

Marketing Media & Money

3rd Q. 2021



Calls to Action That Convert (and Why)

Is it Time to Build a Sales Team?

How to Make More Money by Giving it Away

**What Can I Share Today?
10 Topic Starters for Your Content**

5 Ways to Monetize Your Podcast Without Sponsors

Virtual Presentations that lead to more sales!

Meet...

Ashley Quinto Powell

TEDx Speaker, Revenue Consultant & Champion of Moms



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

As we head into the last quarter of the year, now vs the end of the year is the time to be working on your goals, project ideas, collaboration opportunities, fresh copy, tweaking and testing what is converting and what isn't, new offers and the list goes on. However, working on it now gives you the time you need to implement those ideas and take action to insure the first quarter of 2022 is a profitable one!



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. And more importantly, to inspire and encourage you to take action.

With that in mind, here at the Marketing, Media, & Money HQ we are working diligently on our vision and goal to bring you opportunities to build community and create a collaborative environment. Check out the "Meet the Columnists" page where we list 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:

- Virtual Presentations that Lead to More Sales
- How to Make More Money by Giving it Away
- 5 Ways to Monetize Your Podcast Without Sponsors
- How to Leverage Your Digital Voice
- 10 Topic Starters for Your Content
- Meeting Your Financial Goals Through Diversification
- Is it Time to Build a Sales Team?
- Turning Your Message into a Movement
- How Shiny Objects Cause Abandoned Communities
- Why Your Diet Isn't Working
- Top 3 Models for Publishing Your Book

And my article "Calls to Action That Convert (and why)" is something I am hoping you will read and execute as it will increase your ROI exponentially. I would love to hear from you, and have you share with me what changes you are going to make in your landing pages and offers 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, we would like to thank our sponsor, The EXACTA Corporation. One Busy Life. Two Easy Apps.

patty "converting clicks into clients" farmer
Publisher & Editor in Chief, Marketing, Media & Money

-patty



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Connect with Columnists



Patty Farmer

Marketing & Media



Sarah Schnab

Content & Creativity



Tamara Burkett

Relationships & Tech



Chrystal Rose

Health & Wellness



Michelle Bridger

Facebook Advertising



Danielle Woolley

Community & Connections

2021



Melinda Van Fleet

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.



Calls to Action That Convert (and Why)

Calls to action are the core component of most marketing-driven copy. They can be strong, they can be bold, or sometimes subtle but to be effective they must speak to your ideal audience in a way that influences them to make a decision or take an action that moves them closer to the goal, objective or solution they are looking for.

Knowing your target market is only the first step, identifying your target *buyer* and speaking to them in the language they need to be able to move forward is the key to having a successful call to action and one that will convert.

Having the right audience is only half the battle. You also need to know what the problem is that your solution will solve so your CTA (call to action) speaks to them in a way that makes it easy to say yes.

"One good marketing strategy, leveraged effectively with a clear call to action leads to sales period. End of story."

-patty farmer

The internet is an information hub, however, many sites are not effective enough in converting visitors into subscribers or customers. And while they are giving information, it is just not good enough to create conversations that can inspire action.

I believe, that while Google is in the information business, I (and hopefully you) are in the transformation business.

So how do you make sure that your CTA's convert? How do you get your website visitor to stay on your site and convert? As a marketing strategist, creating a *clear call to action* on your website, along with an *effective follow-up strategy*, will exponentially increase your sales. Isn't that what we all want from our business?

3 C's to an effective "Call to Action".

Clarity: Whatever your desired results are, you want to keep your content simple. Is it an email campaign? Keep it focused and easy to read. Gently and effectively lead the reader to your CTA and let them know what to expect when they click on the link. Don't assume they'll automatically know.

For instance, with my **Marketing, Media, & Money Assessment** my goal is to help business owners understand the 7 key areas needed to ramp up their business. When they click the button, they are redirected to a page that explains what to expect and invites them to take an action where they can identify exactly where they are excelling, where they may need to make changes, and some "next steps" to create that breakthrough to achieve massive results in their business. It's no wonder that this button has *such a high* click-through rate.

Conciseness: Since a CTA is used to prompt different choices, the wording of a call-to-action should be relevant to the requested action; it should attempt to make a user want to do what the prompt says. Whether it is to share, follow, or click, ensure clarity about what you want your audience to do. If they know what you want them to do, they're more likely to do it. You may need to test the words, images, button color, etc. to compare to see what works best for your audience.

Something as simple as "Leave a comment - let us know what you think!" can be a great CTA to encourage more user interaction. How about "Don't Miss Anything - Subscribe Today!"? or "Yes, I want more clients and cash!". These are examples of a few CTA statements that encourage user participation which is of course the main goal.



Compelling: Whatever action you're hoping your readers take, you want them to be able to move from the message to the CTA easily and quickly. Don't leave your visitors wandering around - most purchasing decisions are made in a split second, and you should use that split second effectively if your goal is to get a sale.

Will a quick glance at your button tell your reader exactly what to expect? Is the benefit clear? What is your unique selling point? Make sure you are guiding them exactly where you said you would.

Something to keep in mind

Basically, the key elements to a strong Call-to-Action are:

- It stands out and is easy to see
- It concisely conveys the value of the content it leads to
- It contains copy that makes the user want to take action and click

Make sure your prospect knows that what you're promising is worth what you're asking them to do. Ensure you are giving real value for their time, effort, and possibly money by making sure that what you are promising can be perceived by your prospect as of greater value than what they are giving up. Asking them to give you their cell number for example, as well as their email address may decrease the clicks you receive and having multiple CTA's will more than likely confuse them and you risk having them take no action at all.

How do you optimize your CTA?

Instead of having the common phrases used everywhere such as "Click here", "Find out more", "Click here to read" or "Read more here", build a call-to-action button that persuades your reader to take action. Make sure it contains the "Why should I click on it" and the "What's IN it for me" instead of overused words which will likely not convert.

The key to having an effective call-to-action is placement and verbiage. Other than the typical "Buy Now" buttons that can be placed in strategic areas to be quickly seen by visitors, links that are placed within text should be put at the end of articles or sections of content to be the last thing seen before leading to the desired action you want them to take. When placed at the beginning, a user has not had time to become interested in the topic and are likely to read it at all.

"Make sure your prospect knows that what you're promising is worth what you're asking them to do."
-patty farmer

Do Your Calls to Action Convert into Clicks & Clients?

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What Can I Share Today? 10 Topic Starters for Your Content



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.

You are committed to putting out content consistently (or you should be!). Your followers and prospects need to hear from you on a regular basis to build the trust and relationship that leads to deeper engagement.

That means you need to write something... again.

But you just aren't sure what to write about.

First of all, you should never be in this situation. Staring at a blank screen is a drain on your energy and productivity, and it's not an effective way to invite creative inspiration.

Ideas usually come, not when you need them to, but when you least expect it. Your job is to start expecting it, and capture them when they show up.

Create a Topic List

Generating topics is an ongoing job. Always be on the lookout for topics. They are everywhere!!

Your Topic List is a living document that you continually draw from and add to on a regular basis. When I create a Topic List, I include a "Working Title" as well as a few sentences to capture the thoughts I had about it. Make a habit of writing down topics when you think of them.

Here are some of the most common situations to keep an eye out for topic ideas.

#1. Talking to clients – What questions do your clients ask? What stories do they share? What "Ah Ha's" do they have? Client conversations are a treasure trove of topic ideas you can share.

#2. Creating content – When you are writing or recording content, it's common to get into the flow and go off on tangents or spark other, related ideas. Take a second to capture those ideas on your Topic List for another day. Then go back to the topic at hand and keep it focused.



#3. Reading/watching other people's content –

I'm not suggesting that you copy other people's ideas. But sometimes listening to a podcast or watching a video or reading an article can spark your own ideas. What did they fail to say about something? How would you explain it differently?



#4. Free time – Often times ideas will come when your mind finally has a little space to work it's magic. It might be while you are driving in the car, lying in bed, or in the shower. (I know I'm not the only one who gets my best ideas in the shower!) In those situations, do whatever you can to capture the ideas. Leave yourself a voice message. Write it down on a sticky note or scrap of paper. Trust me, by the time you get back to your computer to open your Topic List, it will be gone.

Your Business is the Context Of Your Content

It's tempting, when you start brainstorming topics for your content, to focus on what you do in your business and the world you work in every day. Isn't that what you are trying to spread the word about? Yes and no.

Creating content about your own business and industry is a trap that many companies fall into. It's easy to share what you know best. But what happens is this... The people who are searching for specific topics in your industry are often other people in your industry! You end up attracting your competition rather than your ideal customers.

So, what should you be talking about? Your content is actually about your customers. It's a conversation in which you want to address their issues, solve their problems, answer their questions. Your business isn't the topic of the conversation, it's the **context** of the conversation.

The fact that you are a subject-matter expert in your own area will come out in how you look at these things. But always remember that the purpose of content is to build trust and create a connection to your readers, customers, and prospects.

Ten Topic Ideas

To get you started, here are ten starting points for topics you can talk about in your content. They are intended to get you thinking and spark some ideas in your own situation.

1. Can you [turn an every-day experience into a metaphor](#) for something in your business? How does cooking, or baseball, or carpooling (or whatever!) relate to the work you do? Get creative! Bonus points if you can share something you have personal experience with.
2. Do you have some favorite quotes? Use one to kick off an article and let the rest flow from there.
3. Share a failure or mistake. We all make them. Nobody is perfect! This can feel vulnerable, but readers will respect your honesty. Demonstrate what you learned and how you recovered.
4. What does it REALLY take to get the results you promise? Don't just give them the steps but dig deep into what separates those who succeed from those who don't.
5. Expose common mistakes that your readers have likely made and show how you can help avoid those mistakes.
6. Highlight some of the tools you use to do your work. How can they help your readers?
7. What obstacles do your people face that they must overcome? Have you overcome them?
8. What problems do your prospects have and why do they have them? What is causing them to be where they are?
9. Tell a memorable story from your life. How can you relate it to your work and to your audience? What is the moral of the story?
10. Are there things that happen in your clients' world at certain times of year? At that time, explore the recurring themes. How can they make it different this time?

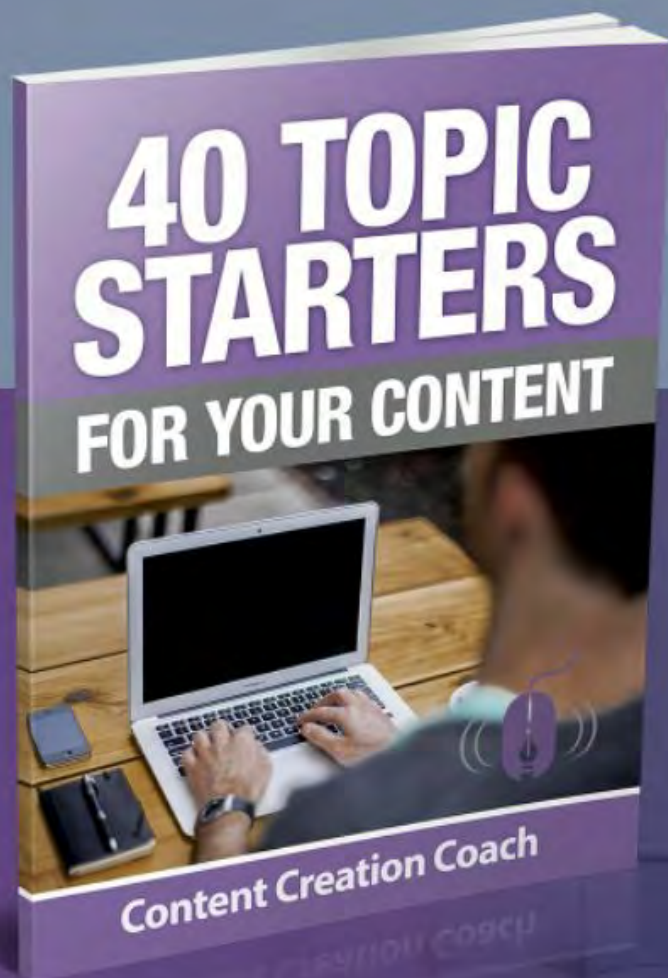
Never stare at a blank screen again! Pull up your topic list and follow the inspiration.

Generating topics is one of my favorite things to do when helping clients with a content strategy. If you could use some help with topics, strategy, or implementation of your content, [schedule a call](#) and let's talk!

Need Topic Ideas

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creating next?

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Virtual Presentations that Lead to More Sales



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.



You've just been asked to give a virtual presentation for a community of 50 members on your expertise. You'll have 45 minutes with an audience filled with your ideal clients. Although you're not getting paid or allowed to sell, you can give a free offer.

Would you say yes?

If you know how to generate sales, add to your email list and produce new speaking opportunities from speaking, the invite is a no-brainer. Yet creating exponential growth from speaking takes more than great speaking skills and a colorful PowerPoint. In fact, most speakers struggle to increase their opt-ins after a presentation, let alone win a sale.

But what if there was a timeless, data driven formula you can use for presentations that resulted in more discovery calls? What if this formula could be adapted to whatever framework or method you're currently using?

In this article, I'm spilling the tea on what I've learned about presentation design and how to get massive results. If you want your virtual talks to result in more discovery calls, an increased email list, AND more speaking opportunities, then continue reading and gain new insights.

"Your audience will remember only 10% of what you communicate after 48 hours and what they do remember is completely random." (Corporate Visions 2021)

Imagine, spending hours creating a presentation filled with the juiciest transformational insights and participants can only remember your cat walking across your laptop!

Now that would totally suck.



You can spend hours word-smithing a powerful speech and spend hundreds on experts designing the slide deck and it won't guarantee you will book more discovery calls or land more speaking opportunities. But here's the good news; by rethinking how you organize your presentation and utilizing technology, you can greatly influence what participants remember and move them to action.

Influencing what your audience remembers is vital because most people don't take action right away. No matter how persuasive and entertaining your talk may be, only 3% of your audience is ready to buy. Another 20% might be interested in hearing more, but most people need a massive reason to opt-in, schedule a call, or talk about you. In other words, you must leave a profound impression.

TIP: Review your presentation and identify what information you want the audience to remember. This is now the focus of your talk. Now pick 3 to 4 supporting points to support the main message. (This is your 10% message)

Try this:

- Link your main message to something your audience believes is rewarding. Remember, we are more likely to act when the solution moves us away from pain. The title of this article is an example of linking my message with a reward.
- Make sure your message is explicitly clear.
- Make your message easily repeatable. Can participants share your message with someone else?

"I hate the way people use slide presentations instead of thinking. People would confront a problem by creating a presentation. I wanted them to engage, to hash things out at the table, rather than show a bunch of slides. People who know what they're talking about don't need PowerPoint." -Steve Jobs

How are you leveraging your slide deck? Are you using it to guide your talking points, engage your audience, pack in as much information or all of the above?

Here's the thing, your audience is all slide decked out! If it's a vital part of your talk and you want to keep engagement high, then diversify the tools you're using. Instead of animating slides, could you annotate? How about using a white board? Bring the audience into your world by creating a dynamic presentation. Part of sharing unique perspectives is how you present thought-provoking concepts. No matter what, avoid using the slide deck as a crutch! Use slide decks as tools to illustrate your message, disrupt and provoke thought.

TIP: Bring out your inner child by drawing on slides in real time. Circle, write, and highlight slides using a virtual or physical white board. Invite the audience to annotate and switch it up! Your audience is conditioned to watching several scenes in a matter of seconds. So, you should switch how information is displayed during your talk. You can influence what the audience remembers by using a combination of tools. Slides, a physical white board, a virtual white board, annotations, polls, breakout rooms, and videos are all up for grabs. Do the unexpected!

Try this:

- Identify the information you want the audience to remember and the corresponding slides. Place a visually stimulating slide before it. By doing so, you are priming your audience to pay attention.
- For priming slides, avoid slides with a lot of content.
- Use a variety of colors when annotating. This stimulates the brain and cues the audience to pay attention. Red and blue are fine to stick with.

“Once a new technology rolls over you, if you're not part of the steamroller, you're part of the road.” -Stewart Brand

Technology plays a major role in the ability to execute the tips I shared. If you want to see what I use and how I use them, [CLICK HERE](#) to watch a short video.

There are thousands of speakers who are differentiating themselves by delivering high impact presentations with the help of technology. Staying relevant in today's marketplace requires we incorporate new technology or face a similar fate as Kodak.

By implementing one or more of the tips I shared, you will capture and keep your audience attention, while leaving a lasting impression which will result in more sales, more speaking opportunities, and increased word of mouth.

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Marketing Tip

A baby with light brown hair and blue eyes, wearing a yellow t-shirt, is standing in front of a whiteboard. The baby is holding a purple marker in their right hand and has just finished drawing a large, loopy purple scribble on the whiteboard. Their left hand is pressed against the whiteboard. The whiteboard is covered with several other purple scribbles of varying sizes and shapes. The background is a plain, light-colored wall.

Marketing is not just about creating content and working with algorithms. Strive to do good with your marketing.

-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!



Turning Your Message into a Movement

by Charmaine Hammond

Imagine your big dream or message reaching and impacting people around the globe and being championed by people who have embraced your message as if it was their own.

What does it take to start a movement?

Who do you engage?

Where do you start and how do you keep it going?

A message becomes a movement when the people involved become the message's champion and leader. Think about a movement like a puzzle, there are many pieces to put in the right place, and the puzzle always starts with the first piece... that's your single focus (your why).

One element of turning a message into a movement and engaging others to have global impact is to focus on what you **stand for** (instead of what you stand against). The **Back Home Again** movie, by Screenwriter/Director, Michael Mankowski is a great example of a movement in the making. When Michael approached me almost five years ago about this project, I was instantly a "HECK YES" to be involved. Little did we know then that the movie would engage an all-star voice cast. Back Home Again is a story about community, connection, and coming back home... a local story with a global message. Michael refers to it as a love letter to his community.

Inspired by community resiliency after one of the largest wildfire evacuations in Canadian history impacted the lives of more than 80,000 residents of Fort McMurray Wood Buffalo and area in 2016, the animated short film titled has been brought to life through the support of the Canadian Red Cross, the Canadian Mental Health Association, Paul Davis Restoration Inc., and the Fort McMurray Wood Buffalo Economic Development & Tourism. Told through the eyes of the woodland creatures that inhabit the land of Fort McMurray Wood Buffalo, Back Home Again has an all-star voice cast that donated their time to the production, including Jeremy Renner, Martin Short, Kim Basinger, Eugene Levy, Catherine O'Hara, Michael J. Fox, Howie Mandel, Ed Asner, Lorne Cardinal, Gordon Pinsent, Mena Suvari, Bill Burr, Tom Green, Norm MacDonald, Harland Williams, Sherri Shepherd, Marlon Wayans, Scott Thompson, and Tantoo Cardinal. The film also includes a new original song titled, Back Home Again, performed by Jeremy Renner.



Michael Mankowski wanted to make this film because he grew up in Fort McMurray and was there when this tragedy hit. He wanted to show the world how a community could come together and rebuild and through this movie help other communities by inspiring conversations everywhere about how we are all one global community, and we all need one another.

As you can see, an important story, collaborations and relationships were the thread weaving this project together. The movie launches fall 2021 and has engaged a number of partners and collaborations such as media partners, brand partners, community organizations, influencers and individuals who have become ambassadors of this project and the message of community, connection and mental health.

In my role as the Back Home Again partnership and collaboration lead, it is easy to sum up 3 foundational elements:

Know your WHY and Core Values. Simon Sinek speaks about knowing your why, as it informs the “how.” Think of this as your single focus. Michael Mankowski’s big WHY was to create a movie that would inspire conversation about mental health, foster and bridge connection, and become a community project. His WHY helped others easily see opportunities to participate, and the strong values of the project attracted aligned partners and champions. Their collective voices and communities/audiences are amplifying the message.

Build your DREAM TEAM Collaboration and partnering is an essential part of creating a movement and global impact. Back Home Again is built upon and rooted in partnerships and collaboration. The diversity of the team, volunteers, champions and partners is the glue to the puzzle. Be flexible and adaptable to flow as the project grows, evolves and takes form. Be open to ideas you may not have considered and invite team members and partners with skills and expertise that can help the project move forward. Collaboration allows you to achieve what you alone could not and creates that secret sauce to the movement having some shared “ownership” (this is how Back Home Again is becoming a community project, not “our” project).

Communicate your story in many ways and in a variety of forms. Ensure your message is both inspiring and easy-to-digest way. Create stories that people can easily share and relate to. Stories connect people! An example of this is IKEA Edmonton showing the Back Home Again trailer on their Community Hub wall and in one of their showrooms. Another way our message has been amplified is through our social ambassadors and influencers sharing our videos and messaging with their communities on social media. Canadian Mental Health Association is working with us on creating resources and a mental health app to support the film. Another partner provided support to translate the film into Cree, one of the Indigenous languages in the Fort McMurray Wood Buffalo region.

Join the Back Home Again conversation, be part of our movement about community and connection. www.BackHomeAgainMovie.com @Backhomeagainmovie



Charmaine Hammond, CSP is a professional speaker and award-winning author on resilience and collaboration, and Executive Producer of the Back Home Again movie. She lived in Fort McMurray for 15 years and had the opportunity to return to the region to work on resilience/recovery initiatives with organizations and school divisions following the wildfires.

Michael Mankowski is born and raised in Fort McMurray Wood Buffalo. Owner and operator of Alien Kow formerly known as Wood Buffalo Productions, an Alberta, Canada based award winning production house. A graduate of University of Lethbridge Bachelor of Management and Vancouver Film School 3D & Animation Program.

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When they lost everything, a community came together
and discovered the power of mental health.

Back Home Again



INSPIRED BY THE TRUE STORY OF THE HEROES OF FORT McMURRAY WOOD BUFFALO, ALBERTA, CANADA

AN ALIEN KOW PRODUCTION • A MICHAEL MANKOWSKI FILM • PRESENTED BY FORT McMURRAY WOOD BUFFALO ECONOMIC DEVELOPMENT AND TOURISM, CANADIAN RED CROSS AND CANADIAN MENTAL HEALTH ASSOCIATION
MUSIC BY WALTER AFANASIEFF ORIGINAL SONG BY JEREMY RENNER EXECUTIVE PRODUCERS TOM GREEN CHARMAINE HAMMOND PRODUCED BY JOHN SCHNEIDER MICHAEL MANKOWSKI MARK DIPPE WRITTEN BY MICHAEL MANKOWSKI DIRECTED BY MICHAEL MANKOWSKI

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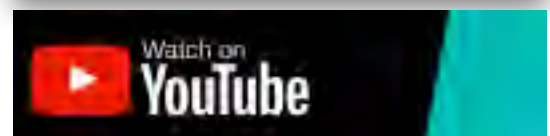
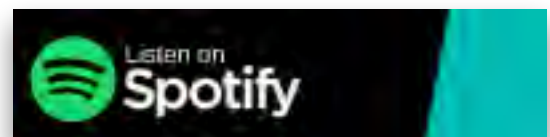
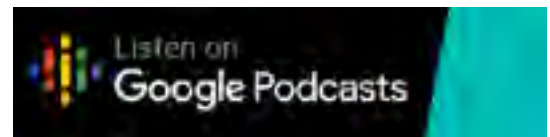
Marketing, Media & Money Podcast

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Media Tip



Increase participation in the online communities or organizations that your target audience participate in, with a serve not sell mindset.

-patty farmer

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Why Your Diet Isn't Working



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.

Studies show that all but 5% of all diets fail. FIVE percent. That means if you are on a diet right now, there is a slim chance you will stick to it. There is also a 95% chance that if you lose weight while dieting, you will gain most of it back and then some.

The main reason why diets fail is because they aren't sustainable, or because the dieter has unrealistic expectations of how quick the results should be and therefore bails on the diet before much of anything happens.

Most mainstream fad diets rely on extremes to see quick results. Essentially, cutting out a major food group or majorly restricting foods you love. Some examples of this are the Keto Diet, Carnivore Diet or being Vegan or Vegetarian strictly for the weight loss benefits. These diets tend to cause an initial whoosh in weight loss, namely the ones that cut carbs, because carbs carry water. People on these diets believe they are working because of this initial drop in water weight. Unfortunately, these extremes can be unpleasant, so most will tap out before actual fat loss will occur. Bottom line is if you don't enjoy eating that way – you won't stick to the diet.

So why do we gain weight back and then some? One thing humans don't realize is that physiologically, our bodies are running the same hardware and operating systems that they were thousands of years ago. Just because the world around us has upgraded, doesn't mean we have. So, when we diet, our body isn't happy about it. In fact, it believes that we are in a famine. It has no clue that food is readily available. All it knows is that you are getting less calories than you need to maintain. And so, you will metabolically adapt. This means that pesky plateau you hit while dieting is because your metabolism has slowed down to conserve as much of your fat as possible for energy. Your NEAT (non-exercise activity thermogenesis) also decreases without you realizing it (Think tapping, wiggling—basically all non-exercise related movement).



Not only does it get harder and harder to lose weight as you diet but once you go off the diet and start consuming more calories – which you inevitably will if you had felt deprived while on the diet—your body will pack on the weight and then some. This is so that it will be ready for the next famine, should it come.

Basically, our bodies are super-efficient at keeping us alive. So, what actually works?

The mainstream dieter still hasn't caught on that it isn't about the type of food you eat that makes you gain or lose weight, but rather it's the amount of it. We all have a baseline called a TDEE or Total Daily Energy Expenditure. Essentially, this is the average number of calories we burn daily whether we are sitting at a desk, working out, etc. If we eat the same number of calories as that number, we will maintain our weight. If we eat more, we will gain weight and if we eat less, we will lose weight. That's it.

When it comes to your weight, your body does not care if you eat 2000 calories of plain chicken and veggies or 2000 calories of McDonalds. If you are eating less than you burn, you will lose weight period. Many of these fad diets or methods like say intermittent fasting for example, will naturally force you to eat less calories. It's pretty easy to do when you cut out an entire food group or only have a small window to eat. Therefore they “work” not because of the type of food or a magical window.

Now don't get me wrong, eating more nutrient dense food will make you FEEL a lot better and keep everything running properly. My point is that calories in vs calories out is King, so rather than cutting your calories by cutting out food you love (that you might be tempted to cheat with), why not reduce your calories and still eat the things you enjoy in moderation?





The unsexy truth of dieting is that slow weight loss is more sustainable, and you are better off being consistent than being extreme. You may be thinking, sure “moderation” but how do I do that?

Find out what your average daily energy expenditure is. You can do that [HERE](#).

Note that this is a rough ballpark estimate so understand there may be some trial and error, but you should be good.

1. Set your calorie goal. If you are trying to lose fat, I would suggest starting at just 200 below what your TDEE is. The goal is to lose fat while getting to eat as much as possible. This way, when you plateau you can shave a small number of calories off and keep going, rather than cutting a lot of calories and eating a dangerously low amount. If you are wanting to maintain you can set your calorie goal at your TDEE and if you are wanting to put on weight, start with 200 over your TDEE.
2. Download a food tracking app like MyFitnessPal and put in your goal. You can even set the amount of carbs, protein, and fat to get per day. If you are just starting out, I would keep it simple and worry mostly about the calories, but it would help to also prioritize protein. A good rule of thumb is to try to consume your goal weight in grams. So, for example if I am 160 lbs. and my goal weight is 130 lbs. I will set my protein at 130g for each day. Adjust for maintenance or gaining accordingly.

If you are willing to shift your mindset and make a few small changes you will a much BIGGER result. -Chrystal Rose



IMAGINE IF...

...You hustled less and received more.

...Your "cup" was always overflowing.

...You always felt worthy, aligned and fulfilled.

...You had the tools & support to make huge shifts in your life.

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**Chrystal Rose: M3 Magazine Health &
Wellness Expert, Self Love Coach & Host of
Self Love Breakfast Club Podcast**

SelfLoveBreakfastClub.com

5 Ways to Monetize Your Podcast Without Sponsors

By Adam Schaeuble

When most podcasters hear the word “monetization” they automatically think SPONSORS.... but after six years in podcasting and over 600 total episodes of my shows I’m here to tell you that there are WAY more opportunities to monetize your podcast that have nothing to do with sponsors. The even better news is that most of these are easier to pull off with a smaller audience and they can be much more lucrative!

So let’s dive in Pod Pals, here are Five Ways to Monetize Your Podcast Without Sponsors!

Monetize with the Tip Jar technique: This is one of the simplest ways to allow your audience to financially support you for being an awesome content creator. You can use services like Patreon or Buy Me A Coffee and set up what I call a “Tip Jar”. Your call to action on your show would be something like *“If I over delivered with this episode, you can leave me a tip at XYZ website to support the show!”*. Pro Tip: Have one option that is open, meaning they can leave you any amount of money, and have one option that is \$97 or higher with some special bonuses included like a shout out on your show.

Monetize with Coaching Services: If you are a proven expert in your podcasting niche then you should be offering coaching! Many of your listeners would love to go to the next level and get some direct help from you. You can offer one on one coaching or small group options. Your coaching platform doesn’t have to be super fancy either. For my Podcast Growth coaching clients, I use Zoom and Google Sheets to do our sessions, give assignments, and track progress. I talk about this technique a LOT on my show Podcasting Business School.

Monetize with a membership: This one gets overlooked by many podcasters because they think *“I’m not an expert in my space”*. The good news is that if you do interviews on your show then you are the one that is connecting the experts to your audience and you can monetize that connection by providing an experience with deeper access to those experts. This can be a simple monthly zoom chat with a recent podcast guest. Your paying members get small group access where they get to ask your guest questions and interact with them in a more intimate setting. I have a client that uses this technique for a once per month meeting at \$97/month fee with almost 100 members.....simple and lucrative!

Monetize with Co-branded Workshops: This one takes our previous tip to the next level. Imagine a once per quarter online or live workshop with 5-10 of your previous podcast guests as the keynote speakers. These are easy to pull off online as a “summit” style experience or you could do these as a live event experience (although I would only recommend doing that 1-2 times per year because live events are a LOT more work). Be sure to give your keynote speakers a healthy affiliate fee for their work. I recommend 50-75% of all of their tickets sold.

Monetize with Online Challenges: Most of us have done some sort of a free online challenge before, but I want to show you how to take things to the next level and monetize it. Let's say that you are a podcaster in the health space. The first step is to set up a free 5-day online challenge for your new Keto Diet program, we will call it the Keto Diet Kickstart challenge. Each morning you will put up a post on Instagram with the tip/action step of the day. Then at night you will go live to answer questions. On day five you will invite the challenge participants to a special Implementation Group that kicks off next week for just \$47.00. We all know that free stuff is good, but when you are ready to get serious we need help with implementation!

There you have it Pod Pals! I hope that these five strategies leveled up your belief that you CAN monetize, even with a smaller audience, and without having any sponsors. I've done it, my coaching clients have done it, and so can you!



Adam Schaeuble is a full time podcaster and the host of Podcasting Business School where he teaches podcasters how to increase their download numbers, ramp up audience engagement, and monetize their show. Connect with Adam at www.PodcastingBusiness.School

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Money Tip

**Don't overload
your ideal buyer
with more
information than
they can handle
to make a
purchasing
decision.**

Less is More.

-patty farmer



How to Make More Money by Giving it Away



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.

As a business owner you have the right to be choosy about where your money goes. You likely put in a lot of time and money to learn the skills you needed to earn it, you put forth an effort using your expertise and resources to provide a value or service to someone. So why on earth am I telling you to give it away? Because the same causes and organizations that need your money and support, are the same ones that have your ideal client as their fanbase. My own business model has transformed in different ways over the years, always with a donation or give-back component so I am happy to share different ideas with you, as well as success stories from my peers and clients.

When done correctly with the right intention, partnering with a nonprofit or charitable organization can increase your visibility in the communities you both serve which increases your income. This can be done by creating a small virtual or in-person event with a community component, or simply adding it into your existing services. I will share a few strategic ways you can make an impact with your money and resources while also increasing your client base creating more long-lasting relationships.

A few examples...

Let's start with this real-life example from Stephanie Hastings. She works with an organization that gives back to women in communities that come from hardship situations. What started as a clothing swap for people to share and swap unwanted clothes, has turned into partnerships with other supporters, chain stores, and donors for things such as clothing, haircuts, makeup, services and items to help make them feel better. They then send unused items to shelters and consignment shops. Throughout the process they make more intimate personal and business connections in ways that they wouldn't have been able to before forming natural collaborations, and business came out of that just by intentionally aligning and supporting the community.





"When you are giving and positively changing your community, you are actually having people reach out to you which brings you business. Making change is how you put money in your wallet." - Stephanie Hastings

Having an event?

- Invite a local charity to set up a table.
- Have a portion of proceeds or ticket sales go toward an organization that aligns with the values and interests of you and the attendees.
- Partner directly with the organization for sharing between email lists, social media and current supporters to amplify the visibility of the event creating a win/win/win/win for you, the organization, the benefactors of the organization, and your clients.
- Raffle off or gift a ticket to a deserving person who may not otherwise have been able to attend.
- If you are partnering with an organization for their event where you usually offer only a product or service for them to raffle off consider also providing a monetary contribution as well.

Selling a program or service?

- Offer your clients a discount for showing a contribution toward an organization of their choice or offer up a few suggestions and have them pick if they don't have their own in mind.
- Have them share to their clients or fanbase via an email newsletter or their social media and include you in it explaining why they chose that organization and what it means for them.
- Hold a contest or raffle once they hit a certain milestone where you will donate to their charity of choice.

Not sure where to start?

- Start with your clients! You can ask them via a newsletter to reply with what causes are important to them, or if you have a certain type of organization in mind that would be meaningful to you describe it to them and ask for their recommendations. People love to feel involved and heard.
- Put a survey up on social media.
- Search event and fundraising sites for active campaigns like Eventbrite or Facebook fundraisers.
- Ask your local chamber of commerce, neighborhood association, school, or church.

What I am hearing the most right now is that organizations are grateful to receive raffle or product donations, but they are struggling with the money needed ahead of an event to cover existing operating costs or event planning fees. If you want to stand out, put together a gift certificate or basket that also includes a monetary donation. If you are not in the position to write a check, ask how else you can help. Maybe they need volunteers, or maybe they need a resource or item that happens to be at your disposal or an area of expertise for you or someone in your network.

"Give to get, but don't expect." - Holly Porter

Now that you have some ideas on how to give your money and resources out, that's not the end of it! You want to make sure that there is clear understanding on what the expectations are from the organization you are partnering with. Help them help you by providing them with exact verbiage, photos, links if they feel inclined to share them. It's been my experience that the organizations we work with DO want to help support us too but may not have the resources or time to put something together so do the heavy lifting for them but make sure to leave space and flexibility for them to do it in their own words if they prefer. Simply saying "we will promote each other" doesn't cut it. Now get out there and connect with your community and help change the world while growing your business!

danielle woolley

COMMUNITY & CONNECTIONS
CONSULTANT

"Danielle is solution oriented, creative and a supportive mentor to women. It is through Danielle's connections and resources that led me to working with other women to help me with my life's purpose - professionally and personally."
- Rachel C

"Not only is Danielle one of the most truly supportive & authentic people I know, she is also a brilliant business brainstormer! She can experience one of your offerings or hear you talk about what you do, & already she's got a million ideas on people you need to connect with, how you can up-level your offer, or something else that you hadn't even thought of!"
- Dana G

Danielle is a breath of fresh air. She gives before asking, and provides endless value to anyone in need of her services. Danielle has provided myriad creative ideas for my two businesses, and is a voice of clarity and reason that's both inspiring and motivating.
- Samantha N

"Danielle is the quintessential connector & fully understands that networking is a mutual benefiting relationship. She always asks how she can help before she would ask for something in return. She is unconditionally supportive through promoting your business or by just being a thoughtful friend. She is truly a special person & I'm grateful to have worked with her."
- Cat G

"What I love about working with Danielle is that she is a super connector & she LOVES business. Her ideas are brilliant, her connections are real. She's helped me think in bigger ways about my business."
- Elaine W



book a free discovery session



Up Close and Personal with Ashley Quinto Powell

1. What does success mean to you?

I run three businesses, so success to me means making big money and having the time to enjoy it. Success isn't worth it if you can't have both. Although I'm not always perfect at it, I try to work no more than 35 hours a week. I delegate to my virtual assistants constantly and try to keep time open for deep thinking and spending time with my friends and family.

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

You need a virtual assistant! I believe there are two universal pieces of advice that nearly always apply. You need a breath mint, and you need a virtual assistant.

When a business first gets started, you wear a lot of hats. But it's important to think of that period as temporary. You *must* take off some of the hats - and the first to go should be admin tasks that weigh you down. You should be focused on CEO work-meeting with clients, thinking deeply about your business, having the space to be creative. Entrepreneurship isn't a death sentence for your leisure time you deserve that, too! Get some help, because it's always less expensive than you think and more helpful than you imagine. Don't forget the breath mint.

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

Some people are just entrepreneurs by nature, and no matter what you do, you can't shake the business-building bug.

My son, Jeffrey, is 8. At day camp this year, there's a camp-currency the kids call 'class money' that can be traded. My son takes a shoe box to school every day with things to sell for class money. The latest addition is origami throwing stars, but there are also clothespin and popsicle stick airplanes that are cute. Every day, he tells us stories about hiring employees, firing employees (theft is a big concern with the 3rd-grade crowd) and building up a big stash of class money.

Half-way through camp, my husband came from home from pick-up and said, "Did you know class money isn't a thing? Jeffrey made it up." This kid made up a currency, created an economy, and built a workforce. I've never been more proud.

Almost every serial entrepreneur I know has a story about selling candy out of their backpack in grade school or mowing every lawn in the neighborhood. I was just like that as a kid, too. In my early teens, I had a wildly lucrative business as a dog walker for the dogs in my apartment building. I was able to save up enough for a photography trip to Mexico, to join my best friend and her family in Hawaii, and trek through the Amazon Rainforest with a school group. That experience taught me how much opportunity can come from making big money, and I never wanted to work for peanuts.

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

I see some amazing things happening in business today. Our companies and our leaders are becoming more diverse- and traditional business practices are getting flipped on their heads. We're seeing less focus on killing the competition and more focus on abundance. There is, in fact, room for everyone. Businesses are interested in finding their own niche and personalizing services. Companies are being held to higher standards in the ways they treat their employees. It's beautiful.

Great leaders and entrepreneurs will embrace the changes, move toward them, and innovate with the times. This absolutely includes supporting diverse emerging leaders, focusing on diversity, equity, inclusion, and belonging, and creating environments that better support working parents.

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

In my consulting business, I teach small marketing agency and tech firm founders how to increase their revenues and build reliable sales pipelines. I see what it means for business owners to really crush their sales goals: it means freedom.

The difference between not being sure you'll make payroll and having a record-breaking year is your ability to sell. Sales gets a bad rap- and for good reason. Aggressive salespeople are the worst! But if you can sell it and make a living, you can do anything you want to do.

That's powerful. Most of the businesses I work with were started by good folks who knew they could serve clients better than big, corporate companies could. The work I do with them creates stability so they can rely on their business in the long term. I think that's important work!

6. What keeps you awake at night?

Yikes! I am a middle-aged mom of 2. I haven't slept well in roughly 9 years, so all sorts of things keep me up at night, but mostly it's *inspiration*. I love solving a new challenge, creating a new outreach strategy, or building a new company. My head gets buzzing with ideas and I can't turn it off.

In the Entrepreneur's Operating System, the person who does this in a company is the Visionary, and they're paired with an Integrator, who's job is to filter the Visionary's ideas and make them come to life. I think it's brilliant. Visionary people need someone who can pragmatically say, "this idea is a good one, and this other one is bonkers". We need someone who can help us focus and follow through.

I've woken up with plans to start a business, unleash an outreach campaign, run a marathon, and write a book- perhaps all in the same week. Not all of those were great ideas, and I'm grateful to the people in my life who help me focus, be realistic, and move forward.



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

Someone once said that we overestimate how much we can accomplish in a year, but underestimate how much we can accomplish in five years.

I think this is incredible. Think of where you **were** five years ago! Look at all you've accomplished! Our brains always want us to go after short-term over long-term gains. It's hard to plod away, steadily, **for years** but that's the work we're doing with our **families** and in our businesses. We make bets about the way we raise our children, and we don't know if our particular parenting style is going to produce successful adults and we won't know for a long time. In our businesses, we don't know if the investments we're making will help us weather the **next 20 years**. Instead, we have to make the best decision and be prepared to celebrate when everything turns out well or forgive ourselves if it doesn't. This was an important lesson to learn: we're all doing the best we can with the information we have.

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

Payroll! I will never get used to the idea that other people's livelihoods are in my hands. It's a huge responsibility and an honor- but it scares the pants off me!

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

The jump from solopreneur to solopreneur plus a part-time employee was really hard. I spent a lot of time scolding myself for not being able to do everything my business needed to be successful. And truthfully, one person can't do it all.

When I made the decision to bring on a virtual assistant, I didn't know if I could justify the cost. It seemed like an incredible indulgence.

But bringing on a VA was easily the best decision I made that year. Having help freed me up to do the deep thinking my business really needed me to be doing - and the benefit of having time was well worth the cost.

Now, I provide VAs and counsel business owners on how to make the best use of a virtual assistant through my company, myVA Rocks. I absolutely love hearing about how the little bit of added horsepower can really make a business charge forward.

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

At 25, I was just closing my first business- an e-commerce startup that was a little ahead of it's time. We sold big, bold costume jewelry. It was fun, but it wasn't successful. At the time, I took that as a lesson **to never** take another risk like that again. I craved stability, and I took a corporate job that I thought translated to financial security, and for a long time, it did. I told myself over and over that I needed a guarantee that I'd have a regular paycheck every week.

But that security is an illusion. Jobs don't last forever. Great bosses don't always stick around. Your life can be upended in an instant- whether you're in the driver's seat as an entrepreneur or in the backseat as an employee on somebody else's journey.

I'd rather be in the driver's seat, any day of the week. I don't begrudge my 25-year-old self for jumping into corporate. I learned a lot and I wouldn't trade that experience for the world. But I would tell myself to keep entrepreneurship as a part of my identity. I spent years rejecting the idea that I was an entrepreneur, but it's in my blood.

11. What are a few books you recommend every business owner read?

Business books are so prolific and I'm not a big fan of nonfiction. It can be so boring, and frankly, half of them didn't need to be a whole book. There's only one or two really good gems in there. To that end, I often recommend the Blinkist App, which distills nonfiction books into 15 minute podcasts or articles you can read in 15 minutes. It's a lifesaver if you have a stack of nonfiction books but can't bring yourself to read them.

Having said that, there are a few exceptional nonfiction books that are worth your time.

- The 4-hour Workweek by Tim Ferris will make you rethink delegation and time management. It's worth re-reading every 4 years.
- The Artist's Way by Julia Cameron is amazing for fostering creativity.
- Faithful Nomad by Lisa Szkatulski is wonderful as you're growing and changing.
- So You Want to Start a Side Hustle by Carrie Bohlig and Craig Clickner.
- Executive Motherhood by yours truly - it's set to hit shelves this fall and is great if you need a lighthearted feminist rant and a pep talk.

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

I really love that I have the space to think and be present with my family. We're an active bunch. I wouldn't trade our adventures for anything. The flexibility I have is glorious. Years ago, I had a conversation with a co-worker who expressed guilt for working instead of being at home with her kids more. Do you do that? Do you feel guilt for not being with your kids more? I told my coworker that if she was a stay-at-home Mom, her time with her kids would be stuff like going to the grocery store and cleaning the house. But our kids will get to have adventures with us. I love my business today because it gives me the opportunity to spend meaningful, quality time with my kids.

13. What's next for you?

My book on working motherhood is set to hit stores this fall! I'm looking forward to speaking to working moms about how to balance their various ambitions at work and home- and I'm excited about speaking to corporations about how they can better protect the pipeline of emerging leaders as they grow their careers and family. We absolutely must do better by the hard-working moms in our society.



Ashley Quinto Powell is a revenue consultant, and Founder of myVA Rocks. She is a national speaker — most recently for TEDx, Pinterest and Google — on topics like sales, self-advocacy and working motherhood. She's a fierce proponent of delegation and a perpetual student of productivity. She has been quoted in MSNMoney.com and the Huffington Post and is the subject of a children's book, "She's a Technology Sales Executive and She's My Mom". Her forthcoming book, Executive Motherhood, is on shelves this fall.

3 Tips to Use Comparison to Help You Grow



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.

Let's get real...

Do you ever compare yourself online with someone else in your industry? Or a friend or family member?

I would dare to say we all have at some point or another. Of course, some people more than others, and some people may have worked through some of those thoughts. Can you relate?

Comparison thoughts can be crushing and lead to triggers and mind loops. It can also lead to increased competition vs. collaboration. I feel the comparison that is most often talked about is Impostor Syndrome. But it can be worse than that.

I was a late bloomer in the online space. In all transparency, as an independent sales rep, I didn't need to be online. My territory, in relation to what I was selling, was not online. Hence, I thought social media was a narcissistic waste of time. Yep, cruel, and true. Talk about some mindset work I needed to do, right?

Now that I have transitioned into full-time coaching, speaking, and writing, I had to play catch up and get on the bus fast! That journey has been not only a struggle but a tremendous learning experience. I learned to focus on myself and use comparison to learn and grow vs. feel disappointed and discouraged.

It's crucial to be aware of your mindset when you are on social media. You can easily fall into the comparison trap and let other people unintentionally bring you down. It's an aspect of self-care and mental health that often we overlook. So many of us are on autopilot, and the energy can quickly become negative and self-defeating if we are not mindful.

I remember when I first decided to go all-in on social media, I started comparing myself to other speakers and writers. I would watch my videos and judge them, often unfairly, bringing down the energetics of the post.



I also used to compare my writing. I would see other coaches post long, flowy, female empowerment posts that were often loaded with fancy words. My posts tended to be more action-oriented and to the point. I had to realize that was them, and this is me, and my posts will find the right audience, and it's meant to help that person.

It was so freeing to stop this behavior and embrace what I had to share and realize we are all different. There are 7.9 billion people in this world, so competition and comparison waste energy and can hold you back.

“The privilege of a lifetime is to become who you truly are.” —Carl Jung

On the flip side, I have learned to use comparison to develop my confidence and grow my connections, audience, and business. I learned to shift to, “If she can do it, I can do it too!” I found other online coaches in groups that were supportive and shared their journeys and wins, which was inspiring. Finding positive people to follow helped move the needle away from the triggers that plagued me and caused the triggers and mind loops.



Are you aware of where your confidence level is?

If you are struggling, what can you do to shift your mindset?

Here are three tips:

1. Build self-awareness around your strengths.

- Is it speaking on Facebook Live?
- Posting excellent graphics with quotes?
- Creating engaging posts?
- Posting funny memes?
- Sharing other people's posts?

Those are a few examples, but there are many others. So, take some time to think and reflect on what your strengths are. We all have strengths! And when you take inventory of what you are already good at, and you keep that in your back pocket, you will feel proud.

I also have a free confidence quiz on my website that will help get you started. **TAKE THE QUIZ**

2. Find other people to admire and aspire to, but not copy or compete. Someone else may be good at branding or great calls to action which you would like to improve. Recognize they started at the same place as you, ground zero, but have likely put in the work and fine-tuned over time. Remember the saying, "We all start somewhere." It's true! Don't forget that as you are looking for inspiration.

3. Let it go!

"Melinda, but what if they really trigger me?" This step may take some work, but if someone triggers you, do your best to work through why and you will be amazed at how it feels when you push through. That positive "freeing" feeling in itself will propel your confidence online.

If you do feel you need to mute someone, do so, and give yourself grace. You may be surprised in 30 days when they pop back up that you have evolved, and they no longer trigger you.

All of the above takes work and often time. So again, give yourself grace. Comparison isn't a topic many people talk about, but it's real. It took me months to work through my social media challenges, and I have to say I am so happy I did the work.

Now commenting, sharing, and posting is fun, and I feel good! I can attribute the fun energy to more connections, business growth, and opportunities that I would never have had if I hadn't done the mental work and shifted my mindset. **You can do this too!**

For further mindset stories, tools, and tips check out my new book *Life & Love Lessons* available on Amazon now.

"Sometimes it takes a small change in
your mentality to create a major change in
your reality." —Joubert Botha.

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Top 3 Models for Publishing Your Book (And Avoiding the Vanities)



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.



Years ago, if you wanted to publish a book, you sought a literary agent to pitch your manuscript to publishers, hoping one would want to buy the rights. If all went well, the publisher paid you an advance against the first-year sales of the book, and your agent took their cut from that. Then, in a couple years' time, you finally got to hold your book in your hands.

This publishing model is still available today and is commonly referred to as "traditional publishing." Many consider it to be the gold standard of publishing, and they covet the contract that proves their book's worth.

As more people tried to land publishing deals, though, the demand for publishing solutions outweighed the availability of publishing contracts.

That gave rise to print-on-demand platforms, which enabled authors to become their own publishers. And "self-publishing" was born.

However, many authors found they had a lot to learn to be successful as publishers. Publishing a book is a major project with many moving parts and arcane details that most people only notice when things are done wrong, not when they're done right.

Learning these details didn't appeal to everyone, so a middle-ground arose where service-based publishers offered knowledge and expertise to authors for a fee. These became known as "hybrid publishers." Many such companies upheld the ethical and professional standards of the industry.

As with any profession, though, there were also those that did not. Instead, they used pressure sales tactics, accepted every submitted manuscript (regardless of the quality), charged exorbitant fees, and produced sub-standard products. Since they appealed to the vanity of the author more than caring about the quality of the manuscript, these became known as "vanity publishers."

Given these different publishing models (and the multitude of options in between), it can be distressing and confusing to pick the right option when you're finally ready to publish your book.

Here's a quick look at the defining characteristics of each to help you choose the right path for your specific needs.



Traditional Publishing

With traditional publishing, the publisher takes on the expense (and risk) of producing the book. Therefore, they require creative control of your material and retain the lion's share of the royalties from book sales.

However, the author pays no publishing fees and may even receive an advance against the first-year sales of the book. They also benefit from knowing their book is in the hands of professionals intent on selling as many copies as possible to earn back the money spent producing it.

To be attractive to a traditional publisher, not only does your book idea have to interest them, but there must be a proven market for it. This means you need to have a large platform of potential readers for your book.

If you're writing a book to build your business, pursuing traditional publishing can create significant problems. The publisher isn't interested in your business, but in selling books. So the cover design is unlikely to tie to your branding, and the editing may actually remove your "voice" so the content doesn't even "sound" like you.

After you sign the contract, it often takes 18 months to 2 years for your book to be released. But if the publisher decides there's not a sufficient market anymore, they may not actually release it. It's also their decision when to retire your book, regardless of your business needs.

Self-Publishing

With self-publishing, you pay the expenses of producing the book without having to share the profit from sales with anyone. You also are 100% in control of everything from creative decisions to timelines, meaning that there's a lot you're responsible for knowing and doing.

For example, having full creative control of your material means you have to decide what your cover looks like, how the writing sounds, and how the interior is laid out. This requires an investment of time to learn what you need to do and when, and what the applicable industry standards are.

This method of publishing is the most time-consuming because there is a lot to learn. But it's a great option for those who plan to publish multiple books and want more control over the process. Just beware of what my mentor calls "unconscious incompetence." You don't know what you don't know. So, commit to continually learning how to produce a quality product to avoid potential problems.

Hybrid Publishing

With hybrid publishing, you benefit from partnering with a skilled team who already knows what you don't about publishing. Just like some people would prefer to take their car to a mechanic rather than fixing it themselves, some authors find the convenience of having a ready-made team appealing.

While you do pay for their experience, with most hybrid publishers, you retain creative control and have a say in project timelines. They work with you to create a high-quality book, ensuring that it reflects well on you and appeals to readers.

Reputable hybrid publishers vet their submissions, ensuring your manuscript is ready for publication and there's a market for it. They also take special care to produce your book according to industry standards, so it provides a good first impression of you and your business.

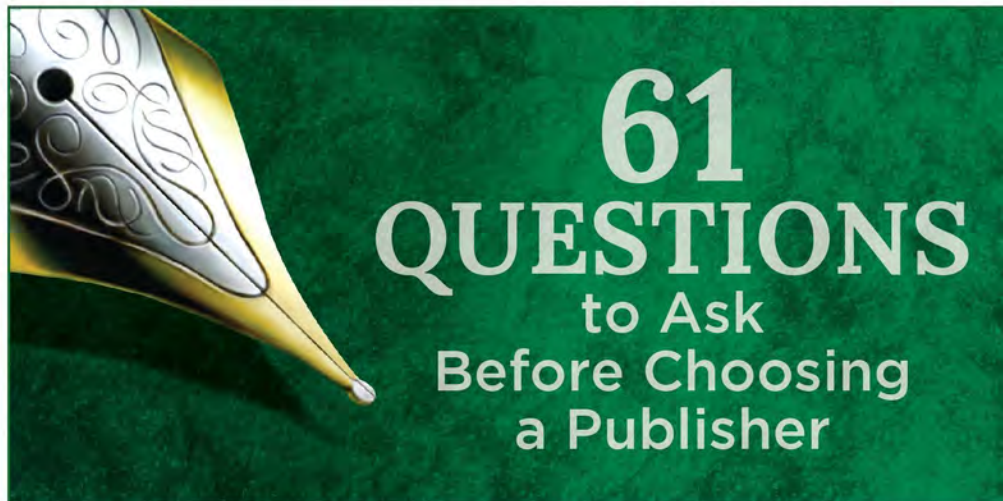
The Independent Book Publishers Association has defined a set of criteria that all reputable hybrid publishers strive to adhere to. [CLICK HERE FOR MORE INFORMATION](#). Hybrid publishers that don't meet those criteria are likely vanity publishers and should be avoided.

If you hope to build your business using a book, you'll be waiting a while with traditional publishing. And not everyone is cut out to self-publish. If you're interested in talking with Emerald Lake Books to see if hybrid publishing is right for you, I invite you to schedule a call with us at emeraldlakebooks.com/m3call.

"A good hybrid publisher takes the burden of publishing off you so you can focus on your business." – Tara R. Alemany

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PUBLISH WITH PURPOSE

Leveraging Your Digital Voice



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.

Did you know when you leverage your digital voice, you create a powerful connection to others that ideally attracts your ideal client?

With the large amount of networking, marketing, and speaking opportunities online, it's imperative that you are able to use your voice powerfully in a digital world. Hearing someone's voice makes a connection that written communication cannot duplicate.

Your digital voice helps you create authority as well as build a community that feeds your business on a regular basis. The key is knowing how to leverage it.

In previous articles this year, I introduced you to my Vocal Empowerment Method that focuses on 3 voices you need to be captivating: (1) Your Spiritual Voice, (2) Your Physical Voice, and (3) Your Mental Voice. These voices will support you as you start to show up in bigger ways online.

Here are some key strategies you can implement immediately to broaden your digital vocal footprint.

1. Decide to show up in a bigger way online.

This may seem simple but understanding the importance of showing up powerfully online doesn't always translate to taking aligned actions.

The most effective ways to use your voice online are when you network, make videos, go on podcasts, and speak to people. Yet, many of us get bogged down in email marketing, creating social media posts, and sending private messages.

This can lead to frustration, wasted time, and even heartbreak as passionate business owner struggle to find clients and build relationships in this digital world.



If you are a service-based entrepreneur who can work with anyone, anywhere, there has never been more of a need for a strong online presence that cuts through all the noise. We've spent over a year dealing with a global pandemic, and we are starving for connection. Watching someone speak and hearing their voice helps shorten the time it takes to develop the know, like and trust factor that leads to sales.

So how do you get started?

2. Speak to create content.

Every time you speak, you can say something new and even profound. Verbal processing can allow you to access ideas from a unique perspective. Capturing these ideas is the key to leveraging your digital voice to create content.

Here are several ways to speak to create content.

a. Speak into a digital recorder when inspiration hits.

I often speak into my phone while driving or when I want to talk through an idea out loud. In fact, I wrote a whole musical by speaking and singing it into my phone.

b. Book interviews on podcasts or live video shows.

Interviews lead to great questions, which lead to inspired answers. I love to speak unscripted and often hear myself saying something new and fresh that I can share elsewhere in my marketing.

c. Create your own videos (and start with a great title).

Even setting the intention of creating a video on a specific topic can lead to inspired new material.



I have often created new methods and tips off a great video title. “The Top 3 ways to....” “The #1 skill to...”

Once the title is chosen, I’m also a fan of live videos that allow me to speak in a conversational style and use my topic as a guide.

d. Book speaking gigs online or in person.

Every time I book a speaking gig, I consider my audience and tweak my material to fit what I know about their pain points and vision. I don’t have to have it all worked out before I book a speaking engagement.

BONUS TIP- Record all your videos, podcasts and speaking engagements so you can easily move to the next step in expanding your online impact.

3. Repurpose Your Content Consistently

I was recently challenged to create 52 weeks of content for my nurturing campaign. At first, this felt way too overwhelming. Then, I realized that there are so many ways to not only create content but repurpose content I already possess.

Here’s an example of my current favorite blueprint for putting out new content.

- On Friday, I send an email announcing the topic of my Monday Live Video.
- On Monday, I do a Live Video that streams to Facebook and LinkedIn.
- On Wednesday, I create a Blog from my video.
- On Friday, I post a Tip from my video.
- Once a month, I send a “You Might Have Missed This” email with links to the past month’s Facebook Lives as well as my Blog Posts.

To make content creation even easier, two of those live videos are 15-minute interviews with a growing business owner. This is a powerful strategy to build partnerships and provide value to my community.

When you are willing to show up, use your digital voice, and create a strategy to push your content into the world, you’ll start to stand out and be captivating!

If you want to use your voice in a bigger way online (especially in your marketing, networking, and speaking), sign up for a Captivating Communication Audit. This includes an online assessment and a coaching call with Stephanie. **Use the Coupon “M3MAG” for a deep discount.**

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Diversification: Meeting Your Financial Goals



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.



Concerned about Financial Security? Diversify Your Income by Leveraging a Proven Franchise System.

There is a lot of talk about the second half of 2021 seeing the Great Resignation. People are feeling the pressure of the COVID Coma lifting, but there is increased pressure to go back to work, face the toxicity, and compromise the quality of life many of us enjoyed thanks to the pandemic.

One question I want to know is this: whether you own the company, are self-employed, or are a key employee, are you positive that the “next crazy thing” isn’t going to take the wind out of your sails (sales), and put you in financial distress? How can you protect yourself going forward?

I ask the candidates I work with, who are considering diversification via a franchise concept, what they are doing to shore up any uncertainty, and position themselves to make financially astute investments in themselves to assure that their financial house cannot crumble.

Think of your income capacity like a corporation. If you have one line item for sale, and no one wants it any longer, then you have no revenue and become obsolete. But if you have multiple revenue streams, you will never be without income. Your financial health blossoms through investments in essential services.

Diversification comes in many sizes. If you are invested in the stock market or mutual fund, you probably have exceptionally low touchpoints in managing that money. That is a passive investment. Your job, or a business you own, is an active investment. You have a direct responsibility to engage and provide output that is tangible, and people will buy.



Much like we've found with the hybrid model of WFH and in-office presence, the franchise model of diversification is more active than the stock market, but not as demanding on a daily basis as a job or business that you own/operate.

Finding the right business to invest in takes time and research. And trusting in your capabilities, such as leveraging your interests and skill sets, which includes responsibilities you no longer care to maintain. Many people think they should own a business they are passionate about. I strongly advocate against that, because what nurtures your soul and gives you a chance to unwind, unplug and regroup should never be something you own. Get passionate about making money!

Franchising runs the gamut from brick-and-mortar businesses focusing on millennials, like healthy eating, fitness, wellness, and beauty. Then there are service-based businesses that meet the consumer where they live or work. Those are interior/exterior services like pet care, plumbing, electric, locksmithing, gutter cleaning and roof repair, to interior design, renovation, decorating, and cleaning.

Still need more examples? Club Pilates, MediWeightLoss, DekaLash, and Meineke are all franchises that are run by an industry expert (not you) on a daily basis, where you are overseeing the operations at a higher, hands-off level and simply manage the manager.

This is how I got my start in franchising, when I still worked a full-time sales job. They didn't know that I owned 5 Great Clips salons, because I didn't have to be there during the workday. I never cut hair a day in my life, and I started a family without going into the salon. My managers were accountable, helped to hire more great stylists, built our infrastructure so there was advancement. We grew a real business, and I was able to quit my job and focus on growth after opening the third location.

What are some service based options? Budget Blinds, Molly Maids, Ace Handyman Services, PuroClean, and PopALock do work inside or outside of a home or business. They come to you, the consumer, when you have a need for their services. For several years, I worked with a residential cleaning concept. Never did I pick up a sponge or vacuum. My role was to build the trust of our clientele and maintain excellent staff relationships and let the cleaners clean. By building a great work culture, I was able to further diversify and keep my best employees advancing into positions that helped them achieve more!

If you are like the candidates who seek me out to help them find the right options, you will start to see the [huge opportunity](#) in franchising. Perhaps you are wondering not about Why, but about HOW to be able to financially afford it. The “sweet spot” is not a Million Bucks or more. There are many low-start-up cost options that generate REAL income. Not walkin' around money, not a little jingle, and not a side hustle. Real 6-figure income replacement is attainable. And this is all while keeping your current gig.

The beautiful thing about franchising is that there is funding available to help you gain entry. The Small Business Administration (SBA) loves franchising, and many of the best concepts have already registered their business model, and business plan, with the SBA to speed up the approval process. There are other funding options as well, and we can explore those together.

Finding the right diversification option for you is not complicated. Working with an experienced franchise consultant makes the search relatively painless, and usually costs you nothing but your time and focus to do the research. If you like the income, you are currently making, but want to ensure your financial security, there are many options built just for you. If you can follow a proven system, execute a successful recipe, build a culture based on core values, and not tweak and tune or try to change the formula, YOU are the right person to explore franchising to secure your financial future. I can help!

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



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LEARN HOW TO FUTURE PROOF YOUR BUSINESS!

Is it Time to Build a Sales Team?



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.



A lot of companies don't always know when it's the right time to hire their first sales representative. This can be challenging especially if the company is new. It's always advisable to wait out as long as possible until you're certain that hiring salespeople at that particular time is the best move for the company. The first golden rule of any person looking to start a company is... the founder is the first salesperson of their company. Do not hire any salesperson until you have hit a certain number of sales.

Every company has a single goal of excelling in their business and expanding their growth margin. Therefore, finding the right people for the job will directly affect their growth and projection as a company. The sales team can make a company successful or kill it completely.

Hiring a good team is a lot more than going through resumes and job applications, it's getting the right fit for the company.

Here's a guide to when a company should start building out a sales team.

1. Growth

Most startups have the founder doing almost everything on their own; production, sales, accounting, etc. With time, and if their products and services are good quality, a lot more people will be sourcing them out. That's the right time to start considering putting together a sales team because the founder can no longer keep up with the market demands while doing everything else on their own.

The first salesperson is very crucial as they will set the pace for the rest of the team. The team can be mandated to take care of the sales process from identifying potential clients, converting the potential clients into sales and generally working the sales graph upwards. Having a clear game plan and workable strategies will help the team gear up and take their roles in stride.



2. New Season

Every beginning of the year is normally considered as a new season. It's the time that most people want to do things differently and are energized from the break they took for the holidays. This is the best time to get a sales team as everyone is trying to make career moves that will spur their growth. Most people are very motivated and have a list of resolutions. The kind of people you bring into your sales team will significantly affect your company either positively or negatively, so you have to be very keen. A lot of companies hire their staff at the beginning of the year. This should be a good time to put your sales team together or add members to your already existing sales team.

3. Fiscal Year

Every company has a fiscal year. This is the time that stock taking is done and the company's general performance is assessed. That makes it a good time to decide if the company should hire a sales team or if the existing sales department needs more salespeople or not. The company can assess how it performed in the previous fiscal year and will be guided accordingly by the available data that was taken during stock taking. It's also a good time to assess the performance of the sales team if it already exists.

4. Sales Forecast

The sales assessment report can show if the sales forecast is expected to go up or not. If the forecast is positive, then it is a good time to get your sales team revamped by building a sales team or bringing on more salespeople. This will help meet the operational needs where sales is concerned. If the projection is more than the sales team can handle, then it can overwhelm them hence slowing down their productivity. Getting salespeople with a hunger for success and a vision to excel will spur the company's growth.

5. Slow Sales

If the company is experiencing slow sales, then it is time to get new salespeople to the team. The existing team could be overwhelmed with a lot of work and a new team member could be what they need to get their energy and enthusiasm up. In most cases, a new member looks like a threat which motivates others to perform better. The new member may also have fresh ideas that can help the sales team achieve its goals. Non-performing salespeople should be replaced with ones who can be more strategically aggressive in bringing in more sales. Every salesperson should strive to perform better than they did previously because the continuous growth of the company not only affects the company but the team as well. Your salespeople should all be good team players. If they are some who are not, then it's time to let them go.

6. Solid Sales Strategy

Starting and managing a new business can be overwhelming but it gets better with time. Having a solid plan and a clear strategy on how to get potential prospects, how to turn the prospects into conversions and where the company is intending to go is very important.

Getting a salesperson or creating a sales team is a very good idea but getting a motivated and skilled salesperson and creating a sales team that shares the company's vision is more important.





Wesleyne Greer

IS IT TIME TO BUILD A SALES TEAM?

HERE IS YOUR CHECKLIST FOR WHEN A YOU SHOULD START BUILDING A SALES TEAM



Growth



Sales Forecast



New Season



Slow Sales



Fiscal Year



Solid Sales strategy

GET YOUR PEOPLE+ PROCESS = PROFITS
E-BOOK TO EXECUTE YOUR STRATEGY

And the most exciting part is... it's FREE!

Shiny Objects Cause Abandoned Communities and FOMO



Elaine Lindsay

Social SEO Specialist

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.



We as humans can easily be pulled into the hype of the shiny new app. I can say as an early adopter, I've done it many times. It was not always a good thing and I do not recommend that as a small business you jump on every new shiny object!

This is a tale of caution, and not of dislike. There are several issues that rear their ugly heads when you chase shiny objects in the digital space. And the most critical thing to keep in mind... These shiny new objects don't always make it! They can go "Poof!" and disappear leaving you high and dry.

I can see you rolling your eyes, and shaking your head but just bear with me as the fall out can be a long-term blow to any small business, and can have much farther reaching consequences that you may not have been aware of in terms of "what happens when..."

There are a variety of scenarios for outcomes when you jump into the new shiny object and lose sight of the community you already have on the old, perhaps stale app(s).

"Social media is a marathon not a sprint."

-Elaine Lindsay

When done right, social media can help you to build relationships with your target audience that develop into your thriving community. This all takes time and effort and some understanding of who your audience is and what it is they want from you and your business. Nurturing your community is long term. Building the **'Know, Like, Trust'** factor also takes time.



I want to share an example of an app I got to beta test called “BLAB”.

This video chat app allowed up to 4 people to share the stage (virtual). Your audience could watch and ask questions. You could answer their questions and/or bring someone to the stage in real time. This was a few years after Hangouts and subsequently, Zoom, had been established.

Back to Blab. Tons of people dove into Blab and started shows, everyone from Joel Comm to myself, to the newbie in the online world, solopreneurs, and more. People were excited to build their own communities here.

They stayed in their Blab rooms for hours on end. Jumping into other blabs and back again. Some of us began to use Blab for our shows that had been running on Hangouts or Periscope or Zoom. Doesn't it all sound like a great time?

It TROOL-y (see what I did there) was an adrenaline rush. Sadly, for small businesses, the pace of this new app and the time commitment required to build a solid foundation, meant you had to let something else fall by the wayside... That turned out to be the other communities and groups they had spent so much time building up!

Suddenly, Blab was no more. All the small businesses that dove in fully, were now left floundering. The communities they abandoned had to be rebuilt. Trust is so important and hard won for most. Sadly, trust can also be very quick to be lost.

Now we have the current crop of audio only social media apps including Clubhouse, Twitter Spaces, Facebook rolling out Live Audio Rooms, Podcasts and Spotify recently rebranded LockerRoom to GreenRoom and opened its beta to more people.

First let me say that the pandemic has created an unprecedented need for connection, with all of us. This I believe has helped fuel the excitement over these audio-only apps.

So many people and small businesses are suffering from Zoom fatigue. Not everyone is comfortable in front of a camera, which makes the concept of audio only, so attractive.

Here is the downside you need to be careful about: do not abandon your previously grown communities, and groups on your other social media apps. This could be more than a momentary downturn.

I'm hearing from those who joined vibrant thriving communities only to see them go flat. The facilitators have given in to the FOMO (fear of missing out). They are now spending all their time on the new shiny object. In their drive to make a place for themselves in the new app, they have lost sight of the communities or groups they had taken so much time to nurture.

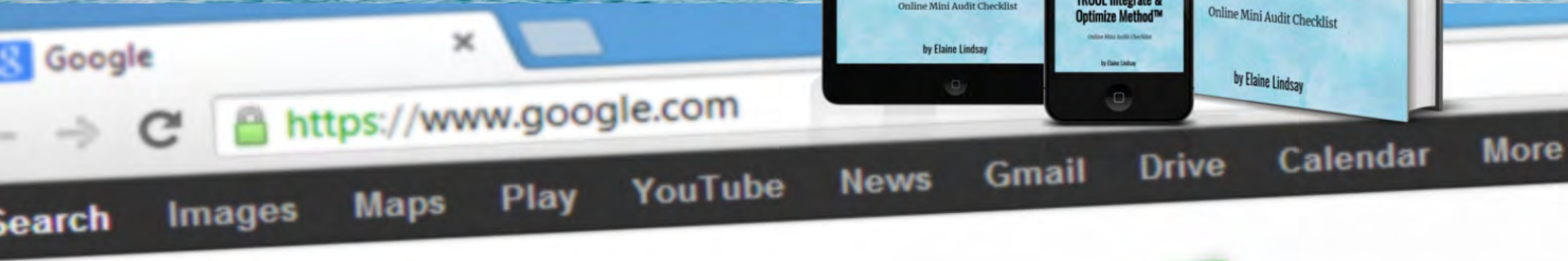
In so many groups the engagement has plummeted. No, it's not simply more changes to the old app that are driving the stats down. The community is feeling abandoned.

Many in the community are feeling slighted and that leaves a bad taste. Their audience members may not have any idea as to why the facilitators have suddenly gone AWOL. They too will begin to wander off... disgruntled, and in some cases feeling cheated by the sudden lack of value.

I'm the first to jump on a new social media app or video app or well let's face it, anything digital. It's part of the services I offer my clients. I do the beta testing, while maintaining contact with my groups, my communities. How is that possible you ask? Testing apps, beta trials, and all things new and trending in digital is my area of expertise. I do the testing, so my communities don't have to!

Bottom line in this cautionary tale. Never lose sight of your community. Your groups. You can check out the shiny objects when you do it strategically. Make a point of sharing your beta journey with your audience by simply making a point to keep connections, engagement and interest up to par in your current groups and communities. They are number one...

“Your next best customer is the one you have right now!” ~ Elaine Lindsay



Google

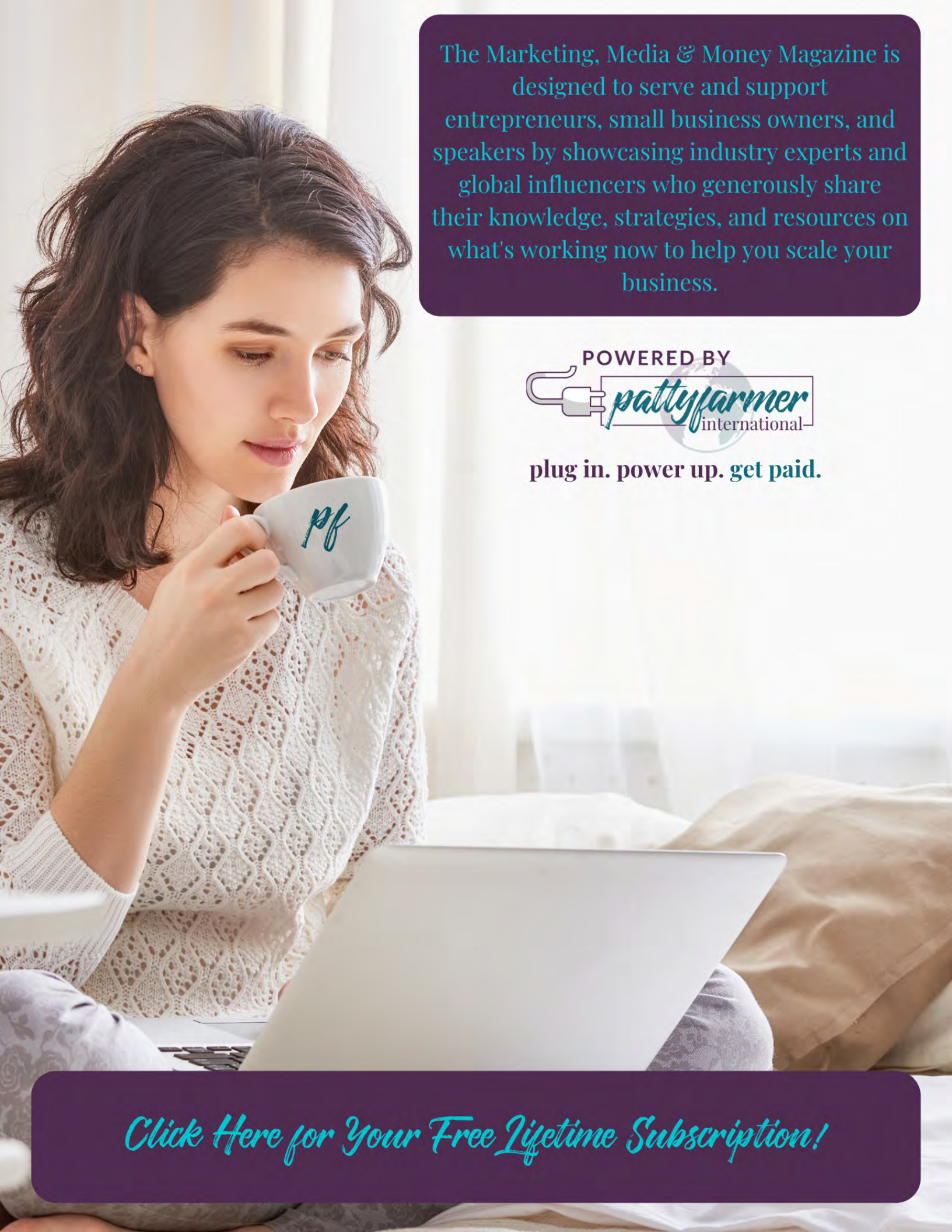
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