myths. Step into your full confidence and mastery.

Know that I am here to help you progress faster if you are ready for that.

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I'm Ready

Find Your Voice. Own Your Truth. Claim Your Power



Dr. Kate Dow

Business LeadHERship
Success Coach

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7 Mistakes That Derail Your CRM Success



Tamara Burkett

Tamara Burkett is a #1 Bestselling Business Author, consultant, trainer and coach. a savvy relationship builder who knows that authentic relationships are the lifeblood of a thriving business. Coupled with her master's education in Organizational Management, Tamara helps small business owners find the right system to manage relationships and simplify follow-ups for a profitable and productive business.



Few things are as frustrating as going through an expensive, time-consuming process of implementing a new CRM system, only to realize it doesn't work. It's a common problem, with multiple studies claiming failure rates between 47% and 63%. I hear the horror stories all the time. Tales of entrepreneurs investing thousands on the wrong system, CRMs not integrating well with existing processes and workflow, and management using CRM as a micromanagement tool. It's no wonder most business owners use 10% or less of their system.

With so much misinformation out there about CRM, some businesses think it's a magical software and just by installing it, sales will increase. They don't truly understand what CRMs can do and what's needed for them to work well. While CRMs can accelerate company growth, planning, commitment, processes, and the right attitude are needed to get a return on investment.

So, what is CRM success? CRM success can be measured by how well you know your customers, follow-up consistency, and customer retention rate. Yet CRM success isn't something you can achieve overnight. It's gradual and evolves over time with your business. In other words, every business would benefit from improving their CRM.

Whether you're in CRM search and want to avoid costly mistakes or want to correct mistakes to optimize your current CRM, this article is for you. By taking the time to read the 7 mistakes below, you can identify errors, resolve crucial challenges and avoid disappointment.

#1. Thinking CRM is just software to install and maintain. CRM is more than just software. It's a strategy or business outcome execution engine, driving your business activities toward the company vision. Businesses that are the most successful with their CRM implementations see their initiative as someplace the company is heading. "Going live" is the start of the journey, not the end. Having a comprehensive implementation plan will drastically increase the likelihood of habitual CRM usage.



#2. Not thinking from customer perspective. It's easy for business owners to get excited about streamlining processes with CRM, but it's important to remember it should always be in service of enhancing customer relationships. The technology alone can't improve those relationships. When the CRM's technology is combined with the right workflow, operated by trained users, and managed thoughtfully, the system's full potential can generate powerful results. A customer-centric approach to CRM implementation make the customer the focus not the company. By taking a step back, you will see how customers interact with your CRM. You might find some surprising disconnects that are only obvious when you work backwards from the customer's experience.

#3. Not having a customer strategy. Customer-acquisition and retention strategy is a data driven plan that includes how a business will convert and keep customers. It also includes a plan for what tools to use and the instructions of how to get it done. Having a customer strategy guides CRM goals and identify what you need your system to do for you. Without a customer strategy, you could easily fall for any seductive management tool. Many CRM products claim they will automate the delicate process of luring high-margin customers. CRMs can indeed do that, but only after a customer-acquisition and retention strategy has been created and created in the system.



#4. Little to no training. Often, business owners take the “learn as you go” approach to learning CRM because they assume the software will be easy enough to understand. That's a HUGE mistake that leads to more frustration. Learning CRM only during times you're using it slows down your productivity. The last thing you want to do is develop negative emotions about your CRM. If you believe your system takes too much time and effort to use, you'll find a work around to avoid using your CRM. Time blocking only for training and exploration eases the pressure of learning on the spot and help prioritize activities.

#5. Assuming that more CRM Technology is better. Many business owners assume CRM has to be technology intensive when it doesn't. Customer relationships can be managed in a variety of ways and the objectives of CRM can be fulfilled without huge investments in technology. Assuming a high-tech solution is better than a low-tech one, is a costly pitfall. In fact, companies with high producing CRM programs include low-tech, mid-tech, and high-tech tools. CRM should always be in service of enhancing customer relationships. The technology alone can't improve relationships.

#6. No strategy for using customer data. If your customers knew you planned to invest thousands to increase their loyalty to your products/services, how would they suggest you spend it? Would they want you to create a loyalty program, a live event, or an affiliate program? The answers depend on your brand and the kinds of relationships you and your customers want to have with each other. Relationships can vary across industries, across customers in an industry, and across customers in a business. Unfortunately, business owners can overlook these considerations while using CRM, with disastrous results. They can end up building relationships with the wrong customers or trying to build relationships with the right customers the wrong way. You may want to nurture more relationships with affluent customers, but do they want the same? Try to build relationships with disinterested customers, and you will be perceived as a stalker, annoying potential customers and turning them into fierce critics. Just because you can contact customers doesn't mean you should; it depends on the customer strategy, not the CRM program.

#7. Not establishing metrics to measure success. How would you know if you have implemented a well-designed CRM solution? How would you detect if it was failing? Without the right metrics, there's really no way to tell if the CRM is a success. Your CRM project needs clear, measurable objectives that can be easily tracked, analyzed, and evaluated. This allows you to make timely changes to the CRM itself, workflows, and even training long before the CRM is at risk of failure.

What has your CRM done for you lately...



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The Powerful Productivity Tool No One is Using

Ellen Goodwin

Look at your to-do list. Among all the tasks you are hoping to accomplish today, do any of them have a clear definition of done attached to them? Probably not, but for the sake of your productivity, they all should.

A **Definition of Done** tells you that you have completed your task. You have reached your destination. You wouldn't start a road trip without knowing where you were going. With a destination in mind, you know how much gas you are going to need, sights you want to stop and enjoy, and if you should pack a cooler full of snacks. It is the same with the tasks on your to-do list.

Having a clearly defined *Definition of Done* for each item prevents tasks from taking more time than they should to complete. If you don't have a clear definition, it's easy to waste time doing things you don't need to do and sabotage your productivity. Adding a *Definition of Done* to your to-do list guarantees you more successful at getting things done and avoiding procrastination. You will know the exact point where your task is accomplished so you can stop and move on to the next thing.

Let's say you have "send mom's birthday present" on your to-do list. This has a clear Definition of Done: the package is wrapped, boxed, and on its way to be delivered in the hands of the package delivery company of choice. When each of those points is checked off your list, then, by definition, the task is done. This is precisely how you need to approach the other items on your list.

Adding Definitions of Done to your day.

You can add *Definitions of Done* to your to-do list as you put it together, or you can do it as you move through your schedule. I like to set *of Done* for each block of time I use throughout the day. Let's say I have a 45-minute block of research time scheduled. Before I start that 45-minute block, I take 30 seconds and write down what my *Definition of Done* is for that block of time. It might be "contact four experts to answer three different questions for an upcoming presentation." It might be "locate three quotes to use in an article," or "come up with five blog post ideas." Having these specific definitions makes it simple to move from one task to the next as each job is completed.

So why is a *Definition of Done* so important?

Two productivity impacting reasons. First, having a *Definition of Done* stops you from falling victim to Parkinson's Law. Parkinson's Law says that a task expands to fill the amount of time available for it. If you give yourself 30 minutes to do a five-minute job, that task will take 30 minutes to do it. You end up finding ways to fill the time, which usually means doing things that aren't productive. When you have your *Definition of Done*, you know when your job is complete, and you can move on to something else, even if you technically still have time available. You don't have to keep working on your task. You are done. Or, as my Grandma would say, "there's no point in polishing shoes that are already polished."

Second, a *Definition of Done* eliminates procrastination caused by the pursuit of perfectionism. Without a clear *Definition of Done*, it's easy to start second-guessing yourself and spending unnecessary time changing things that don't need to be changed. I have a friend who continues to do this with her online course. Deep down, she knows that her goal is to launch her class into the wilds of the internet. But she is continuously reviewing and making small, unneeded tweaks here and there as a way to make the course "perfect." Unless something changes, her course is never going to be launched. If she had decided on her *Definition of Done* when she started putting the course together, it would have been online and making her money a year ago. Instead, she is using her futile pursuit of perfectionism to procrastinate and not move on to other things in her business.

Today, take a moment and start adding your *Definition of Done* to every task on your to-do list. Define what your destination looks like, so it's easy to stop when you get there and move on to the next thing.

You'll waste less time, and you'll get more done!

***Ellen Goodwin** is a Productivity Trainer, TEDx speaker, and author. She recently released **DONE: How To Work When No One Is Watching**, a book designed to help people overcome procrastination, build stronger habits, and be more focused. Ellen is the co-host of **The Faster, Easier, Better Show** podcast. To learn more, visit Ellen's website at: EllenGoodwin.com*



Media Tip

If you're an expert in your field, reach out to journalists and begin building a relationship with them so you may become a trusted resource when needed.

-patty farmer



Marketing, Media & Money Tips



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Five Secrets to Become a Podcast Guest Superstar



Tamara "Tami" Patzer

Tamara "Tami" Patzer is the creator of the Authority Footprint® Formula and the creator/producer of Beyond of the Best Seller® Marketing System. She helps her clients share their big messages and big missions via book publishing, social media and mass media exposure to help them have more impact, influence, and income. She is the creator of the Daily Success® Institute and is a featured guest on podcasts, radio shows and national TV news including ABC, NBC, CBS, CW and Fox. Tami is the host of Women Innovators, Optimal Health Radio, Thought Leaders show.



Check out Tami's
Amazon Author's Page!



In 2011, I was standing in my Florida backyard with perspiration running down my face as I proclaimed: "Facebook is not a fad!" into my video camera. Fast forward to today, and I am sitting in front of my computer interviewing hundreds of people every year for my podcast shows on Zoom. I can easily proclaim: "Podcasts are not a fad!"

Edison Research ([SOURCE](#)) just released its latest report on March 19, 2020. Think about the following: in the United States alone there are an estimated 240 million Smartphones; with 85% of American owning Smartphones compared to only 10% of people in 2009. The report features statistics for social media, voice-controlled devices, video games usage, and online audio listening, which of course, leads to statistics on the leaders in online and Smartphone platforms that include Pandora, IHeart Radio, Spotify, others and Apple Music (formerly iTunes). The growth of all demographics is staggering, but my main point of sharing this basic information is to back up the proclamation: "Podcasting is not a fad!"

I could keep expounding on the statistics, but you really want to know how to use podcast guesting to grow your audience, your influence, and your income. If you can phone your skills as a podcast guest you can easily create omni-authority, and be known, seen, and heard everywhere. As a podcast host and frequent guest, I reveal five secrets that can help you develop into a sought-after, beloved guest who gets the royal treatment while growing your income — podcast interview after podcast interview.

Secret 1: It's not about you; it's about value

Ask yourself the following question. What is the value I bring to the podcast host and his/her audience? The biggest mistake I see potential guests make is they have huge egos and are all about “what’s in it for me” instead of “How can I help you deliver the best content to your audience?” If you can see that you are not all that, and deliver value, you are steps ahead of 99 percent of other people seeking to be guests on podcasts.

Secret 2: It's not about the downloads

Often potential podcast guests ask: How many downloads does your show have? This is a hard question to answer in this world of sharing and multiple podcast platforms. To tell you the truth, that is not a relevant question to ask because it is not about you! The question you want to ask is: “How can I share your podcast episodes to my audience via my website, social media, and platforms?” Again, you are offering to help the podcast host get the word out about the show AND your episode. The number of downloads may or may not reflect the reality of the popularity of the show because not everybody will download a show when they listen to it. My point is this is not the world of old school media where the local radio and TV stations use mathematical ratios to determine how many listeners or viewers they have. All those numbers are equations and not of real value. It's your job to share your podcast episode and to leverage it over and over again, forever.



Secret 3: Taker vs. Giver

There are two types of podcast guests: Givers and Takers. You want to be a giver and you will find the karmic rewards. The Giver is the podcast guest who asks the questions with a servant's heart and is honest, authentic, and caring. A Giver will share the podcast episodes of other guests without being asked. A Giver will send out emails about the upcoming shows and refer other great podcast guests to the show host. A Giver writes reviews about the podcast and gives testimonials about the host and the show. They share the podcast shows repeatedly!

A Taker shows up and does the podcast and never shares the episode more than one time, or they never share at all. A Taker doesn't think to say thank you for receiving a platform to share his/her value with the world. They just show up, do the interview and think to themselves: "I got free marketing! Yay, me!" Ask yourself: Am I a Giver? Or a Taker?

Secret 4: Hosting vs. Guesting — It's called work for a reason

Many people want to be a podcast host AND they want to be a podcast guest. Who do you think has to do the most work? The podcast host does, of course. For every guest, the podcast host must prepare and research the guest and also produce the show. There are hours and hours of work behind the scenes about which most people have no clue. The beauty of being a podcast guest is all you have to do is the research of learning about the podcast shows you desire to guest on, but that is easy. You just listen to two or three episodes to familiarize yourself with the host's style, the flow of the show and show up prepared. Of course, there is more to it than that, but once you do the preparation work, you can spend very little time preparing your podcast guesting experience and do one or more guest interviews per week. That adds up fast. Think in terms of creating digital gold.

Secret 5: Show me the money

Podcast guesting is a real pathway to add income to your wallet. The secret to making the cash flow is always have a "call to action" with a free giveaway. This means tell the listeners where to find you online such as text "TAMI" to 64600, and offer a free gift of value. These two things will help each podcast become a lead generation machine that turns into cash over time.





Text TAMI to 64600

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From Fear to Profitability



Jo Hausman

Jo Hausman is an inspirational speaker, entrepreneur, real estate investor, former international live radio talk show host and is an Amazon Best Selling author. Her book is called *Go For It! A Woman's Guide to Perseverance*.

Her expertise lies in starting businesses and networking! The power of networking is how she built and sustained her businesses. The passion she has comes from empowering women to live in a positive life and build a success business.

Jo has appeared on numerous television, radio, blogs and podcasts around the world. For more information about her speaking, products and services visit her website.



Do people think of you as the glass half full or the glass half empty type of person? As of the writing of this we are in unprecedented times. We have never encountered something like this before so how could anyone be prepared for it? If you survived 9/11 and survived the crash of 2008 then more than likely you were prepared.

I am someone who thinks of the glass half full. As my son Cody says "mom is the eternal optimist. Always knowing things happen for a reason even if we don't know what that reason is yet." Maybe this type of thinking is to my detriment, but I don't think so. One thing I know for sure all of us have already conquered our worst days and better days are to come.

When times of uncertainty come (and they always do) fear must turn into action for anything to happen. If you are still working a full-time job and there is uncertainty with it, now would be the time to really start thinking of your future and what other things you can do with yourself and future. Even if you are not working a job but have a business and it is not going well, now is the time to really start thinking of your future and where you want to be in your life in 5, 10, or 20 years from now.

In my last article, I spoke of different skills you have that you could make into a part time and eventually full-time business. But you might think you need education and resources to make it happen which is true. There are plenty of books, YouTube videos and articles out there on the topic you want to explore. They are all readily available at your fingertips if you start looking.

Maybe you need extra income for your family or to gain independence. When I speak to people (mainly women), married or not, they can feel a loss of control or vulnerable when they are unable to provide their children with basic needs by their own accord.

It's difficult to maintain a positive, productive attitude when you are constantly living on the edge of survival. Your present-day reality does not have to continue. You can break the cycle of poverty or dependency and begin to live with positive expectancy and confidence.

It's difficult to maintain a positive, productive attitude when you are constantly living on the edge of survival. Your present-day reality does not have to continue. You can break the cycle of poverty or dependency and begin to live with positive expectancy and confidence.

Maybe your interest is not financial. It could be that you have a very successful career and have had a lucrative life with all the perks, and the only thing you really desire is time. The demands of your job have been keeping you on a treadmill where you are busy and productive, but you're not really happy and you want something more in life. You want to know that you can succeed on your own. You want to spread your wings.

Trading time for money (aka a job) is limited by the number of hours in a day and that someone else is in charge of your paycheck, how many hours you work and when you come and go from your job. For some that is all they want and that is great! But for the others you crave:

- more flexibility
- you crave independence
- and more than anything you crave freedom.



My friend and mentor, Don Loyd always asks me this same question and it rings in my ears everyday: "Can you do it? The answer to that question depends on how you think. If you think you can, you're right. If you think you can't, you're also right. It is your choice." Don Loyd is a real estate investor, broker and educator from Oregon.

The one thing most people must get over is their limited mindset and beliefs. Figuring out your Why and what you want to do, or start your business will be the greatest determining factor for getting out of bed in the morning.

German philosopher Frederick Nietzsche once said, 'He who has a why can endure any how.' Knowing your Why is an important first step in figuring out how to achieve the goals that excite you and create a life you enjoy living (versus merely surviving!). Indeed, only when you know your 'Why' will you find the courage to take the risks needed to get ahead, stay motivated when the chips are down, and move your life onto an entirely new, more challenging, and more rewarding trajectory."

This [FORBES ARTICLE](#) has great information on finding your Why. Your "Why" will propel you into greater depths of your life and excitement for the future.

When my late husband was alive, we started investing in real estate in 2004. We started small with a few single-family homes that we rented out. When the housing crash in 2008 came and my husband fell ill to a deadly illness our why changed. We had to sell the properties and our why then had to focus on his health journey. Unfortunately, he passed in 2010.

In 2012, I started the journey of a new why. Meditating, journaling and starting to think about what I really enjoy and wanted to help others with came down to real estate investing and breaking the glass ceiling. Owning and operating a mini storage, vacation rental and raw land to name a few. I found my new Why.

What is your WHY? How will it propel you into your dreams? Journal, meditate and work toward overcoming limited beliefs and mindset. Discover it, Believe it, Achieve it. We never know when the end will draw near for us. Don't let this pandemic or any other crisis stop you from becoming something you are destined to be! Brian Tracy who is a personal leadership coach says: "Stop Making Excuses. Start Making Progress."

Remember - "You are Stronger than you give yourself credit for."

- Jo Hausman

Turn Fear into Action and Profitability. I believe in You! Go for It!

Grow **YOUR** Plan B

*And turn it into
a cash flowing
pivotal*

Plan A



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a list of ideas to grow
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Jo Hausman
BUSINESS & LIFE STRATEGIST

Let me bring my expertise to

*Help You Focus
on your
business and life!*

- 25 years of experience as a business owner, teacher, consultant, and strategist
- International best selling book
- International live radio show



patty's picks...

Welcome to Patty's Picks! A new feature created just for you, the busy entrepreneur who is searching for tools, apps and resources to save you time and/or help make you money.

As an entrepreneur and speaker who travels (a lot), I come across some pretty amazing stuff and love to share what is working for me right NOW.

1. Slido is the ultimate live Q&A and polling platform that gives a voice to your audience, wherever they are and bridges the gap between the audience and the speaker. With 4 types of polls (including a word cloud) you can choose the poll format that works best for you and you can crowdsource the best questions from your audience in an engaging and interactive way and make everyone part of the conversation. There is a free version as well as a paid version.



#Strategy: Slido makes it easy to engage your audience, whether you run a large video conference, webinar or a small team meeting. Slido integrates with your favorite software, such as Slack and Google Slides. Plus, you can use Slido with most video conferencing and live streaming tools and even gain valuable insights with event analytics.

2. Planoly is a visual Instagram planner that gives you the ability to visually plan out your content, so you can post consistently and keep your grid looking beautiful. For many businesses, consistent Instagram posts mean consistent business. And because Planoly was created from a designer's and editor's point of view, it is crafted to be simple, clean and easy to use.



#Strategy: Planoly is one of the most effective visual social media planners that I use for both Instagram and Pinterest and love how it allows me to create a visual story easily planout my content, and schedule it to post when my ideal client and collaborative partners will see it thus simplifying my social media marketing.

slido

PLANOLY

LearnDash

Reviews You Can Use!



3. LearnDash is the most trusted WordPress LMS and the #1 choice of Fortune 500 companies, major universities, training organizations, and entrepreneurs worldwide for creating (and selling) their online courses. Easily create & sell courses, deliver quizzes, award certificates, manage users, download reports, and so much more.



#Strategy: LearnDash LearnDash has a suite of tools that will allow you to not just sell courses but to build a thriving business selling courses on your website without having to use other platforms to host your courses.

#PattysPicks

Disclaimer: As in anything you purchase, please do your due diligence. I am not an affiliate of any item listed above and do not receive any compensation for giving my review nor can I promise any result you will receive should you decide to purchase. Basically, I am just sharing the tools and apps I use and love in my business. Have a product you would like me to review? Please feel free to reach out **here** and let me know.

Make Your Business Profitable with Joint Ventures



Deneene "Dee" Collins

Deneene A. Collins is the Founder of Success Creation Academy, Inc. and the CEO of Collins Consulting, LLC. She's an internet entrepreneur that publishes content with purpose. Deneene has published multiple books and has helped others become published authors. Her latest book, "Muscle Memory Millionaire" is changing the business landscape for many aspiring entrepreneurs. She is an International Amazon #1 Bestselling Author in Business Mentoring and Coaching and Starting a Business. Dee is a poet, inspirational speaker and songwriter. With her Bachelor's in Psychology, MBA and Master's in Graphic Information Technology she is equipped to uniquely position people for success.



As we face a global pandemic, I can't think of any better time than now to embrace the profitability increase potential that can come from joint ventures. While COVID-19 seems to be a dirty word these days, it doesn't have to be the thing that stops your business from profiting. Many brick and mortar businesses have either partially or completely shut down, and some have suffered as much as a 70% decrease in sales in as little as a week. In the grand scheme of things as an entrepreneur, what does this mean for you? As an online entrepreneur, it can mean an increase in sales and an opportunity to embark on the greatest business adventure of your life. I call it a "Joint Adventure".

You don't have to sell toilet paper or Lysol to cleanup online these days. "X" used to mark the spot for the King's Treasure, now, "WWW" does. In Spanish, the word corona means crown, and while this virus and global crisis is truly an awful tragedy, I believe it is time for you to wear the crown in your niche. This makes me think of my childhood days playing checkers with my brother. I would work so hard to get one of my pieces to the last row of my opponent so I could yell the words, "King me!" commanding one of my pieces to be made a king in the game. With joint ventures you don't have to get to the back row of anyone's business, you just need to come to an agreement on the front lines to do better and be profitable. Every time I forge a joint venture agreement, I scream in my mind, "King me!", because joint venture partnerships crown you with success.



"X": (WWW) Marks the Spot: The Hidden Treasure of Joint Ventures

Entrepreneurship is a sea of opportunity upon which those wounded by failure continue to sail. We are not pirates because we do not rob or attack ships including business relationships. We do not profit from other people's work without permission and we are not thieves who rob others on the high seas within the waves of success. We are Treasure Hunters that know "X" (WWW) marks the spot where lies unlimited profit potential that can only be found by following the map laid out by joint venture direction. Arrrr ye an entrepreneur? Go with me on a Joint Adventure as I explain some of the various types of joint ventures available to you and how you can take advantage of them.

BRAVO: How Joint Ventures Can Applaud Your Business

In this article I will be focusing on 5 different types of joint ventures. BRAVO is an acronym that stands for Basic, Retarget, Affiliate, Vertical, Opportunity.

BASIC: Basic joint ventures create a win-win situation as all joint ventures do. Two or more businesses can come together to solve a problem for the other and increase exposure and profitability by joining forces. Basic joint ventures can be as simple as working a project together, receiving funding or combining expertise for mutual benefits.

RETARGET: Retargeting means using what you already have and presenting it to a new market.

AFFILIATE MARKETING: Before you engage in affiliate marketing you need to understand what it means to be an affiliate. Being an affiliate simply means being affiliated with a company where you get paid to sell their product or service. When you become an affiliate, a company will give you what is called an affiliate link you can use to market their product or service. When customers click on your link and purchase the product you are marketing for someone else, you receive a commission for every product purchased from your affiliate link. Many people have made thousands of dollars or even millions just from being an affiliate marketer. The key is knowing how to successfully market online so you can cash in minus the burden of inventory or fulfillment logistics. Being an affiliate marketer can be very lucrative if you find the right product and master marketing it. Another aspect of affiliate marketing is you as the affiliate link provider. This means that you create a product or service that others can market for you and get paid for doing so.

VERTICAL: This type of joint venture is when companies share resources and distribution channels to achieve a common business goal.

OPPORTUNITY: Opportunity joint ventures include the previous four. Joint venturing is easy as finding a business with a common target market and joining forces. I wish you the best and encourage you to start joint venturing today. It is more than having someone email your product or service to their list; it's becoming part of a larger tribe composed of business owners that understand,

"Together we are better!"



LEARN HOW TO JOINT VENTURE NOW!



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Your Income by
Joint Venturing!



Dee Collins

**Joint Venture
Master Strategist**

5 TOP JOINT VENTURE OPPORTUNITIES

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- Ultimate Book
Publishing Blueprint
- Web 2 TV in 90 Days
- Tradera Forex Income
- MyTravelFreeLife.com

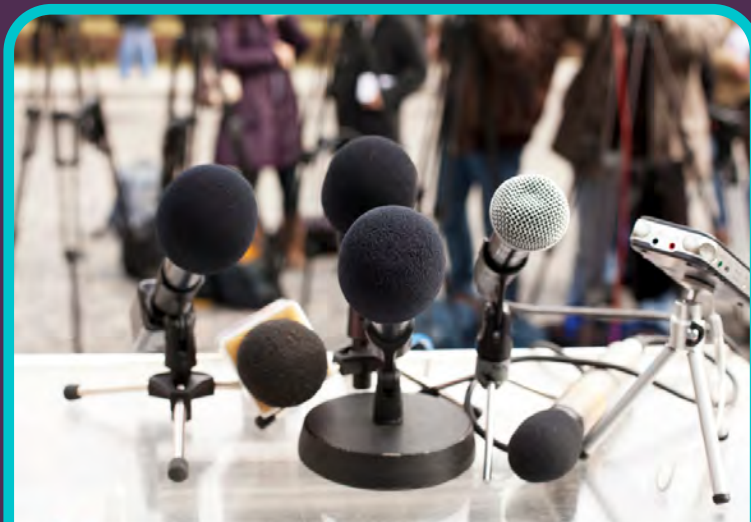


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The Future of Live Events in Uncertain Times

"The Times they are a changing"

-Bob Dylan



Three time International #1 Amazon Bestseller: Author, ACT2: Your Show Must Go On, Muscle Memory Millionaire, and Game Changers 4, CEO, KDDM, Inc. TXFilmworx, Host, The World- Class Mentors

Toni had the honor of being on the presidential transition team to bring home former President George H.W. Bush and served as his personal technology instructor and staff support manager. Toni presented and was known as a technical evangelist for Microsoft products. And, she was honored as Top 10 Women in Computing.

Toni's productions and casting background (in English and Spanish) are famous for her discovery of international talent and beauty across the televised game show industry.

Your Business is Your Kingdom:

Think of our business landscape as a kingdom. Let's look at your business right now, are your goals still on track? You may have started out gangbusters at the beginning of the year, but 2020 is so different because what worked last year, will most likely, not work this year UNLESS you were already working remotely and had all your bases covered for your project or program management and your customer service and training was all online. Most businesses were not ready for the social distancing we are experiencing currently. That is why I am dedicating this article to getting you ready to stand out and not lose traction.

Plan and Reboot Your Marketing:

If your business is a kingdom, then this is your wooden drawbridge. Marketing is what gets people into your city. Through these gates, clients come in to buy at your local market. This is the time to quickly rework your marketing plan. I believe I am very optimistic.





Once the gates re-open people are going to be flooding to get out. Maybe not at larger scale events, but smaller events are going to be happening, smaller, more intimate gathering opportunities are going to happen because people are going to be wanting to get back to business and will be ready to show support to the businesses they have been watching lead the social distancing race with entertainment. What will it take to keep those customers loyal to you and bring in a whole new generation of clients?

Time for an Online Event:

The King's Chamber hosts events. When I decided to assist hosts on producing their first online summits, I noticed that my clients didn't really think about the goals they were trying to achieve. There wasn't much information on hosting summits readily available, so we did all the research we could, created our own SOP's and templates, event schedules and production worksheets and processes, and went for it.

Since that first summit, we've seen the importance of having and setting specific goals for your event. Taking the time to consider your business and marketing goals, we can establish your baselines and then how to measure your success. We will get you better results in those areas, rather than subpar results all over.

Every summit host tells me that making money is their goal, however, there are so many other aspects to consider including:

- Making powerful connections with industry leaders and experts that will boost your authority and get you seen as the go-to expert
- Adding and generating a list of warm leads

- Increasing your visibility
- Helping others by giving them so much value that they WANT to work with you
- Creating an incredible experience for speakers and/or attendees
- Producing a fast way to landing sponsors for your event
- Building a strong community

Time to Brainstorm with Your Champions? The options are endless, but right now, take 5-10 minutes to brainstorm what you want to get out of hosting your own summit. It's okay to end up with more than one goal but limit it to no more than three. From there, put extra focus on those pieces of your summit planning process to get the best possible results. We are here to help you with your planning and goal setting.

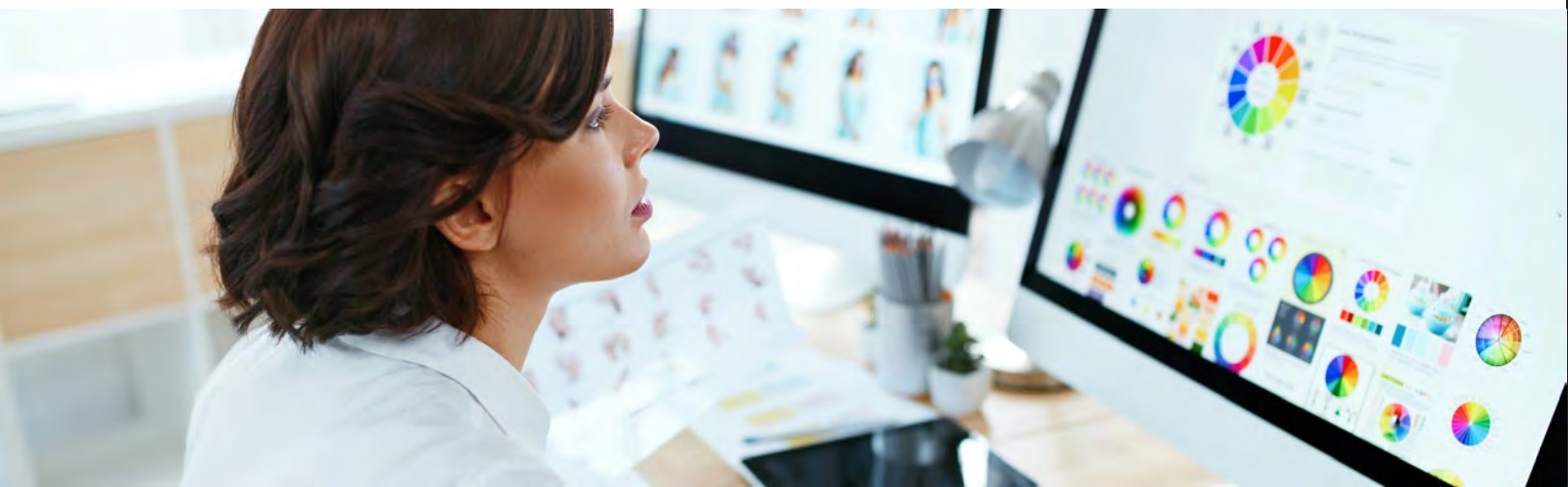
The first thing to do when planning your summit is to ask yourself how to:

- Grow your list, start with 3X your list size
- Make money through your summit
- Plan the upsell, VIP gifts, and attendee gifts
- List your dream guest and the speakers that best serve your audience
- Create a positive speaker experience

Feeling stuck figuring out your goals or how to best support them? Surround yourself with experienced professionals and summit hosts (like myself) who can get you support as you plan, strategize, and launch your online summit. Join an online group that can help you with the planning and launching with ease and allow you to ask questions and get advice from the group. The ability to show your authority and leadership by hosting online summits and conferences can be very profitable with the right support team.

Our Summit to TV difference is that we don't just record your interviews for your event. We repurpose your interviews and edit your guest talks to become new episodes for your online TV show on our network where we upload one episode every week for 16 weeks. Just imagine what that type of traffic does to your social media ratings?

This is a great time to reboot your marketing plan and include online events!



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Toni Kaufman

YOU DO WHAT YOU DO BEST. LET US HANDLE THE REST.

Webinars: The Secret Weapon of Marketers

The COVID-19 crisis has been one of the greatest tragedies in human history, and we have no way of grasping the impact it will have over time. But, in a testament to the power of the human spirit, even in the midst of the coronavirus calamity, there have been some positive developments.

One of those positive developments that has been on full display in the business realm is seeing so many businesses embrace digital marketing tools to forge deeper connections with their customers & prospects. Without question, one of the best of these tools is the webinar. Webinar marketing has been around for years, but in the wake of the pandemic, webinars are destined to reach a whole new level of popularity.

Here are several benefits of sponsoring webinars: Webinars humanize companies

When we view social media posts or digital ads by companies, don't really think about the people behind them. It's easy to view businesses as a logo, a faceless glass-paneled office or a mass of brick and mortar. But that changes when people can see your face and hear your voice on a webinar. As you engage, entertain and educate them (which is what your webinar **MUST** do), your business becomes humanized and your brand will no longer be just an anonymous, amorphous entity.

Webinars position you as an expert

Sharing your knowledge and expertise in a webinar is a great way for you to position yourself as an expert. When you hold webinars that answer your prospects' questions, address their fears and solves their problems, they come to view you less as someone trying to sell them something, and more as someone who is offering genuine help.



Eddie Reeves

Eddie Reeves is Founder and CEO of Reeves Strategy Group, a strategic communications consultancy that helps small-to-medium-sized service professional firms, large associations and nonprofits develop and deploy high-impact, high-ROI marketing, PR, social media and crisis communications campaigns that get guaranteed results. He has worked with FORTUNE 1000 CEOs, Members of Congress and professional athletes and entertainers to craft highly effective communications programs. For more information, or to request a complimentary consultation on your communications efforts, contact him via email or message him on Linked.





But to be considered as a thought leader, you must fill your webinar with more than platitudes, generalizations and obvious factoids. It needs to be packed with key insights and actionable advice that will really help them succeed.

Webinars demonstrate the value of your offering

A good webinar is NOT a sales pitch. Repeat that three times! This is not a free 45 minutes or an hour for you to show up and throw up about how amazing your services are. One the surest, quickest and most permanent ways to lose the confidence – and potential business – of your audience is to come off as a shameless hawker.

Instead, approach your webinar as a chance to give your audience real, unique value. You do so by addressing their actual pain points and answering their actual questions with the overt sales pitch. That isn't to say that you shouldn't let your audience know about what you can do for them, but you need to do so subtly. The simple truth is that people are turned off by blatant sales pitches.

A smart approach is to feature a related or adjacent special offer to your attendees at the end of the webinar. This item should be designed to help them achieve success at what you just taught them in the webinar.

If you have executed properly, by the end of the webinar, you will have demonstrated clearly and convincingly your value, and your audience will have good reason to trust that your offering is worth investing in.

Webinars help solidify prospects

Webinars give you the chance to separate true prospects from suspects. Simply by participating in the webinar, your prospects demonstrate some level of desire for what you're teaching or selling. No one is going to sit down and listen to you talk for 45 minutes if they aren't genuinely interested in the topic. And some of them will likely be interested enough to buy from you—if not right then, maybe later. It's up to you to wow them with your knowledge and helpfulness, and to remain in contact with them afterwards.

Webinars help move leads through your sales funnel

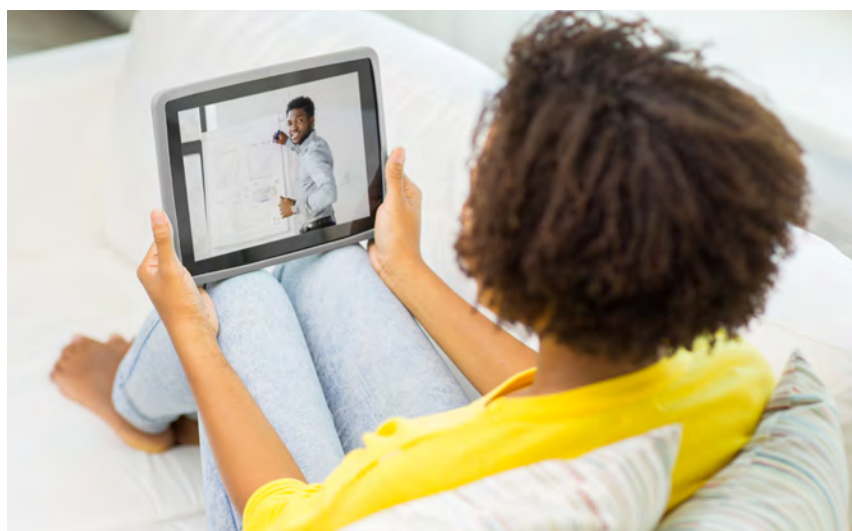
Most marketers know that people buy from those that they know, like and trust – in that order. That is a basic truth of human nature. It is also true that human beings are fundamentally risk-averse. That has always been true, but in the wake of a world calamity like the COVID-19 pandemic, that aversion to risk has gone to the stratosphere. That means that people will be even more hesitant to buy from people that they do not trust deeply.

It's the same logic that drives people to shop at the same stores all the time or why very few people switch phone service, even when they can save a lot of money by doing so. People simply refuse to take the risk. But attending a free webinar isn't risky at all. To the contrary, as you give them the answers they need and touch on the concerns they're facing, their confidence in you grows.

Webinars work, but only if you work them!

If you are wondering whether you should deploy webinars in your marketing arsenal, the answer is probably a resounding “yes.” What are you waiting for?

SPECIAL OFFER: If you want to implement webinar marketing but feel like you could use some help doing so, I cordially invite you to a FREE ... wait for it ... WEBINAR! On it, we will dig deep into how to plan, set up and hold powerful webinars that will help you realize the benefits outlined in this article. To join, simply send a request to Eddie@ReevesStrategyGroup.com and put “webinar webinar” in the subject line.



Money Tip

Create a bundle and make bigger sales! Combine your products and/or services as a way of offering your buyer more benefits. More benefits to them means more money for you.

-patty farmer





Great Speakers do THIS Between Engagements

Lovelda Vincenzi

The speaking industry can be tough. Sometimes you are booked out and can't seem to find a moment to think. Other times, you are twiddling your thumbs watching the paint dry. It can be highly frustrating, especially during the quiet times.

And yet it is exactly these periods when the most successful speakers capitalize on the market and set themselves up for increased profits. Speakers running effective, profitable speaker businesses know how to use downtime. I am sharing a few of the ways here for your benefit.

Developing Relationships

Relationships keep you top of mind. The quieter periods are the time to reconnect with previous clients and check in on how they are doing. After all, we as speakers engage with people and we should not under estimate the power of human connection.

Updating Your Digital Footprint

It is no secret that a Google search will help an organizer make a decision to hire you or your competitor. Often during the busy time, new testimonials, photos, and videos are gathered. All of which date our digital footprint as the best stuff is now on a hard drive verses your website. When times are busy, there is no time to co-ordinate updating our websites and social media profiles. This is precisely why the quieter times are a gift, to enable you increase fees and improve your "bookability" with an enhanced online footprint.

Building a Profile and Influence

Magazine features and social media audiences now play a much bigger role in establishing your bookability. When times are quieter it is an opportunity to do some PR and build your social media audience. Podcast interviews, and webinars are a great way to do this. Develop a skill, which will pay dividends for years to come.

Systemizing Business

Industries are cyclical, which means that slow times are normally followed by boomtime. Knowing this, slow times are when you prepare yourself to make the most of the good times. Time to pull all those scattered documents and presentations into a centralized location. Time to set up automation and sales systems to better track your leads (as there will be loads of them when the busy period hits again). Introduce greater efficiency and you will have greater profits.

Upgrading Old Talks and Create New Talks

If the quieter times are due to a shift in the market, much go without saying, there is a new angle to be taken on your content. Organizers value fresh, timely perspectives and strategies. Quiet times are a great time to reassess your content, update it with the latest research and trends, so that you can take the market by storm when the busy times are back. It also creates a great opportunity to re-approach old clients with something fresh which is “hot off the press”.



Expanding the Offer with Online Products

Imagine if every time you spoke on stage it created a wave of additional income for a fraction of additional work! Where your speaker fee was not the only income you could generate. If you could approach your clients with an online library of content, with an ability to deliver the content to teams remotely or with packages with multiple modes of delivery. Innovate to create online products and modes of delivery which allow you to better serve your clients in a way that creates high value for both you and them. It will certainly differentiate you and allow you to build long-term, deeper relationships with your clients.

It is important to remember the secret weapon of any entrepreneur is creativity. Quiet times are a great time to take stock and re-imagine your business, your positioning, and your offer. The speaker who continually digs deeper to be ahead of the market, to have the deepest understanding of their clients needs and who takes the time to build quality relationships will ride any storm. Quiet times are a gift to the busy speaker. It provides the space to ignite their innate entrepreneurial spirit and increase their profitability provided it's used effectively.

***Lovelda** is a female speaker mentor and international Speaker MC & Host. She grew her own speaking business organically from unknown to international & profitable in just 18 months. In this time, she has introduced celebrities and household names such as Monica Lewinsky, Kunal Naayar and Andy King to stages. Click [HERE](#) to learn more about Lovelda.*

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Eddie Reeves



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Jo Hausman



Deneene "Dee" Collins



Bobbie Maloy



Toni Kaufman



2020

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