

Marketing Media & Money

2nd Q. /2021

Ditch the Pitch

Beyond the Business Card

What is Community & Why You Want (and Need) It

Your Secret Weapon for More Leads and Higher Conversion

The Top Tools to Captivate Your Audience

4 Common Business Problems Solved by Books

Collaboration with Competition Leads to Profitability

Impactful Introductions that Increase Influence



Meet.... **Natalie Forest**

She's on a mission to help others gain or re-gain their voices and their power to truly live instead of existing.

A personal note from the laptop of patty farmer...

Let me start by saying that we acknowledge and recognize that last year and continuing into this year, has been a time filled with chaos, challenges, and a lot of changes. And because this magazine is designed and created for YOU, we are staying focused on fresh ideas, and strategies to help you make this year, your best year ever and to help you thrive and not just survive.



My vision has always been to be a resource of information to help you grow and scale your business, to share what is working NOW alongside our global industry experts and influencers, to develop a community of collaboration and to invite you to step into your potential and to see what is possible.

With that in mind, here at the Marketing, Media, & Money headquarters we are working diligently on our vision and goal to bring you opportunities to build community and create a collaborative environment. If you haven't already, be sure to check out the "Meet the Columnists" page where we also listed their area of expertise so you know what you can be excited about and what you will learn from them. Our columnists & guest experts are sharing in this issue topics including:

- Balancing Business & Wellness
- Clubhouse...Are You In?
- Are Triggers Hurting Your Business & Relationships?
- 6 Mistakes People Make When It Comes to Relationship Selling
- Keeping up with Content for Social Media
- What is Community & Why You Want (and Need) it
- Collaboration with Competition Leads to Profitability
- The Top Tools to Captivate Your Audience
- 4 Common Business Problems Solved by Books
- Impactful Introductions that Increase Influence
- Your Secret Weapon for More Leads and Higher Conversion

And I have personally put together a process on how to "Ditch the Pitch: Beyond the Business Card". I would love to hear from you, and have you share with me what changes you are making in the questions you ask and the results you are getting.

Please feel free to reach out and let me know, my inbox is always open.

And last but certainly not least, in this issue we interviewed our Sponsor, the EXACTA Corporation so you can learn more about them and why they are a great addition to our Marketing, Media, & Money community.

-patty

patty "ditch the pitch" farmer



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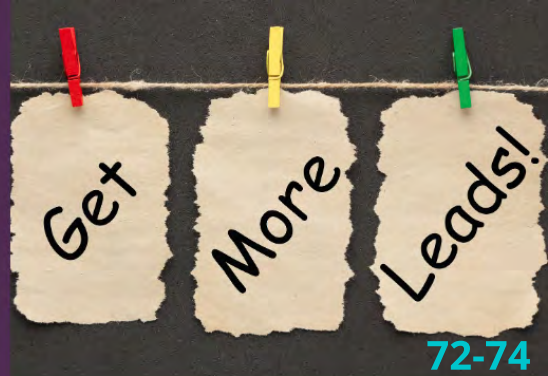
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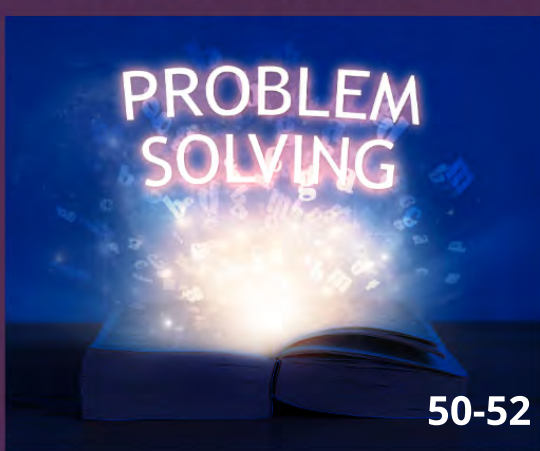
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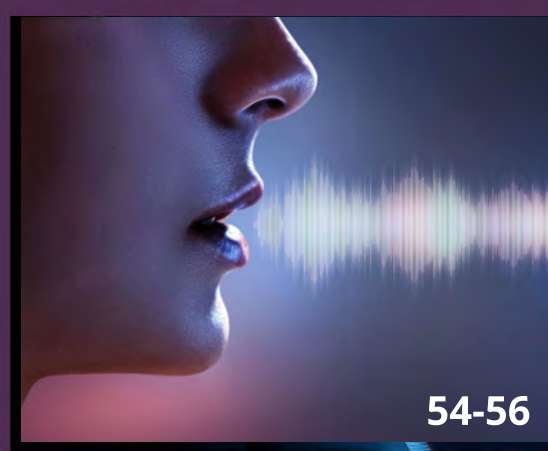
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Connect with Columnists



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Marketing & Media



Sarah Schnab

Content & Creativity



Tamara Burkett

Relationships & Tech



Chrystal Rose

Health & Wellness



Michelle Bridger

Facebook Advertising



Danielle Woolley

Community & Connections

2021



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Confidence



Tara R. Alemany

Book Publishing



Stephanie Bonte-Lebair

Voice & Communication



Meg Schmitz

Franchise



Wesleyne Greer

Sales & Leadership



Elaine Lindsay

Social SEO



patty farmer

Publisher

Marketing & Media

Patty Farmer is a Marketing & Media Strategist, International Speaker, Podcast Host, Event Producer & Magazine Publisher. She works with 6-figure entrepreneurs who are experts in their field to help them fully identify their expertise, their market (tribe), gain massive visibility, package their knowledge, and position them in the marketplace to leverage the media and create marketing strategies that are profitable...not painful.



Ditch the Pitch **Beyond the Business Card**

Imagine you're getting ready to attend a networking event with an expected attendance of 150 people. You've showered, chosen your outfit, put your makeup on, gathered your business cards and nametag—all your tools for success are in place. As you're getting ready, you're thinking about what you're going to say, how you'll pitch your products and services and you're excited to get there.

Now, stop and ask yourself whether you're thinking, "I can't wait to hear what the other 149 people have to sell," or are you thinking "I can't wait to share with everyone what I have to offer!" This could be an in-person event or a virtual one.

Now, if all 150 people are thinking about how they want to talk to everyone else about their products and services and no one is thinking they just can't wait to hear what everyone else has to offer, how can this possibly be a successful event? Will you walk away thinking you did exactly what you came to do?

When you're talking, will the other person be waiting for you to pause so they can start pitching their business, products or services? Or maybe they ask the age-old question, "So what do you do?" How you answer this question is very important. Typically, when people answer this question, they either start pitching or literally tell you exactly what they do.

What if we could change the outcome of the entire event with a slight mindset shift, by simply changing the question? Let's rewind a little bit. Let's go back to getting ready for the event. Go ahead and gather those same tools of success, only this time think I can't wait to *listen* to what the other 149 people share so I can find out if they serve the same target audience I do, if there's some synergy to collaborate in the future, or if there's an opportunity to introduce or refer them to someone in my network."

Replace “What do you do?” with “Who do you serve?”

Changes the whole dynamic, right? Now you're finding out whether you serve the same target market. Or you may find that your product or service can be re-packaged for a different target market. Maybe they serve your target market in a completely different way which opens up all kinds of collaborative opportunities. You may find out you know someone who is looking for their services, that you can be instrumental in introducing them and they'll be able to collaborate. After all, networking is all about being of service.

“What’s the most interesting project you’re working on right now and is there something I can do to serve or support you in any way?”

When you ask this question, it is really great to see what lights others up. You may now be able to start a relationship around something they're passionate about. Remember, it's really about building relationships rather than closing sales.



“Relationships are the currency in today’s business environment. With that said, how fat is your wallet?”

~patty farmer

Another great question to ask is...

“I meet lots of people. What should I tell them about you?”

Asking this question encourages them to share the value they bring to the marketplace. This will also help you to identify collaborative and/or joint venture opportunities. At this point, with just two questions, you now know a lot more than just what they do.

“What differentiates you from others in your industry?”

We all bring to the table something different and unique. It may be an extra service you provide, a simplified process you have, or a perspective that is unique to you and your business. These are the things that help your potential clients to know if you are the right person for them.

The last question I like to ask is...

“What is the social media platform you are the most active on?”

The reason I ask this is that there is no reason to connect with someone on every social media platform but instead to connect on the platform where they spend the most time and are the most engaged. I do not exchange business cards with everyone I meet but when I do feel that the answers to the questions I have asked lead me to believe there is a reason to move forward and see where another conversation will lead, I have a technique I use which is a great CTA (call to action). This technique will increase your follow-up results while decreasing your follow-up time.

When I ask this question and they tell me which social media platform, I bend the corner of the business card that correlates to that platform. See image below.



I assign each corner of my business card to a social media platform. Now imagine if after going to the event of 150 people and you had a great conversation with and exchanged cards with 20 people. What if the call to action when you got home was simply to look at the cards and know that instead of connecting on every social media platform you could just connect on the one where they just told you they are the most active.

As you can see, asking intentional questions will help you to expand your reach, and most of all increase your impact, influence, and income. If everyone came to networking events ditching the pitch and going beyond the business card to instead actively listen to how others are serving and for opportunities that may exist to collaborate together, this strategy would be a win-win-win for all.

Want your relationships
to result in more revenue?

I can fix that!



YES! I want more clients & a fat wallet.



patty farmer

www.PattyFarmer.com

Keeping Up with Content for Social Media



Sarah Schwab

Content & Creativity Expert

Sarah Schwab is the Founder and President of Content Creation Coach and a speaker on the topics of Content and Creativity. She is the host of the "Inspired & aMUSEd" podcast and the author of the Amazon #1 Bestselling book "Content That Dances." Known for her unique approach to content strategy, she has created hundreds of blog articles, produced videos, online courses, webinars, e-books, and more. She believes in the power of content and creativity to spread your message, grow your business, reach more people and make a bigger difference.

There seems to be a growing confusion between "Social Media" and "Content." The world of social media marketing has appropriated the word "content" when talking about things to post on various social platforms.

But Social Media Marketing and Content Strategy are NOT the Same Thing! Social Media is a powerful place to find lots of people to connect with. However, it's also easy to get lost in that world and waste a ton of time without much to show for it. It's important to know what your goals are in building a following on social platforms, and how you are going to convert them (eventually) into paying customers. Otherwise, why are you doing it?

Many folks are focused on questions like "What should I post? Where should I post it? And how often?" The answers to those questions are different for each platform and I am skeptical of anyone who answers marketing questions with a formula that is the same for every business.

I'm here to give you a new perspective on how you approach social media. As a Content Strategist and Content Creation Coach, I see social media as, among other things, a place to **share your content**. In one of the chapters of my book (which is available for free on my website), I call social media one of content's "dance partners." It's an integral part of a successful content marketing strategy.

To help you think about your social presence and engagement, let's look at the three types of social media posts and how they relate to specific kinds of content.

"Content is the core of your online presence, not just your social media" ~ Sarah Schwab





Three Kinds of Social Media Posts

The different types of social posts are grouped by the **outcome of the post** or the action the follower is being asked to take.

#1. Engagement posts

Engagement posts keep people where they are and ask them to engage directly on the social platform by “liking” the post, commenting on it, or maybe sharing it. The vast majority of posts you see fall into this category. After all, social media platforms want their users to stay as long as they possibly can, so they are more likely to show this kind of post to a larger number of people.

While some social media marketers will refer to these posts as “content,” they are typically short posts, questions, pictures, etc. These are a necessary part of social media marketing and increasing engagement with your followers is a good thing.

#2. Traffic Driving Posts

The second type of social post encourages people to engage with your free, consistent content. Drive traffic to your website where they can read your latest blog article that you teased in the post. Entice them to listen to your new podcast episode or watch a video you created. In my [Waterpark Content Strategy](#), these types of content pieces are what I call **nurturing content**.

Creating free, consistent content helps to build a relationship with your audience and establish yourself as a resource with value to share. Plus, posting about your nurturing content drives traffic to your website where you can create opportunities for them to engage further with your business.



#3. Promotional Posts

The last type of social post gives people the opportunity to sign up for something, like a lead magnet they can download, an event they can attend, a program or challenge they can participate in.

This is a type of content I refer to as catalyst content. These opportunities are still free, but they allow you to turn social media followers into leads. When you promote your catalyst content on your social platforms and get people to opt-in, then you have a contact you can communicate with directly!

Content Makes Social Media Better!

Look at your social media strategy. Besides figuring out how often to post and what platforms to be on, do you have a mix of all three types of posts? Do you have nurturing content and catalyst content to share, or are you just creating endless engagement posts?

I get it! Keeping up with social media posting is hard enough, and now you're supposed to create more types of content? The answer is "Yes!"

Having an actual content strategy helps with your social media posting and engagement.

Listen & Subscribe!



The **Content Creation** Coach Podcast Brand New - Just Launched!

- Spread your message
- Grow your business
- Reach more people
- Make a bigger difference

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Or Find It On Your Favorite Podcasting Platform

Impactful Introductions that Increase Influence



Tamara Burkett

Relationship & Tech Expert

Tamara Burkett is a CRM consultant, virtual meeting producer, speaker and author. She fully believes in the power of personal connection to motivate, inspire, and educate. Tamara Burkett knows that authentic relationships are the lifeblood of a thriving business. Through her consulting and training company, Tamara helps entrepreneurs and small business owners identify and onboard the system best suited to help them scale their business. Using the results of her signature 5-point personalized assessment Tamara's clients are able to quickly automate their backend systems and start working on what matters.



We are taught that connecting others is an effective strategy when expanding our networks, for keeping clients and prospecting. Although there are several benefits to business matchmaking, when poorly done, there is little to no benefits realized. In fact, it can have adverse effects on your reputation when little effort is given.

When done masterfully, a powerful introduction can ignite dynamic collaborations, inspire innovative ideas, and open a flood gate of opportunities for you and your network.

If you're interested in increasing your influence and mastering the art of giving introductions, this article is for you.

Like any strategy you implement, being an effective connector starts with setting your intentions. What do you envision for the individuals involved? Sure, you want to be the hero, but your motive must serve those you connect more than you. Think about the best possible outcome for the meeting. Connecting your network is like playing matchmaker. When envisioning those who you want to connect, think about their specialty, pain points, goals, and personalities. Can you visualize the interaction being something they would both enjoy? Next, know why they should meet. No one should ever wonder why they are being introduced. In fact, both parties should be elated to receive your gift, but they won't be appreciative or excited if you aren't. So, create the excitement by infusing your personality and expressing your joy.

Try this:

When writing a virtual intro, state in the first two sentences the reason for the introduction.

EX: I'm introducing you because...

- I believe there's great synergy with the services you both provide.
- You would make dynamic referral partners.
- You both are brilliant business owners who have a lot in common.

Pre connection:

Do the individuals want to be introduced? The last thing you want is for an individual to never respond to your intro. There are various reasons why this happens and sometimes it's out of our control. You can drastically reduce no response by making sure your network is prepared to receive your gift.

TIP: Know the communication preferences of both individuals and make sure you have current contact information. If you ask about communication preferences while nurturing relationships, be sure to record responses in your CRM.

Try This:

- Create a multiple choice custom field in the contact section of your CRM, (this will allow you to quickly find the information instead of sifting through notes).
- Reach out to individuals and give them a heads up on your intentions. She/he may not be interested in meeting someone new or it may be a bad time. Most often people are open to introductions but feeling out someone you haven't spoken to in some time is a perfect reason to reconnect. It's also a way to ensure the likelihood the parties involved will connect.



Positioning:

Have you ever been introduced so poorly that you let a WHAT THE !^&% slip from your lips? Yep, been there. Not only do you look unimpressive, so does the one gifting the intro. A critical yet common mistake networkers make when crafting introductions is they don't pay attention to how they are positioning the individuals they are introducing. Again, no one should ever wonder why they are being introduced. Part of the questioning results from the matchmaker not articulating why, and the main reason is how you position both individuals. It's vital you communicate each person's value so they see each other as peers. No one wants to be portrayed as a tire kicker and no one wants to meet with one. The goal is to create curiosity, and plant seeds of opportunity when sharing short bios. You want each person to read the other person's bio and think, wow, I should get to know this person! Make each bio personable by adding what you value about each person.

Try This:

- If the thought of writing bios seem too time consuming, ask your network for their bios and save in an easily accessible place. You can also cut and paste bios from LinkedIn and websites.
- Include links to websites and social media handles.
- End the introduction by including your ideal outcome of the two people meeting. This will set a warm and welcoming tone for initial interactions.

Follow-up:

Most professionals overlook this last step, but this is an opportunity to differentiate yourself from others. Not only does following up demonstrate intrinsic intentions, it elevates your reputation, keeps you top of mind, and shows you care. There's also the added benefit of collecting valuable data for mastering your matchmaking skills. Your effort will be rewarded in several ways and when least expected. So, if you're looking for a reason to reach out to your network, asking about an introduction you sent is a simple way to ignite conversation.

Try this:

- Make the introduction bring value to ALL parties. The last thing you want to do is introduce an influencer to a tire kicker. That will make YOU look bad. Make sure you vet new people before introducing them to those you highly value.
- Grading/ranking those in your network will help you determine who to match with who.

When you take the extra time to be deliberate about who and how you introduce people in your network, opportunities, and referrals become abundant, your network evolves, and your influence will drastically increase.

"Success isn't about how much money you make. It's about the difference you make in other people's lives." ~ Michelle Obama

**Did you know 44% of
those you meet with
are not a good fit
for your product?**

**It's time to eliminate the
randomness of networking.**

I AGREE!



It's like kissing all the frogs to find Prince Charming...

Marketing Tip

Did you know that you can add a video to your LinkedIn profile? What a powerful way to introduce yourself to your ideal prospects and potential collaborative partners!

-patty farmer



~~NO!~~ You CAN'T pick my brain,
but you CAN rent it.



Get my *brain* on YOUR business
so you can attract (and convert)
more of your ideal buyers!

Click to book a 30
minute "rent my
brain" session



plug in. power up. get paid!



*Up Close and Personal With Our
Sponsor: Dennis Hill, President*



A WOMAN-OWNED COMPANY. THINK POSSIBILITIES.

1. Why is empowering individuals to recover personal privacy and securely maintaining access over personal information and private records so important? And specifically, so important to EXACTA?

My work as a technology pioneer in security and relationship management software dates back to the 1980s where I coined the phrase, “law lags technology.” I stated in a published interview in 1987 that people, digital consumers, and makers of digital technology would embrace and invest in security technology only in response to major data breaches. Nearly 35 years later that prediction has proven true. In 2020, 21, and for the future, laws are emerging to reassert that individuals own the information about themselves, and technology exists with 5G wireless networking and blockchain storage to provide unprecedented security for one’s personal information.

Our work at EXACTA stands apart from most investigations into these technologies and the new applications that result. Almost no one, even the salespeople for large mobile carriers, understand the revolution underway with 5G beyond the obvious “broader bandwidth/faster speeds” pitched in commercials. 5G security protocols enable totally secure, password-free, lowest risk protocols, supplanting those in place from the birth of the Internet that are based on protocols from World War II.

2. EXACTA Corporation is a women-owned business, why?

The founder, Wolf, passed away in February 2019 from a year-long battle with Stage IV GI Cancer. His wife and partner for 50 years, Liga, stepped in and appreciated the values we had enshrined in our concept for Family Organizer Plus, like supporting the privacy of family members, creating a social platform for families to function, securing communications and records to families, and most importantly, enabling engaged parenting in cyber-space – a major area of disenfranchisement for parents from their children on the Internet. Liga could relate to the see-saw imbalance between a woman’s professional and personal lifestyles or what we call the Life-Work Balance. We emphasize the priority of Life over Work, opposing the alternative Work-Life balance commonly used today.

3. What technologies does the company leverage to create a safe social network that is impenetrable to hacking, copying, or stealing by some without authority?

5G wireless networking offers more than greater bandwidth and faster speeds. We've seen some new security found in 5G released in 4G-LTE without the speed benefits. But when fully implemented, 5G includes a feature called isolated functional groups, that enables a secure communication link between your device and the server, like Amazon. Messages are not only encrypted but the information packets between you and the provider are not co-mingled with other people's messages as they have been in the past.

Another 5G security feature is something called persistent authentication, where a device is permanently recognized by the global 5G network after authenticating. Kind of like identifying yourself to a crowd. Once done, no need to be re-acquainted, and frankly if an imposter shows up, everyone can recognize him/her as a fake and isolate them from the network. Current wired and pre-5G wireless networks do not have these features.

We have designed our software using blockchain storage, which breaks your information into billions of pieces and encrypts each piece or block. These blocks link to each other through private and shared keys that are required to merge pieces together to re-form or recreate the original document, picture, audio or video clip. In fact, a hacker has a 1-in-15 trillion chance of breaking into just one block, so the permutation for billions of pieces is staggeringly unlikely.

4. What is the one common myth about data privacy that you want to debunk?

That you cannot recover control over your online identity. In reality, you cannot regain control of the information stolen by criminals, hackers, even authorized insiders, but black marketeering will diminish as information owners become the custodians of their own data. People needed the appliance to manage that information, in an easy-to-use app – we saw that solution and the need to reconstitute the elementary social network – the family – in cyberspace, leading to Family Organizer Plus.

5. Best piece of advice received?

Satisfy the customer, even at the expense of profit. May I add the best advice that I can give? Do what we must to do what we want.



6. What do you love most about your company TODAY?

I love the people. I love the unexpectedness of dealing with competent team-players in “my house” and the clients who open their doors to me and my team. I love sharing our successes with others, helping them to avoid our own mistakes.

7. How do you continue to learn in order to stay on top of things within your role as President of EXACTA?

I coined a phrase which appears on my LinkedIn header, “Education is our greatest force for social progress.” We’re living in an era where knowledge – its acquisition, refinement, and application – has never been more important in the lives of ordinary people. We overcome ignorance only through education. I went to law school at the age of 56, obtained multiple professional certifications in Human Resources at 58, and intentionally read a book of interest to me each month. Education is ultimately the catalyst for personal and wide-ranging positive change and change often leads to greater freedom in all ways of life.

8. What’s next for EXACTA?

Family Organizer Plus is blue ocean, and until everyone is using it, we have a lot to do. Of course, educating the masses is key. The technology is disruptive, and our solution will certainly been seen as a threat to long-established companies that have built empires on large centralize computers with all their vulnerabilities.

9. Can you share with us a recent accomplishment of EXACTA?

Family Organizer Plus was recognized by a panel of technology experts this year (2021) as Personal Technology of the Year by the Business Journal. But we measure our accomplishment with every sale of our software – each sale is an independent validation of our values, not just a simple purchase of our product.



Life-Work Balancing? Put First Things First.



Family
Organizer
Plus

Corporate
Organizer
CRM & More

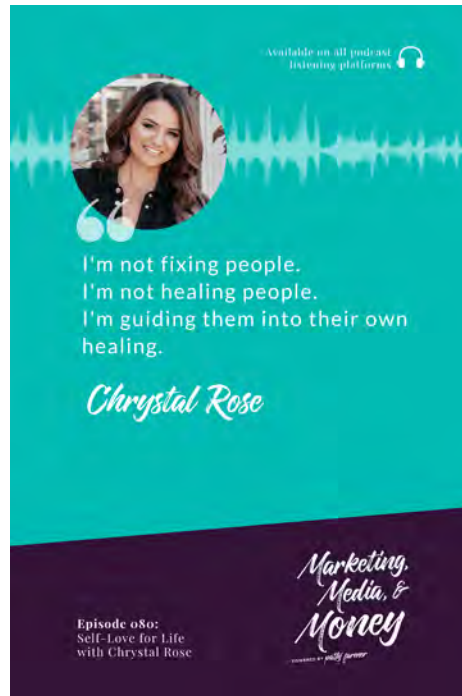
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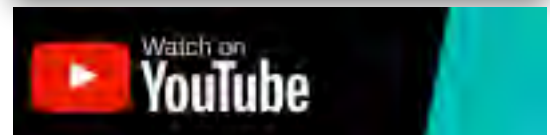
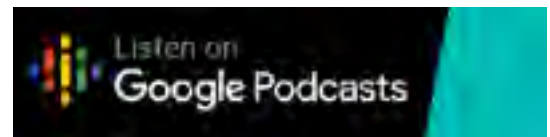
Marketing, Media & Money Podcast

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.



Do you have great strategies and/or resources to share with our listeners? Apply to be on the Marketing, Media & Money Podcast



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A Facebook group designed to serve and support entrepreneurs & small business owners focusing specifically on how to help you grow and scale your business and will include our amazing columnists, featured authors, global influencers & podcast guests of

Marketing, Media & Money
Magazine & Podcast

We will share proven strategies on marketing, media and monetizing your business, live & virtual events, speaking, books, digital and/or print magazines, radio and podcasts as well as other media platforms. We encourage you to engage, ask questions & take action!

Join Now!

Media Tip

Answering questions and posting content on sites like Reddit & Quora is called 'Authority Blogging'. These sites have a massive audience which means massive visibility for you!

-patty farmer



Is your marketing *profitable* or painful??



patty farmer

Marketing, Media & Money Biz Quiz

- Would you like to discover a breakthrough in your business?
- Are you sick of trying strategy after strategy from "gurus" yet still not seeing results?
- Would you like a simple answer to the question "Where should I focus my time and energy to attract highly-qualified, ideal clients?"

If so, click on the link below to take this quick Marketing, Media & Money Biz Quiz.

We've designed it to:

Assess your systems for bringing new prospects and clients into your business

Help you see exactly where you're "on target" and where you need to make changes

Provide you with some "next steps" to create that breakthrough in your business.

Once you take the assessment, check your inbox right away. Not only will you receive your resulting score, you'll also get some important "next steps" based on where you are in your business today.

My personal promise to you is that you will come away from this experience feeling clear, inspired, and ready to take powerful action to grow your business and reach your goals.

Take the Quiz Now



plug in. power up. get paid!



Balancing Business & Wellness



Chrystal Rose

Health & Wellness Expert

Chrystal Rose is a multi-preneur and health & wellness expert. She is the podcast host of the Self Love Breakfast Club, an author, speaker and her boutique Rebellia is dedicated to helping women who struggle finding clothes to fit their athletic bodies. Her coaching business includes XL Nutrition which helps busy people reach their fitness goals in a sustainable & balanced way. She also offers a deeply different approach to internal wellness with her self-love life coaching program for leaders. Chrystal is obsessed with helping others feel really good about themselves in every aspect of life.



One of the questions I get asked the most is, "How do I balance it all?" and the short answer I give the most is, "You can't."

Society and social media have inundated us with images of superhero-like humans handling their careers, family life, friendships & wellness as though it were a breeze. We compare ourselves to someone else's experience or dare I say it—highlights—and then proceed to feel badly about ourselves because we can't do it all.

The truth is, you're probably doing a lot better than you think. However, it can certainly feel chaotic when you feel like you are just running around trying to do it all, so here are some tips to create more balance in your life:

Accept Your Season

It's important to acknowledge the different seasons of our lives and how sometimes we may need to pay more attention to a particular area than we do another. I like to think of my priorities as pots on a stove. Sometimes I need to consistently rotate burners. Sometimes a particular pot needs to move to the front so I can keep a better eye on it. Sometimes I need to lower the heat on another so I can focus on the rest.

Sometimes you're in a season of life where you need to put in extra time at work. Sometimes there's an issue in the home that needs more of your attention. Sometimes we need to really focus on ourselves and give what we have left to the other areas. Whatever your season of life, know that it's totally okay to not be giving every single aspect the exact same amount of attention. You don't have to be 100% on top of everything. Focus on what needs you in the moment, then rotate burners.

There's Never a "Good Time" to Take Care of Yourself

How many times have you used the phrase, "after things settle down..." and then weeks, months or even years later it has never seemed to settle down?

It's incredibly common to put yourself on the backburner while waiting for life to stop happening so you can start to take care of yourself better. Here's the deal, NOW is the time. Right now, right this minute. They say the best time to plant a tree is 20 years ago and the 2nd best time is now.

You Can't Pour from ANY Cup

The phrase you can't pour from an empty cup is something almost all of us have heard (and most likely ignore) but you shouldn't be pouring from a full cup either. Both scenarios you find yourself constantly depleted, so what's the solution? Overfill your cup and give to others from the overflow. The way you do this is by going against every instinct you may have to put your work and others first, and start each day by asking yourself, "What do I need today?" and "How can I experience joy today?"

Self-care is not about squeezing pedicures and bubble baths into your busy schedule; it's about meeting your own needs first—whatever that looks like. And when you do this consistently not only do you feel better and less burnt out, but you have so much space for others. Not to mention you won't have that little bit of resentment bubbling under the surface.

"The best time to plant a tree was 20 years ago. The second-best time is now." ~ Chinese Proverb



Baby Steps Create Big Strides

A lot of the reasons why people tend to give up on taking charge of their health, is because they try to do everything all at once. They go from zero to working out 6 days a week, trying to eat healthier, chugging a gallon of water a day, getting in 10,000 steps and a plethora of other activities they don't do regularly. The result? Burnout, falling off plan and feeling bad about yourself for throwing in the towel.



But what if you just focused on one thing that made you feel great? What if your only goal for the day was to get in that water or eat 3 servings of veggies? Small integrated changes are so much more sustainable than trying to do everything at once and it leaves space to build on once you are confident in your new habit.

Be Okay with More Than Nothing

For some reason there is an ingrained belief that we must hit the gym for 2 hours or it's pointless. This is just not true! If you have 20 minutes – get in that 20 minutes! Fitness and wellness are about feeling good, not running yourself in the dirt. So, if you feel like taking a long walk because it's nice outside, go for it! If your friend invites you to a cardio dance class, that still counts! If a 10-minute bodyweight Tabata is what you can do between other priorities, do it! Even if you have a full-length workout you set out to do and can only finish half—it is *okay*.

Something is always better than nothing and you will always feel so much better than if you were to just skip it entirely.

Give Yourself Grace

Having compassion for yourself while you try to create more balance and make changes in your life is paramount. Shaming and berating yourself into change only creates a poor relationship with yourself and to those changes you are trying to make rather than a beautiful and expansive one. Most of us would never treat others the way we treat ourselves so maybe it's time to take that compassion we give away so freely to others, and start turning it inward.

You can have balance in your life, but it's important to remember that you're the one who gets to define what that means for you. No one else.



Step into your Best Self...

The Italian countryside is my favorite place in the world and where I feel most like myself. It's like I can breathe better here. So when I decided to host a retreat for women where we could relax, indulge in self-care, eat incredible food, admire gorgeous views, make soulful connections and step deeper into the best versions of ourselves-- Italy was the obvious choice. Prepare to embark on an experience like no other, while you embody your best self. This is what your soul has been waiting for. It's going to be magical and I cannot wait to meet you here.

xo-Chrysal Rose

...in Italy

[Click Here to Register](#)

A 2.8 Million Dollar Case Study (in 5 Months)



Michelle Bridger

Facebook Advertising Expert

Michelle utilizes Facebook & Instagram ads to make BIG dreams come true. Clients come to her looking for a collaborative approach in order to achieve their mind-blowing goals. She and her team have brought in \$26 million in revenue for clients, and are a powerful force in managing ad accounts. Leading with strategy and a customized approach, she's generated life-changing results for her clients. Michelle and her team aren't just focused on leads; they've got their eye on increasing sales throughout the entire funnel. Michelle is the strategic partner orchestrating client success seamlessly from start to finish.



I'd like to introduce you to Sally (not her real name), a talented business coach in a highly competitive niche. Despite careful planning and hard work, she found herself struggling to meet her ambitious goals in growing her business. Though she had an organic following, her growth was dependent on drawing in new leads from cold audiences using Facebook and Instagram ads.

She came to me needing an agency that would...

- offer her a personalized approach (unlike the "cookie-cutter" approach she had been receiving from her previous agency), and
- lead the ad strategy rather than leaving that to her and her team.

She needed to find an agency that would stop wasting ad dollars and grow her sales dramatically.

Though she was receiving reports, she found them confusing. She could not see the big picture from them or how they tied into her bottom line. (She later found out the reports were hiding key areas of huge financial loss!) She came to us desperate to find a quick solution, one that would yield a much better return on ad spend and enable her to get back on track to reach her goals.



Fast forward to five months later. We had brought in \$2.8 million in revenue for her (a 65% increase in revenue!) and increased the number of leads to her sales team by 63%, all while keeping her return on ad spend at a minimum of 5.8, which is far above industry average. That means for every \$1 dollar she spent on ads; she made a minimum of \$5 in revenue.

What fueled this exponential growth? The backbone of the successful strategy we employed can be summed up in 4 key principles.

1. Collaboration - We collaborated with her marketing director to set goals as well as to brainstorm new ideas and angles. With the rapid growth we were experiencing, we had plenty of issues to address. We were faced with tech issues, tracking problems, and areas of low conversion, but by working together, our teams successfully tackled each challenge that arose.

2. Continual testing - Testing is the key to rapid growth. Audiences will stop producing results. People grow tired of seeing the same creative ad copy. In order to keep bringing in more revenue while keeping ad spend as low as possible, we needed to continuously test new images, video and ad copy. It is a perpetual process of reading the data and adjusting. This strategy keeps everything fresh and effective.

3. Creativity - We offered guidance on new angles to test in the ad copy, what videos to create, and brainstormed about what angles to use. Sure, not every video did well. Some were quickly turned off because they did not produce sales. Some did well for a bit and then fizzled. But some were literally pure gold, and the leads they brought in produced hundreds of thousands of dollars.

4. Content that converts - What content will convert best to sales for a particular audience? This is the question everyone wishes they knew right from the start. Is it a webinar, a challenge, a lead magnet, a video series, a book offer? We tried them all in those 5 months, rigorously testing each one. We wanted to see which one would inspire her audience not only to opt in but also to consume the training and then take the next step to book a call with the sales team. **Some bombed. But some worked gloriously to bring in a handsome payoff.**

In this client's case, a paid 21-day challenge, with a cost of \$100, converted best into her high-ticket coaching packages (which were between \$5,000 - \$20,000). Though the days leading up to those big payoffs were often real nail-biters, with a large daily ad spend, her return on ad spend skyrocketed with this extraordinarily successful challenge.

How can you apply these principles to your own marketing and Facebook ads?

- **Be open to trying new approaches.**

You will never know what will work best unless you test. The market changes, so stay agile and flexible. An approach that worked previously in your marketing may need to be tweaked or updated this time around.

- **Find collaborative relationships.**

If you have an advertising team, it should be a strong partnership that fuels growth for your business. If it isn't, take quick action to get to the bottom of the issue. Getting an outside perspective by bringing in a consultant can sometimes be all it takes to get things moving in the right direction.

- **Don't grow weary in testing.**

Different images and videos will have a major impact on your ad costs. Even what seem like small changes on your landing page can dramatically raise your conversion rate. **(Can you hear the happy jingle of more money in your pocket?)**

- **Understand your numbers.**

What do you understand about Facebook ad metrics? As the business owner, you don't have to know every single metric, but it is good to understand some of the most important ones. Basics, like Cost per Lead (CPL), Cost per Sale (CPS) and Return on Ad Spend (ROAS) can help you keep a finger on the pulse of your ad success, especially if you watch how your numbers trend over time. And finally...

- **Don't give up.**

Keep trying different strategies and angles. As you try new angles and approaches, you will clearly be able to see what is working well with your audience and what is not. Look for help from those who can collaborate with you to give you essential feedback on your messaging, strategy and offer. The payoff for being tenacious can be highly rewarding!



"Keep testing! The payoff for being tenacious with Facebook ads can be highly rewarding!" ~Michelle Bridger

RUNNING FACEBOOK ADS?



DOWNLOAD THE FACEBOOK ADVERTISING CORE ASSESSMENT

You'll discover where to **focus your efforts** in order to **strengthen your offer** so that you **bring in more sales and more profit.**

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What is Community & Why You Want (and Need) it



Danielle Woolley

Community & Connection Expert

Danielle is driven by the sharing of knowledge and experiences that empower women to courageously be themselves while navigating life and business. When Danielle is not engaging in community or working at her full-time job as a strategic customer success consultant, she enjoys spending her free time doing crafty stuff, traveling, supporting animal causes, and hanging with her husband and their rescue cats, Loki and Thor, at home on the Jersey Shore.

I went to my friends and network on this one and I loved that while they all had their own spin on it, they had a common theme that was completely aligned with me, which is that community is more of a feeling than a thing.

"Community is a place/setting where you can be your authentic self without judgment. Being part of a community makes me feel like someone is listening and, on some level, understands when you're struggling." Sam Negraval

"Community is the love that surrounds us. It's the village well that we both pour into and dip into when needed. It's the flow of support that keeps us afloat." Lora Sasiela

"Community is a place to come home to, where you can feel the support and uplift from people who understand what you are about and have unconditional positive regard for you just the way you are." Andrea Trank

"Community is a shared interest with people who lift you up when you need it and celebrate your successes, all without judgement." Anne Dubon Murphy

"Community should be completely unconditional." Janice Martinez Woerner

"Self-realization and achieving our highest self, going for our biggest possibility of who we are, is not something we can do by ourselves. Community brings out the best of us, when we co-create, we catalyze growth." Roe Couture DeSaro

"A community should be a group that you can go to any time for love, support and acceptance - and it should be reciprocal for all. Communities should hold each other up and not be judgmental, harsh or mean to each other." Danielle Arno

And my favorite, "Being part of the right community makes me feel supported in many different ways. It means having people you can go to for non-judgmental help, but also those who celebrate successes with you. It's not necessarily like-minded people. It's those who respect differences as much as your similarities." Eva Leobold



Do any of those resonate with you? When I ran these community definitions by another group of friends, I was surprised to be met with sadness from some of them. The overall feedback I received was that yes, they too craved the forms of community described above, but that they didn't have that in their own life.

How can I get more of the community feeling in my life?

Glad you asked. I like to play with Acrostics, which is just a fancy word for "I like to be playful with words and spell other words out using each letter of the word I am working to define or build an experience around it in one of my programs." For community, it looks something like this:

Collaborative

Optimistic

Motivating

Mindful

Unconditional

Nurturing

Intentional

Trust

Yearly



If you are seeking to have all the "community feels" in your life, I recommend looking for the following qualities before investing your time and energy into a group, cause, or association:

Collaborative - Does it feel like there are people to support you and willing to invest in joint efforts to see you succeed?

Optimistic - Is the energy of the people involved uplifting and positive? (without being excessive or unrealistic)

Motivating - After connecting do you feel motivated to take action or do you feel drained and even more alone than before you connected?

Mindful - Do the people care about your time and are they mindful of your feelings, circumstances, and beliefs?

Unconditional - Do you feel like you can be yourself and let down your guard, without feeling like you are waiting for the catch or the infomercial pitch?

Nurturing - After you give and share on your end, do you leave feeling nurtured in return or are you completely spent and defeated?

Intentional - Do the people you are surrounded by have a purpose, are they intentionally looking for ways to support you and your efforts or are they just there to “get” something?

Trust - Can you share from your heart, talk about your failures, and ask for help with your challenges, share your ideas, without fear of them being stolen or shared?

Yearly - After a year of being involved does it still feel good? Do you feel like you are receiving something beneficial and still adding value? If not, it's ok to move on.

What if I am not sure where to start?

Most of the people I have been working with come to me thinking that they need to force themselves to start networking somewhere new. Good news is that you don't! I invite you to take a pause and make a list of some of your day-to-day places and groups you already associate with.

Next, think of 1 person in each that you really resonate with, or someone that you've already connected with in the past that you've lost touch with but when you think of them, they give you the warm fuzzies. Got a few? Great - start there! I bet that by reaching out to the people you are already connected with and sharing with them what you are looking for they will know someone or somewhere to refer you.

If you do prefer to start somewhere new, look to local charities, community groups, associations, or even the neighborhood app as a start. For me, it was connecting with local cat rescue volunteers and getting involved with animal rescue efforts in my immediate area. Community does not need to tie to business, it's about feeling connected.

It is my hope that by checking in with what we are truly seeking in community and then communicating that back out into the world that it will show up at your doorstep (or inbox!) and be exactly what you need. Then, once you are plugged into the right community it will be easier to be yourself, collaborate with others, and feel connected with no strings attached.

danielle woolley

FACILITATING CONNECTIONS

Be yourself.

Share your story.

Connect unconditionally.

Collect experiences not things.

Connect Here





Up Close and Personal with Natalie Forest

1. What does success mean to you?

Success to me means being able to empower others. Success is to be able to provide tools and insights as well as actionable steps to those who are not sure what to do next and then see them thrive in their lives and businesses. In the final analysis success to me is being able to support everyone in being a leader in their lives in all areas that their life has and impacts.

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

Use the power of focus and “knowledge of self”. Serve first. Meet people, associate with influencers so you become an influencer. Don’t compromise your message or yourself to gain visibility – you have to be REAL. Lead yourself and your business with integrity.

3. What was your aha moment that inspired you to become an entrepreneur and business owner?

Honestly, I never wanted to be either ... a friend of mine – years ago – told me I had to leave my comfort zone of academia and spread my messages more widely as it needed to be heard. That’s when it started. I still think of myself more as a teacher with the focus on empowering and sharing skills. It has been an interesting journey.

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

Today’s world has changed, not only because of COVID but due to “information overload” and what I consider “bad actors” in the arena of entrepreneurship. The focus needs to be on service and impact. What I mean by “bad actors” is that there have been too many business owners who are serial entrepreneurs with the focus on making money and selling at all costs to then walk away from business 1 to move to business 2 and do it all again. Consumers have become tired of being sold and have lost faith in the honest offer. Giving before taking is the key. Give in collaborations. Give and build long-term relationships. This is the new world. It’s about US and creating a win-win-win-win-win.... circle.

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

2 things: my family (especially my daughter) and my mission. In spite of challenges, I know that I am paving the way for my daughter to pursue whatever she wants based on her passion and mission, regardless of societal rules. That is crucial for me. Being able to provide for her and show her that money can be an added avenue of service. Being spiritual, I believe I am on a mission to help others gain or re-gain their voices and their power to truly live instead of existing. Thus, I cannot just stop – whether I do this as a business, as a teacher, a mom, a friend, a daughter, a TV show moderator, an author, or as a speaker, it does not matter. It's WHO I AM.

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

The difference between service and being taken advantage of in the name of doing good. I am a servant and a servant leader – that comes with me being a teacher inside and out – and thus I tried to dismiss signs for a few years about whether the service I was doing was appreciated, appropriate, in relation to what was happening and more. Loyalty has been a long-standing challenge for as I tend to be too loyal at my own expense. Fortunately that lesson has now been learned.

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

Taking my daughter and myself back home for 1 year to see which of her two countries she likes the best. It's related to my life and thus my work – staying with some of the endeavors right now, looking for new ground to serve on, expanding our reach. It's fun, exciting and – to some degree – a little scary.



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

Self-doubt when it comes to becoming an entrepreneur. Believing that others, who called themselves experts would know what business was best for me when I first started and thus spending time and money on pursuing a venture that was not for me as it was not authentic.

9. What do you love most about your business TODAY?

The fact that I can help others be heard, provide areas for others to share their voice and give voice in my work to those that currently do not speak publicly and he like-minded, heart-centered people I get to meet and collaborate with.

I love working with and being a part of The LA Tribune, under the guidance of Moe Rock. The Los Angeles Tribune is becoming a community movement that invites all to join and shares resources freely in new and engaging ways that are truly groundbreaking; from event that are currently virtual to consistent virtual TV shows that are able to engage the audience directly to expanding the reach, which allows us to touch and invite people from all areas of the globe into our community.



10. What's next for you?

Focused events that continue to address leadership in all ways and allow us to directly connect with our community and provide the insights, ideas, fun, and experts that are needed. I am personally excited not just about the events and our ROKU TV Channel but particularly about our LA Tribune Publishing House. That was and is a big dream of mine and we are now in the process of helping authors have a voice AND provide real help with branding and marketing. We have set everything up to be able to amplify our authors' messages from the moment that they decide to let their voice be heard and allow us to guide them through the process.



Visit Natalie's WEBSITE.

The Los Angeles Tribune

WOMEN'S

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Melinda Van Fleet

Confidence Expert

Melinda Van Fleet is a multi-passionate success coach, speaker, writer, and business consultant who helps individuals as well as teams, develop confidence to believe in themselves, take action and get results. Melinda believes many women are stuck and not living their best lives - and they can! Utilizing her over 25 years of experience building businesses, and her passion for working with people, Melinda teaches women real life tools they can use to improve their confidence, relationships, increase productivity, and approach each day with a sense of purpose.



Are Triggers Hurting Your Business & Relationships?

3 Tips to Help You Confidently Move Through Them to Achieve Peace of Mind and Success. Let's get real.

How do you feel when you learn that your potential client chose to work with someone else? You spent time on the phone with them, gave them ideas at no cost, and you felt good about the conversation. But then you see on a Facebook post the potential client chose to work with someone else.

"Ugh, I can't believe Abbie choose to work with Samantha. I spent so much time with Abbie, and I was so excited to work with her."

Do you feel crushed? Defeated?

Like you wasted your time and knowledge?

Or even bitter towards the person or the coach they choose to work with?

The faux situation with Abbie, is one example of being triggered. Triggers don't feel good, but there is a lesson in them. There are countless examples, but often in business, a client we may think will start to work with us decides to work with someone else. It happens, and only occasionally do you have the opportunity to find out why it happened. In the meantime, it's tough, and your confidence can take a massive hit.

Many other instances happen in life and business which are triggers. I thought I would use the above example as a starting place to bring awareness and start the bust through the process. Triggers are a huge conversation and something I write about in ***Confidence Mastery for Couples - Roadmap to a More Intimate Relationship***. In my book, I share more examples, and they keep coming. *Seriously! Can I have a trigger break please!* Below is another trigger example that is not in my book.

Recently, a similar scenario occurred in our charter fishing business, Good Karma Sportfishing. My husband, Ryan, is well known for catching large edible fish and has a substantial client base. He has built his social media presence on a large catch and believes, environmentally, it's the proper way to fish. He leaves the small fish behind to grow and only keeps enough for dinner, no waste. However, when the weather is terrible, he cannot take clients to those spots, so he often loses the charter. He tries to offer another experience, but the catch is smaller, and the customer doesn't bite on booking that trip (pun intended). Hence, there is a bit of a disappointment trigger when the potential client books with someone else. We are working towards finding out why he doesn't get the booking from asking clients vs. guessing. However, this trigger keeps occurring, can be frustrating, and can bring down the positive energy in our household.

How can you push through similar situations?

Step One - Become Aware.

It seems simple, right? But people don't do it. They don't take the time to become aware, sit with the feeling and give it some thought. Often, we can become a keyboard warrior or say something we wish we could take back without realizing what happened.

Becoming aware of the trigger takes practice and then the confidence to walk away and give the situation some time and space. "Clearing your head" is an old saying but an actual practice and a great habit. We live in this immediate reaction society with instant results and gratification. *Hello Amazon and 5G!* If you manage handling challenging situations in the same fashion, often, your reaction isn't the best route.



Step Two - Understand Why.

Circling back to our business example above, trying to learn why people are not booking this other charter option with my husband will shed light on our business and allow peace in his mind (and less discussion in our household-*halleluiah!*)

Whatever method you can use to figure out why you have the trigger, i.e. brings back unpleasant childhood memories, or understanding the other person's point of view will help you move through them.

And just a note, understanding someone else's point of view and showing compassion doesn't mean you have to agree or accept; you can disagree with someone and still be friends. Wouldn't the world be boring if we all just agreed?

Step Three - Respond vs. React.

I love the sense of confidence and empowerment that comes from responding vs. reacting. I have had to learn this difference and am still not perfect. But! I practice the above steps and then celebrate (*happy dance!*) when I have done a better job responding. Best saying ever, "Progress Over Perfection."

I speak and write a lot about how *everything goes in a circle*. What does that mean? It's the realization that working on one aspect of a challenge, in this case a trigger, leads to working on another aspect and so on. The work leads you back to the beginning - awareness. However, when you do the work, you have a clearer head, understanding, more confidence, and peace of mind.

And then you begin again, "It all goes in a circle."

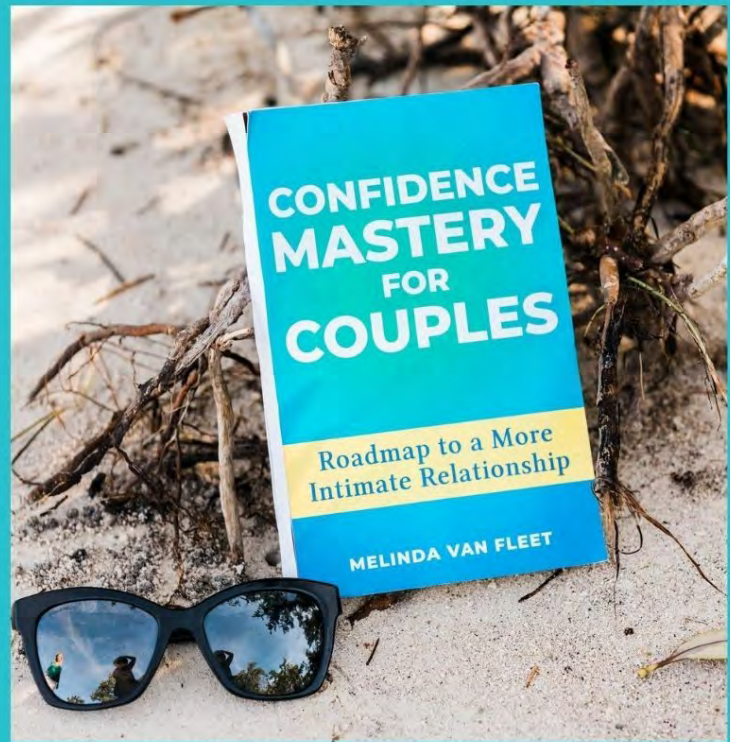
In my book, these are wins that lead to success in business and relationships!

"Awareness brings compassion and compassion brings acceptance." —Bhavya Gaur

THIS JUST IN!

Confidence Mastery for Couples is
NOT Just for Couples!

Learn to Build Your Confidence
Individually or as a Couple...



YES! I WANT THIS NOW!



Confidence &
Peak Performance
Coach, Bestselling Author
and Speaker
Melinda Van Fleet

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4 Common Business Problems Solved by Books



Tara R. Alemany

Book Publishing Expert

Tara R. Alemany is a multi-award-winning author of seven books. She is also a speaker and publisher, as well as a serial entrepreneur. Although she's started many businesses during her career, her favorite is Emerald Lake Books, which she co-owns with her best friend, Mark Gerber. This boutique publisher specializes in working with positive people to integrate a book into their marketing or sales funnel to build their business. In her spare time, Tara leads a writers' critique group and is a winemaker, a military Mom to 2 young adults (one of each), and is owned by a black cat.



Every couple of years, Emerald Lake Books conducts a poll of entrepreneurs and business owners to ask about the most common business issues they face. We routinely ask them to rate ten potential issues to determine which are the most relevant to our respondents.

In all the years we've conducted this survey, there are four issues that always rise to the top:

1. There aren't enough hours in the day.
2. I need more leads.
3. I need to improve my cash flow.
4. I need better brand visibility.

Amazingly enough, even though better brand visibility is often a distant 4th in the list of complaints, it often solves two of the other issues that frequently tie with each other for second place (more leads and improved cash flow).

Regardless, all the common issues we see businesses deal with can be addressed by creating a well-structured, well-designed, and well-positioned book.

Let's take a closer look at each of the Top 4 problems to see how a book can resolve those issues.

Problem #1: There aren't enough hours in the day.

When someone says, "There aren't enough hours in the day," what it typically means is there's too much work to be done by too few people. Right? Okay.

So, how do you create more time? You create a system that handles repetitive tasks for you.

If you could streamline the process of getting a new lead to say "YES" to working with you, would you do it?

A book introduces people to you and what you have to offer without the pressure of feeling “sold to.” The point of the book isn’t to sell them lots of things. You’re only going to educate them so they can make the right choice for their own situation and needs.

If you’re generous with your knowledge, sharing who you are and what you do, and demonstrating that you’re familiar with the problem they’re facing, you will begin to establish that crucial know, like and trust relationship with them. But besides establishing a connection, you’re going to introduce them to the solution that solves their problems.

Some of your readers will take what you share with them and implement it themselves, but others will look to you to show them how to apply your solution to their unique situation.

Your book will shorten your sales cycle and do some of the initial education for you. As a result, you’ve created more time for yourself.

Problem #2: I need more leads.

Your book can generate leads for you in a variety of ways. For example, some of the methods you use to get the book itself into readers’ hands can generate leads, like creating a Free+Shipping offer or giveaway, or taking part in a bundled product promotion with partners who share the same audience. Alternatively, you can use the concepts shared in the book to springboard into other areas, like an online course, virtual summit or conference built around the concepts in your book.

But you can also generate leads from offers made inside the book. These can be bonus materials, like checklists, templates, and workbooks. Or they can be content that expands further concepts in the book, like quizzes, videos, and courses. They can even be invitations to work directly with you in a group or one-on-one.



PROBLEM SOLVING

We've seen people simply have fun generating leads with their book by creating word searches, crossword puzzles and coloring pages. Others have provided more utilitarian resources closely aligned with the book. Whatever approach you take, there are plenty of ways to generate leads using your book.

Whatever approach you take, there are plenty of ways to generate leads using your book.

Problem #3: I need to improve my cash flow.

When it comes to improving your cash flow, book sales will help to a certain extent. For example, if you're a speaker, you can often negotiate to have the event coordinator purchase copies for the attendees.

But most first-time authors sell fewer than 250 copies of their book, and most of them are to people who already know them. So that won't go very far toward improving your cash flow.

The real money comes from converting readers to customers. Think about the impact to your bottom line if you can reduce the time it takes to close a deal with a prospective client by 25 or even 50%, because they're better prepared for working with you after reading your book. That can be a tremendous boost to your bottom line.

So, when you consider the cash flow opportunities of a book, think about it in terms of the average lifetime value of a client. Once you secure a new customer, how much do they spend with you on average over the course of their relationship with you? That's what you want to be focusing on when using a book to improve your cash flow.

You can even work your book into your sales funnels in a variety of ways. For example, when someone opts into your mailing list with one of your free offers, you can reward them by offering a subscriber-only discount on your book. People who buy from you are more likely to buy from you again in the future, even if their first purchase is a 99¢ book. So, this is a great method to identify those willing to spend a little money with you from those who just want your free stuff.

Problem #4: I need better brand visibility.

When properly done, a book will (100% of the time) create better brand visibility for you. That's just a bonus, and it wasn't even the problem most businesses are focused on fixing. But a book will certainly help!

If you want to learn more about what we consider to be the best solution to your worst business problem, I invite you to download our free workbook that helps you explore the best ways to use a book to grow your business. **[CLICK HERE FOR YOUR FREE WORKBOOK!](#)**

The **Best** Solution to Your **Worst** Business Problems

Emerald Lake Books
works with you
to publish a book
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The Top Tools to Captivate Your Audience



Stephanie Bonte-Lebair

Voice & Communication Expert

Stephanie is a classically trained singer turned voice, presentation and sales coach. She moved to New York City and performed in operas, musical and cabaret before creating her business, The Empowered Voice. For over 20 years, she has helped singers, speakers and business professionals leverage their voice for more influence, authentic connections and increased sales. Founder of Empowered Business Networking, Stephanie also trains business professionals in her proprietary Power Partner™ process to create intentional partnerships that open doors. Whether performing on stages or speaking in the boardroom, Stephanie's mission is to help people be the voice of their passions.

As an avid networker and speaker on stages of all sizes, I'm often approached with, "I love your energy", or "I heard you speak and felt I had to introduce myself."

I pride myself on being able to call forward my ideal prospects and referral partners in the room. I once went to a networking event with a friend and told her that at an event with at least 25 people, I never leave with less than 5 good leads, even if I only have 30 seconds to speak. I could tell she was intrigued but doubtful. That day, 7 people approached me after my introduction and handed me their business card wanting to set up a call. I made my point.

Some people might claim that I have some unfair advantage, like being extroverted or that I was born with a natural talent that allows me to be charismatic.

But in all honesty, I had to work diligently on specific skills to learn how to connect more powerfully with those around me. I was awkward in grade school. In high school, I only felt comfortable when I was on stage performing. It was not until I went to college that I started to develop my **Captivating Voice** that eventually led me into an entrepreneurial career.



Being Captivating means knowing (1) what to say and (2) how to say it to be influential in any conversation. Here are two powerful toolsets that will help you find your **Captivating Voice**.

1. Vocal Variety. The sound of your voice matters.

Your voice is energy that is born of your thoughts and feelings. It leaves your body and literally touches the ears of your listener. It carries conscious and unconscious messages that influence those around you. Your mood, energy level, beliefs, style, and personality are all reflected in the sound of your voice.

I often ask people if they love the sound of their voice – not in an egotistical way, but in an honest assessment of what their voice sounds like to them. Sadly, it is rare to hear a “yes.” If you don’t love the sound of your voice, what does that do to your message?

The #1 skill that allows you to adjust the sound of your voice to create any style and to develop a captivating delivery is Vocal Variety.

Vocal Variety is broken down into what I call the 4 P’s.

1. **Pitch** – how high or low you speak
2. **Pacing** – how fast or slow you speak
3. **Punch** – moments of impact ex: suddenly raising the volume or speaking softly
4. **Pause** – allowing your listener to take in what you said

The dance between these 4 P’s is your speaking style. It will vary based on your personality and your intention. Are you speaking to inform, educate, entertain, influence, inspire – or a combination of all the above? To make an impact, you choose your style intentionally and then you pay attention to the energy and needs of your audience, so you can shift at a moment’s notice. Every audience is going to have a personality and a set of values that your voice can influence. That leads me to a skill that adds jet fuel to Vocal Variety.

2. Powerscripting™

Just like you need to alter the sound of your voice to create interest, you also need to alter your script to speak to the different values of your audience members. If you focus on facts and statistics, that will make a different impact than telling jokes or sharing personal stories. Powerscripting™ is a copywriting skill based on a communication method called B.A.N.K.®

Science has shown that there are 4 basic personality types. B.A.N.K. is the only personality-based methodology in the world that has been scientifically validated to predict buying behavior in less than 90 seconds.

This means you can use it to create influence in any conversation. It is especially impactful on prospecting and sales conversations.

B.A.N.K. is an acronym that stands for Blueprint, Action, Nurturing, Knowledge.

- Blueprints are inside the box. They are rule followers. They value stability.
- Actions are outside the box. They are rule breakers. They value lifestyle.
- Nurturing types recycle the box. They are willing to bend the rules to do the right thing. They value giving back.
- Knowledge types engineered the box. They question the rules. They value information.

Which one are you? In truth, you are all four. The key is the order in which each type is valued. This order is called your BANKCODE®.

I am an ANKB. If someone speaks Action/Nurturing language, I am almost always influenced to say yes. If someone leads with Knowledge/Blueprint, I am very likely to say no. Much like a pin code for your ATM card, you must enter the BANKCODE in the right order to get the yes.

When speaking to groups, it is essential to vary your presentation between all 4 types. This creates charisma and captivates your audience. When I mentioned that I can call forward prospects in a 30-second presentation, it's because I speak the language of my ideal client and their personality type.

The ability to speak, hear and write in any personality type is called Powerscripting. This is a skill I teach my clients. The first step to learn about this method is simple because it comes in the form of a gift.

First, know thyself. What is your BANKCODE? To find out, simply take this assessment at this [LINK](#). You will receive a free personality report all about what makes you say yes. I'll also send you "The Top 3 Speaking and Networking Tips by Personality Type" so you can connect deeply and generate leads everywhere you go.

When you know what to say (the script) and how to say it (the delivery) – you too can be captivating and call forward your prospects when networking, on social media, and in 1:1 conversations.

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Money Tip



When negotiating a deal, be patient, and take your time. Don't rush the process or your prospect! Patience while negotiating is a sales strategy that can help you close the deal!

-patty farmer





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Meg Schmitz

The Franchise Expert

Meg Schmitz is a franchise consultant with over 30 years experience helping people who want to own their own business, guiding them towards the franchise business models that are a perfect fit for them. Meg works with corporate refugees, executives, entrepreneurs and investors who want to go into business for themselves, but not by themselves.



Is there anyone you have run into at a networking meeting who made you think: oh crap, SHE'S here? You are competitors, chasing the same target accounts, and you're hoping to get the lion's share of that business. I am a terrier and a hunter, and I am fiercely competitive. I want to win, and I really like getting paid. But some situations call for more than I can offer alone. That's when it is good to network, collaborate, and create abundance for all.

Consider shifting the paradigm and envision building your business with a master's mindset by leveraging complimentary resources to enhance your CLIENT'S experience. We can't be everything to everyone in every business situation. You need to know your WHY and believe in your expertise. In doing so, expand your network to be more inclusive of business professionals similar to you, and enhance your value proposition by including resources who compliment yours. The benefits are more client successes, and those successes breed referrals. Collaboration has proven to be "The Thing" that helps us survive and grow.

For example, two men in my monthly business network recently found themselves called to quote the same Spring Storm emergency job. While both are in water remediation, Dave M. is more of a mold specialist, while Dave H. is more specialized in emergency water evacuation. These two competitors ended up getting hired to do different parts of the job but found their skills were overlapping. By stepping down their egos, they solved the homeowner's nightmare faster, and the referrals spread like wildfire! This partnership worked beautifully through the storm season, when whole neighborhoods found their basements filled with water. Who got the business? They collaborated again as the jobs rolled in. Win? No.... WIN-WIN!



These two franchise owners grew their spring business revenues by accepting more jobs that offered better long-term outcomes to their clients. They did not change their basic value proposition or marketing strategies, but they knew they could work together in certain situations. They amplified top-line revenue but also profitability. Not only that, but an entire neighborhood of new clients got to experience their combined work in a complex situation and know who to call for simple restoration. The abundance mentality, not competition, wins more business success.

Another example is fellow columnist and friend, Tamara Burkett. This is a technology driven world, and I am not technically inclined. My brain loves context and texture, not black & white, so I have learned to acknowledge my limitations and hire around my disabilities. When Tamara and I first met, I thought she just did CRM. I didn't realize what I really needed was HER!

As Tamara analyzed my platform use and applied metrics that feed my business pipeline, Tamara recognized missed opportunities. She introduced me to other fabulous resources who halted my rabbit holes of inexperience and ignorance and produced far better work than I can. A photographer, copywriter, web designer, and documentary videographer gathered to relaunch my brand while the world was in COVID Coma. In a pandemic, your visual media is your business card. Tamara and her network helped me define my targets, redefined my story, cultivated digital platform consistencies, and enhanced my value proposition. Recently I was called The Post Pro, but it took a village to recreate The Meg Schmitz brand. When we brainstorm, Tamara leverages her own collaborative network and invites me to utilize them, at no time displaying trepidation that I might quit working with her.

Thanks to this Abundance Mentality, my 2021 has started extraordinarily strong. I delegated the stuff I am not good at and created strategic alignment with people previously viewed as competition. Two Chicago colleagues and I tag-teamed to assist half a dozen franchise prospects do their research, and in doing so helped them realize their dream of business ownership. During a period of great trepidation, my colleagues knew my expertise is in counseling, helping “high touch” individuals overcome fear. We agreed on a commission split ahead of time and communicated in what we call “Frick and Frack” style to ensure we addressed every fear and concern of launching a franchise during a pandemic. With those successes, I gladly pay referral fees to people who help my clients settle on a confident investment decision. These placements increased their confidence, launching bigger, more robust businesses!

Another “Abundance Adjustment” is to proactively address your client’s FAQs. I know my potential franchise buyers are worried about pandemic timing, funding, real estate and more! Commercial insurance, payroll, legal expertise, and marketing are further examples of areas that I am asked for my expertise. From the minute we engage, I offer my candidate’s access to my network of professionals, on stand-by. Not only do these collaborations create more and better income opportunities, by introducing resources early in the process, the client knows they are supported by a referral network in alignment for excellent outcomes.

Think of your business value proposition as a sport and build a team that is designed to win over your customer. This isn’t about only the deliverable. It is about the customer’s experience. Whether you are a solopreneur or employ others, your client probably needs more than what you alone can offer. When I interview business owners about their journey, no two arrived at the same destination the same way, but each of them has come to realize that collaborating, not competing, gives the client a more rewarding outcome. A happy client will be sticky for you, and happy to refer others to you.



The Economy is shifting towards
ABUNDANCE rather than **SCARCITY**.



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6 Mistakes People Make When It Comes to Relationship Selling



Wesleyne Greer

Sales & Leadership Expert

With 10+ years in sales & leadership, Wesleyne understands being at the top of her game. Having managed multi-million-dollar teams, she marries her love for sales and her passion for coaching at Transformed Sales. Wesleyne has a strong track record for driving revenue through sales, marketing, and ongoing customer support. Through her process, she empowers, coaches, and transforms sales managers into confident sales leaders. She understands that sales leadership requires both coaching to develop leadership skills and outside the box strategies to ensure everyone on the team becomes a sales superstar with a singular focus for her clients—more repeatable sales.



Anyone in sales knows that there is a strong element of trust necessary before a client will purchase a product or service. They want to know that you will provide them with what you promise and that what you promise will meet their needs. There is almost a level of intimacy, like what you try to gain in any relationship. In fact, that is exactly what relationship selling means. It is a sales technique used to close a sale as if it were a relationship. It is often used for high-ticket or customizable items as consumers tend to consider those types of products significant though before purchasing. Relationship selling also creates a connection between you and the client, encouraging them to remain a customer. However, for relationship selling to work, there are six mistakes you need to avoid.

Failing to Listen Actively

It is almost second nature for someone in sales to do most of the talking, especially if they are excited about a new product or service. Often, the focus is on closing the deal by selling the product. However, in relationship selling, you want to actively listen to your customer. This will help you understand what their needs are and discover what challenges they may face. By actively listening to your clients, you can better tailor solutions to their needs and connect with the customer on a more personal level.



Ignoring Social Media

Although social selling is a completely different aspect of the sales funnel, too many sales specialists fail to utilize social media to their advantage. This is especially true if you are in the B2B market as social media offers a great way to create a relationship with the person and not just the business. Keep in mind that 90% of B2B buyers say online content is important to their decision and 84% of upper administration use social media to decide about a purchase. Your own social media is also critical as 55% of B2B buyers search for information on social media. It only takes a few moments to interact with and leave comments on the social accounts of clients.

Ignoring the Personal Side of the Relationship

Just like any relationship, it is important to connect personally if you want to build trust with clients. Although small talk is a good start, relationship selling requires that you go a step farther. Talk to current and potential customers about their outside interests and find ways to initiate conversations regarding those interests you share. This is another way that social media can be beneficial as you can view some of the things a client does outside of work. Relationship selling requires a human touch and by sharing some of your own interests, you could make a more personal connection with the client as well.

Breaking Promises

As soon as you break your promise to a customer, you have lost their trust, just like in other relationships in your life. If there is something the customer wants that you cannot deliver, don't promise them that you will and make excuses later. If you told the client you would follow up, be sure to do so or you could damage your reputation and cause them to look elsewhere. If you miss deadlines or don't deliver what you promised, you will damage your relationship with the customer and could lose any chance of sales in the future.

Dishonest Responses

This goes along with breaking promises, but the importance of honesty cannot be stressed enough. There is the stereotype of the shady salesperson and you do not want to fit that stereotype if you are relationship selling. Be honest about pricing, whether your solution is truly a good fit and don't hide things in the contract for the client to find later. A customer will respect you more if you are open and honest about your product or service. If yours is not a good fit, refer them to a competitor. Even though you might lose that sale, they will appreciate that you were honest and could refer others to your company who will be a good fit for what you can offer.

Not Being Genuine

There is an old saying that to succeed in business you need to “fake it until you make it.” In sales, this is bad advice as a customer will be able to tell if you are not genuine. If you are selling a product or service and are sure that it is exactly what a customer needs, you should not have to fake your enthusiasm. Genuine excitement and enthusiasm will go a long way to convincing customers that you are not just trying to sell to them but that you want to build a relationship that will last for a long time. Let your enthusiasm shine through naturally, don't force it with your customer. If you really are not enthusiastic about a product or service, review what it is about it that does not excite you and try to establish methods for improving your excitement over this item.

Relationship selling is not a new concept, but as online sales have grown, the ability to successfully achieve this type of sale can be elusive. It is very tempting to forget the basics and ignore the fact that when you are establishing a connection with a customer, you are entering into a relationship with that customer. Like any relationship, nurturing, honesty, and active listening will go a long way toward creating a partnership that will be successful for many years to come. Whether you are new to sales or are a seasoned veteran, avoiding these mistakes when relationship selling can help you gain the trust of your customers and improve your sales volume, ultimately improving the bottom line of your company as well.



The Six Deadly Mistakes of Relationship Selling

#1 Failing to Listen Actively

#2 Ignoring Social Media

#3 Ignoring the Personal Side

#4 Breaking Promises

#5 Dishonest Responses

#6 Not Being Genuine



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Social Optimization Specialist, Admiral of the S.S. Optimization * Your Digital Lifeline on the Online Seas... Answering your S.O.S. Elaine works with Entrepreneurs 40+ to achieve more Visibility ONLINE. She gets you found fast and first in search results! * Elaine believes INTEGRATION is KEY. Working with you to harness the power of your Mindset + Website + Social Media + SEO efforts cohesively. You can go from Invisible to Invincible as you become Google's preferred choice in your niche! Aim for 1% more each day! Find Elaine surfing the waves @ the corner of Search & Social.



Clubhouse...Are You In?

Have you heard there's a new social media game in town? It's an audio-only app that is for the moment, restricted to IOS (Apple iPhone and iPad). It's still in beta and you will need an invite to be accepted.

It's funny how that stipulation alone makes it more desirable. The FOMO (fear of missing out) this exclusivity can evoke is off the charts for some people.

These are my thoughts on Clubhouse and the future possibilities of audio-only apps. **Make no mistake**, there are going to be more audio only apps. Twitter has already come out with their version...Twitter Spaces.

This extraordinary time we are living through has made us all **thirsty for connection**. And yet so many of us are Zoomed-out (slang for video fatigue). This fatigue makes audio-only more refreshing and less stressful.

Clubhouse (CH) seems to be providing an awful lot of value and fun. Very much like Google Hangouts in the early years, people are staying for hours. Back in the early hangout times the longest hangout was 79 days! Here are my thoughts on the CH app.

What's the point?

Clubhouse gives you the ability to listen, to be heard, with no requirements to be seen. I think part of the cachet is the total lack of visual prep required. Whether you are in a suit, skivvies, pajamas or in the buff... In your car, out in nature, at home or in your office, you can be in "the club" listening and learning, sharing your expertise, and connecting with people. In this new normal, more ways to connect are precious. Thus, the huge appeal.

Options and Opportunities - So, what does it do? How does it work? - You can meet one on one in a room or jump in as an audience member in someone else's room. In those rooms, you can be called to the stage, as a speaker, you can be elevated to moderator for a room and finally you can apply to set up a regular club room to grow your own audience.

There is such a wealth of rooms filled with influencers, your peers, and other people, all of whom are looking for the most part, to serve others. They're all looking either to bring their own expertise or to ask about the expertise they seek. And it's really quite wonderful to hear the bounty of golden nuggets and tips that are offered every day in many different rooms, on a myriad of topics.

How to Rock Your Bio - You need to know your most searched keyword phrases and the best nugget of information that personifies you. The first three lines in your Bio are the 'money shot' the most important info that people will see first. Use emojis to break up text, to make your bio stand out. And best of all emojis are searchable. Make sure to link your Instagram and Twitter, as they are the only clickable links.

The End Game - The aim is to get on stage, to stay on stage, to become a moderator, start a room, and ultimately to open a club of your own.



Arm Yourself with a Plan - Know what you want to talk about. Plan your strategy. Share your expertise when you can. Connect with the right people. Your bio is your story. Be real, be authentic; when you are on stage, when you write your bio, and when you are in a room or open your own room.

Useful Details - It's better when you know the rules, and requirements that apply in an app ahead of time.

Leaving a Room - Use the leave quietly box on the bottom left.

Newbie? - You'll have confetti to the bottom left of your profile pic for 7 days. This lets others know you may not be fully versed in how to work the app. It can also get you called to the stage.

Be Sure to Mute - When you are called to the stage, your mic goes live!! You will find the mic icon on the bottom right. When not on stage the bottom right shows a plus sign so you can invite others to join the room as well as a hand you can raise by clicking it to indicate you want to ask a question, or perhaps tell people what it is you do.

You're here in Clubhouse, now what? - To start out, find a few rooms (with topics to which you can relate) that are relatively small and have only a few moderators. You can only see about nine profile photos at a time then you must scroll.

Notifications - These appear at the top of your screen. Open room notifications sometimes disappear quickly. They give you the option to dismiss or join the room.

Growth tip for your Club - When you're ready to make your own room, your own club, as they call it, then it's really useful to be affiliated, with one of the large clubs that will give you access to notifications to their members, which can help you grow much more quickly than if you simply start a room on your own.

The 'Umbrella' Clubs - There are a large number of clubs that allow their members to open a club under the 'umbrella' of the larger group... once you are settled as a CH user.

Bottom Line - Need an invite to Clubhouse? Reach out... elaine@troolsocial.com and I will be more than happy to invite you.

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Your Secret Weapon for More Leads and Higher Conversion by Jane Deuber



It's never been easier to reach people online. Through social media, online events, speaking and now Clubhouse, opportunities to gain "exposure" are everywhere. But if you are in business for yourself and wanting to grow, you understand too well that getting exposure does not necessarily lead to getting paid.

Today, coaches, consultants, authors and service providers often struggle to grow their list, engage in meaningful interaction and consistently close new clients. This has resulted in inconsistent sales, yo-yoing revenue, and unnecessary headaches and heartaches.

Until now, in an attempt to turn exposure into new leads and meaningful interactions, experts have used lead magnets as the strategy of choice. Downloadable blueprints, special reports, tip sheets and checklists are offered up to entice potential clients to raise their hand and opt-in with their email in order to learn more on the topic at hand. It's a strategy I have used myself for many years and it works! But just like you, I don't want to stop at getting the lead, I want to build meaningful interactions with the people on my list, provide relevant value and spot my ideal clients. Here is what I noticed...

Observation #1: Lead magnets are a strategy where the spotlight shines solely on the expert, often leaving the recipient feeling invisible and overwhelmed about where to focus next.

Observation #2: The world is on information overload, with hard drives and smart phones bursting with un-opened resources that once sparked our interest but were never consumed.

Observation #3: While lead magnets provide new insights and information your prospects want; they typically fall short of sparking an interactive and meaningful dialogue that leads to a sale.

Sensing there was a way to PLUS the lead magnet strategy, I asked these questions...

What if I could offer a "Double Win" by shining the spotlight on the prospect as well as myself? What if, in addition to providing a taste of my work, I could also hold up a mirror and give them the gift of self-awareness? What if I could create an opt-in experience that not only showcases my expertise, but also allows the other person to feel seen, heard and understood?

These were the questions I asked five years ago when I was feeling frustrated and discouraged. I had grown my list to 10,000 people but our sales had flatlined. I knew that if I understood where each person was on their business-growth journey and what missing pieces were keeping them from success, I could up-level my marketing. With the right information, I knew could build more meaningful connections and make appropriate offers that would skyrocket our sales.

Then it hit me!

At the time, I was growing our company that helps thought leaders turn their experience and expertise into profitable online programs. I noticed we were getting countless accolades for the assessment tool we had incorporated into every orientation module of both mine and our client's courses. The assessment was designed to help course students understand where they were on their journey and then track their progress along the way. To our delight, it was clear that helping people discover where they are on their path, and what gaps were keeping them from success, was a powerful way to inspire people into action toward their goals.

Get

More

Leads!

Wanting this gift for everyone on my list, we rallied the programming team and within weeks, had our first iteration of an online self-assessment, unlike anything on the market. I sent an email explaining that not only did I want to know where they were on their path in order to serve them better, that discovering this for themselves would be a game-changer as well.

What happened next blew my mind! Hundreds of people responded by taking the assessment. Emails poured in thanking us for the opportunity to get clear. But more importantly, people *asked us* whether we could help them in the areas they had scored themselves low. By re-working our Discovery Session process to focus on helping prospects interpret their assessment results, we began closing 80% of those calls into our products and programs.

Fast forward 5 years and the strategy has been refined even further. Now we teach clients who are using our assessment software something we call the “Double Win Strategy.” When an assessment is used in *combination* with a well-designed lead magnet, it amplifies its impact and effectiveness. By enabling clients to see what’s missing prior to experiencing your free gift, you open their hearts and minds to what’s possible and position yourself as someone who can help.

When you incorporate self-assessments into your marketing strategy you set yourself apart from other experts in your field. You hold up a mirror and give prospects the opportunity to celebrate where they are on track and pinpoint those areas that need attention. With an assessment, you can assess other important things, such as their willingness to invest, their desire to change and how much they value a chance to explore next steps. With this information you can personalize your outreach and design powerful, automated nurture campaigns that skyrocket sales.

If you are an influencer, service provider or digital marketer, looking for a proven way to attract qualified leads, create meaningful interactions and move the right people into your products and programs, a personally-branded, online assessment is the secret weapon you need to add to your arsenal of marketing tools.



JANE DEUBER

Jane Deuber is a sought-after business strategist, author and 7-time successful entrepreneur. Through her two technology companies, she helps thought leaders automate the delivery of their programs online and supercharge their sales system using branded online assessments that attract ideal leads, spark meaningful interactions and double sales conversion. Learn more on her [WEBSITE](#).

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