

Marketing Media & Money



2nd Q. / 2018

5

**Reasons to
Say Yes to
Becoming
a Speaker**

**Life
Lessons
from the
Ranch**

**How to
Create a
Sizzling
Talk Title**

**Business
Fundamentals for
the 21st Century
Entrepreneur**

**Tribe Marketing:
How to Build Your
Business In The
Influence Economy**

**Meet Phil
Gerbyshak...**

**From a Town
of 966 to a
Network of
2,977,841
(and growing)**

*How to
Increase
Book
Sales
When
Speaking*

**4 Ways to
Attract
Sponsors to
Your Next
Conference**

**IS YOUR
BUSINESS UP
TO S.C.A.L.E.**

**How to Speak
Where Your
Customers Are**

7

**Ways to be a Leader
People Want to Follow**

Are You Ready For The Spotlight

Stepping onto the stage... for some of us, it's exhilarating and feels like where we're meant to be... and for others, it can be truly terrifying. Whichever group you fall into, or if you're somewhere in the middle, this issue of Marketing, Money & Media magazine is for you.

If you haven't stepped onto stage yet, flip over to my article in this issue where I've shared the 5 reasons to say "Yes!" to speaking. You might just be surprised at the benefits for your business, and the ways you can leverage speaking to quickly build credibility and get noticed.

And, for the pro speakers, you'll gather some great tips on how to get in front of the right audience, how to write sizzling talk titles and more.

Dive into this season's issue and discover...

- The secrets of Tribe Marketing and how to create an audience of raving fans
- What influencers know about becoming a leader people want to follow (on and off stage)
- Smart ways to be sure the stage you're on is in front of your ideal customers
- How to sell more of your books when you speak (imagine the back of the room table rush!)
- Easy templates to design sizzling talk titles that meeting planners and audiences can't resist
- 4 ways to attract sponsors for your next event
- And 5 surprising reasons you'll want to step onto the stage, quick!

And more, with the types of implementable tips and life lessons you can only learn from someone who's truly been there and is willing to share their earned-from-experience wisdom.

Because Marketing, Media & Money magazine isn't about theory. It's about sharing resources and guidance you can put into practice to truly grow your business.

Now, get ready for that spotlight!

Patty "Let's Get You Booked" Farmer, Editor
Marketing, Media & Money Magazine

Reach out, let's connect - PattyFarmer.com

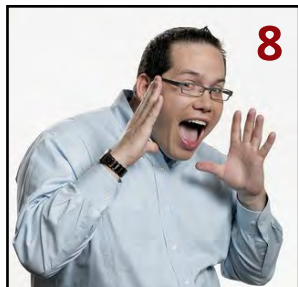


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2n Q. / 2018

Inside this issue...

Are you ready for the Spotlight? Patty Farmer.....	2
Marketing Tip by Patty Farmer.....	4
5 Reasons to say Yes to Becoming a Speaker by Patty Farmer.....	6-7
From a town of 996 to a Network of 2,977,841 by Phil Gerbyshak.....	8-10
Media Tip by Patty Farmer.....	11
Up Close and Personal with Phil Gerbyshak.....	12-14
How to Create a Sizzling Talk Title by Michelle Shaeffer.....	16-17
Life Lessons from the Ranch by Jane Bradley.....	18-20
Money Tip by Patty Farmer.....	21
7 Ways to be a Leader People Want to Follow by Ava Diamond.....	22-25
How to Increase Sales When Speaking by K. Paige Engle.....	26-27
Is Your Business Up to S.C.A.L.E.? by Kathryn Rose.....	28-29
4 Ways to Attract Sponsors to Your Next Conference by Shelly Rice.....	30-31
How to Speak Where Your Customers Are by Debbie Mrazek.....	32-33
Business Fundamentals for the 21st Century Entrepreneur by Sherill Calhoun.....	34-35
Tribe Marketing: How to Build Your Business in the Influencer Economy by Laura Rubinstein.....	36-37





Before committing time and money to a marketing campaign, be sure to set up ways to track and measure conversion. Running multiple types of marketing campaigns will allow you to compare marketing channels to see if one or a combination of marketing channels and ideas work best. -Patty Farmer

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Tired of going to events where you leave with business cards and connections, but **never follow up?**



How would you like to leave an event with **clients and cash instead?**

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5 Reasons to Say "Yes" to Becoming a Speaker

Some people are in the business of speaking while others would sooner have a root canal than speak in front of a group of people. However, there are many reasons why you may want to consider adding speaking to your marketing strategy. I have shared my top five reasons why speaking engagements are important to you and your brand.

1) Lead Generation

Any time you speak, you have a room full of potential clients and/or collaborative partners. To make your audience eager to tell others about you and your business, you must make them feel a personal connection to you. Utilizing personal stories within your presentation is an excellent way to connect with the audience. These stories make the information easier to remember, but they also create a feeling in audience members that you understand them and they know you on a deeper level. By doing this, you have started building a relationship with each person and when you have a relationship they are much more likely to be an excellent source for leads.

2) Name Recognition

Your name is shared in numerous places both virtual and at the event itself when you are the speaker at an event. You can get great PR from those involved in the event as well as those attending or seeing information about you and the event in their social media feed.

Here are some of the places your name will show up when you book a speaking engagement:

Through event promotion materials – your name and area of expertise will be seen by both those attending as well as those within the social media feeds where the event materials are shared.

At the event itself – you will be seen and heard by the people who attend.

On social media before, during, and after the event – people who do not attend will see the attendees talking about you and what you spoke about as they tweet and share during and after the event.

Other speakers and event planners – they will both see your name (in programs, signage, social media, etc.) and possibly even hear your presentation at the event and will have your name when looking for speakers for their future events. This will further the reach of your name and brand recognition.

Your own promotions – Make sure to utilize speaking engagements in your newsletters, websites, or E-zines to let your clients, potential clients, and promotional partners know.

3) Position Yourself as a Thought Leader

When you are a speaker, you are automatically seen as a thought leader on that topic to prospects, clients, and others. Speaking will elevate others' opinion of you and make them think that you **MUST** be good at what you do if you were asked to speak on the topic they are considering hiring you for. Speaking on a topic will establish you as an expert in that niche and field in the minds of others.



4) Build Relationships with New Strategic Partners or Potential Clients

When speaking at an event that has other speakers, be sure to attend as many of the other speakers' presentations or breakout sessions as you can. This will allow you to find new strategic partners in those speakers and, if they serve the same audience as you, that could lead to future collaboration and potential new clients as well.

5) Create New Content for Your Marketing

After giving your presentation you may re-purpose that content in multiple ways. You can break your presentation content into multiple blog posts, emails, SlideShare, social media posts, or even e-books. You may also be able to take the content and turn it into a webinar as well. The point here, is that you should use your presentation to reach as many different audiences as you can through multiple avenues. This will also help to fill your content marketing funnel.

The benefits of speaking far outweigh any hesitation you may have toward speaking. And, if you have spoken before, be sure to continue reaching out to your network for more opportunities to speak. The more you speak, the more people will look to you when they have questions or needs in your industry and niche. It is also a way to market yourself and your brand, make yourself a thought leader in your industry, and create and build relationships with joint venture partners and potential clients. It really is a win-win for you and your audience.

Patty Farmer is a Marketing & Media Strategist, International Speaker, Radio Host, Event Producer, & Best Selling Author specializing in Marketing & Business Growth Strategies and works with lifestyle entrepreneurs and speakers to attract and convert their ideal clients 24/7 so they can make a bigger impact in the world, and even bigger deposits in their bank account. **Let's Connect:** PattyFarmer.com Facebook LinkedIn Instagram Twitter



From a Town of 996 to a Network of 2,977,841 (and growing)

My hometown is a little town in northeastern Wisconsin called Crivitz, population 996. No movie theater, no stop light, no McDonalds, just a lot of people dependent upon farming, factories, and vacationers to keep everyone busy. I grew up with few advantages. My dad was a dairy farmer and my mom cut the cheese for a living—at the local cheese factory. While my school teachers were all terrific, as were many of my classmates, none were connected much beyond our little town. In fact, in 8th grade, I was told I should prepare to work at the gas station in town for the rest of my life, because "hard math" wasn't something I needed to get that "dream job."

I graduated from high school and immediately went into the Navy, and my life has never been the same. I worked with all five branches of service—as well as the NSA, the ones who listen—as a communications operator on an old DOS terminal. I learned to work with people from all backgrounds and to respect everyone's opinion, regardless of whether I agreed with that person or not.



As I write this, I realize I have completely outkicked my coverage, so to speak. I am far more successful than I ever could have hoped to be when I graduated from high school, and I owe it all to the network of people who I've met over the years. I finally understand how I did it.

Learn a little about a lot of things, and a lot about a few things. I learned early on that “readers are leaders”: the average CEO reads 30 books a year, or one book every two weeks. Many of the CEOs I've connected with read more than 30 books a year, often not cover to cover, and they also listen to audiobooks, podcasts, and read blogs. And not just business-related learning, either. These CEOs are reading about food, about wine, about sports, about self-help, influence and persuasion, about sales and about marketing, to name a few. The more I learn about the more different things, the more I can relate and connect with other people.

Be a person of value. This is the first and most important part of networking. This does not mean being a thought leader, or an expert, or anything like that. It means to be a person of value. You can be valuable by cheering other people on, by letting people know you appreciate them, and by sharing their insights with others who might value them too. Long before I had any idea that I wanted to be a sales trainer and a sales coach, I read books. A lot of books if I'm being honest. And for the longest time, I kept my thoughts to myself, which meant I was a person of value to exactly one person and had a network of exactly one person: me. It was only once I started sharing my insights and being a person of value to others that my network grew.

Have and share an opinion—but be willing to change your mind. I am very opinionated. I'm the oldest of three boys, and my opinions started coming out of my brain before I even got out of the womb. I do my research and I form an opinion, and I'm willing to share it in a strong way. I'm also willing to be wrong when presented with information that conflicts with what I know. I share my opinions in every format possible, but I am willing to change my mind. Growing up in a small town, I was raised with many beliefs that I've since changed. Sure, many of my values are the same, but I have changed my mind about a good number of things that are quite contrary to what I believed when I was growing up. Still, today, I get challenged on my beliefs all the time, and I am still willing to change my mind. I am frequently told that one of the reasons people talk to me is because I have a flexible mindset. *(continues on next page)*

Connect Boldly. If you want to connect with someone, you're likely going to have to ask that person to connect with you, be it on- or offline. Online is easier, and often leads to an offline relationship. I figure out who I want to connect with and then I look them in the I's: In common, Insight, and Interesting. By focusing on one of these three I's, I find I can connect to virtually anyone. It takes a little more work, but it works, and while my network is smaller than many, I am connected to the people I want to be connected to.

Make Valuable Introductions. I love to connect people I think can benefit each other in my network. I send a quick email, or tag them on Twitter, or connect them via a messaging app so they can start a relationship. I am sure to include why I think they can benefit one another, and why I value them as humans and business people.

Stay in Touch. The last tip I'll share for building your network and thus your business is to stay in touch. If I'm going to a city for a speaking engagement, I look up people who are in that city and I try to have coffee, a meal, or an adult beverage with them. When I know it's someone's birthday, I reach out and wish him or her a great day. When I have a few extra minutes, I scroll through my social media feeds and I comment or share someone's content. It doesn't take long to stay in touch, and it makes a huge difference.

Social media makes it easier than ever to build an amazing network of people. As of this writing, my network on LinkedIn is 2,977,841, and I'm sure it will grow again before you read this. By following these simple but not always easy tips, you can grow your network, even if you have none of the typical advantages of great networkers, and you can build a business that's far more successful than anyone ever would have imagined, even if someone has told you to settle for working at a dead-end job.

Phil Gerbyshak is an award winning sales and marketing speaker, trainer and coach. He works with sales teams and individuals to create content and leverage technology that leads to conversations and connections that increase relevant leads, earn referrals, and build their business. To learn more, connect with Phil on LinkedIn at <http://LinkedIn.com/in/PhilGerb>



Make time for PR. Unlike traditional advertising when it is marketing collateral selling your product or service, PR is about brand building and endorsement. Having your product or service featured in well-known blogs, local or national news, or in magazines will make an impression on how your customers or potential customers perceive your company and it will build credibility and brand awareness. -Patty Farmer



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Up Close and Personal with Phil Gerbyshak



What does success mean to you?

In a word, success to me means freedom. Expanded, it means the freedom to work a 24 hour day or a 12 hour day. To live where I want instead of feeling like I have to live where I am. And to choose the projects I want to work on and the people I want to work with. By this definition, I am successful.

What would your advice be to a brand new speaker, business owner and/or entrepreneur? Work really hard at getting good at what you do, and create as much value as you can, as often as you can, for as many people as you can. Relationships I built 15 years ago are still paying dividends today.

What was your ah ha moment that inspired you to become a speaker? I was hosting an association meeting once and the speaker I hired to inspire us put everyone to sleep - literally. People were drooling on the table, he was so boring. I realized I let that happen - and that I could do better. So I did. I spoke at the next meeting, and I realized I was decent at being in the front of the room. I have kept practicing since then and continued to hone my speaking craft.

What are some of the changes business owners/entrepreneurs, in your opinion need to make to be successful in today's business environment? First, we need to realize it isn't about us, our product, or our service. It's about the client, and the value the client gets from us. When the value stops being 5-10x in the client's favor, you're going to need to find a new client. Second, that the internet means every moment matters, and you can't ignore anyone. That's a wonderful thing if you're good at customer service, and a terrible thing if you don't care about customers. It's a huge opportunity, and a huge responsibility, and one I take very seriously every day.

If you could have lunch with any CEO who would it be and why? While she's not a CEO, she is a C level executive, and she is inspiring. Her name is Sheryl Sandberg, and she is the COO of Facebook. I'd like to talk to her about how she handled losing her husband, how she feels about the big privacy leak at Facebook, what it's like to balance a family with work and writing a best selling book, and what she's working on next.

What is your big 'WHY' that prevents you from giving up time when times get tough? My big why is hearing my 8th grade guidance counselor telling me I didn't need to take hard math in high school because I'd always be working at the gas station - and my grandma and my mom telling me I could do anything I wanted to as long as I worked hard and gave it my all. My grandma's love of family (she was the glue in the family, holding our family together even with times got tough) have inspired me to be the glue in my family, and in the world. Her drive to treat people as they individually wanted to be treated guides my life and my work.

What is the lesson that took you the longest to learn? My biggest lesson - and one I am still learning - is that I can't do everything myself. I'm good at many things, but I am not good at everything. And just because I am good at something doesn't mean I need to be the one who does it. It's better to have other people do things I don't have great energy around, when I can afford it, because it frees me up to do what I am best at. I'll offer a personal example and a business example.

Personally, I accepted that I am not going to iron my own shirts. It's a little thing, and a professionally laundered and pressed shirt costs me \$4 tops, often less than \$2. I can do about 3, maybe 4 shirts in an hour. It takes me 10 minutes to prep, and 10 minutes to tear down prep, and then I get 4 shirts done. That's \$16. I make more than \$16 an hour. It doesn't make sense for me to do my own shirts, especially when I factor in the prep and teardown time, and the frustration that comes from needing to iron a shirt at the last minute. Instead, I keep all my shirts crisp in my closet, I always look good for every meeting, and I am not frustrated with what I do.

Business wise, I do not go searching for sources for stats or quotes for use in my presentations or blog posts. Instead, I use FancyHands. I email them, they get back to me in a few hours, and it costs me less than \$20 a month to do this 3 times a month. Totally worth it to me as I would spend hours looking for the perfect quote to use, when I can have them find me 50 quotes or 10 stats and I can pick one to use much faster than it would have been for me to find these. *(continues on next page)*

What are you doing right now that you're scared of, but you're doing it anyway? I'm finally launching my LinkedIn Sales Blueprint for Speakers! I've been working on this course for almost 5 years, and every time I've gotten close to launching it, I've let speaking, training or one-on-one coaching get in the way. I've let LinkedIn's never ending platform changes get in the way. I've let me get in the way. I'm excited to finally be launching this so I can help more people get the help they need at an affordable price - and that I can focus on delivering value and making the few updates that LinkedIn makes as they happen, instead of letting that be something that scares me.

What was the biggest obstacle, blind spot or roadblock you had to overcome? The blind spot that everybody knows what I know, therefore it isn't valuable. This is an ongoing blind spot for me. I'm fortunate to understand complex things quickly, to test them out, to see what works and what doesn't work, and to make it sensible without jargon for my clients fast so they don't have to wade through the muck. I sometimes think everyone can do this, and I'm realizing everyone can't.

What do you love most about your business TODAY? I love my coaching clients. I love their breakthroughs to finding out their full potential, when they believe in their message so they can really get their message out there. I love that wherever I travel, I have clients who become friends that I can visit, and I love that I live in Florida where so many people come so I can meet my clients and prospects in person in a place I choose to live.

What's next for you? I'm working on a new book, about my sales strategies. While my course is really a blueprint of step by step ways to leverage LinkedIn, my book will be more anecdotal with success and failure stories from my clients, prospects, friends, colleagues, and even me. It will be out in late 2018, and I'm super excited about it! My website and videos and pictures are all getting redone too, so everything will be fresh and new and in alignment with my message, which is both exciting and terrifying.

Phil Gerbyshak works with sales teams and sales leadership to leverage leads, earn referrals and boost their business online and offline. Connect with Phil on LinkedIn to get more sales and marketing insights.



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How to Create a Sizzling Talk Title

Wondering what to title your new talk? Looking for something that will get planners and coordinators excited to book you and an audience marking you on their “must be in the room” list?

Ask yourself this: what are the three biggest problems or challenges I see my audience struggling with?

Now, with those challenges in mind, try these fill-in-the-blank ideas to jumpstart your brainstorming in the right direction!

1. How to _____ in [#] _____ Easy Steps, Even if ____ (biggest objection here) ____
2. How to _____ in _____ Days
3. How I Made _____ in _____ Days
4. How to Find ____ (answer audience needs) ____
5. How to Make a Strong _____ That Will (Get Result X)
6. How to Completely Change _____ So You Can (Result X)
7. How to Create _____ That Gets _____
8. How to Use _____ to Stand Out
9. How to Tell if _____ so That You Never _____ (Pain it helps them avoid)
10. How to _____ the Right Way so You Won't _____ (Pain it helps them avoid)
11. How _____ Can Inspire Your _____
12. How to Get Rid of _____ Permanently
13. What to Do with _____ - So You Can _____
14. [#] _____ Things your _____ Doesn't Tell You
15. [#] _____ Trends for [YEAR] _____
16. [#] _____ Secrets to _____
17. [#] _____ Resources to Help You Become _____
18. [#] _____ Signs You Might _____
19. [#] _____-Point Checklist: _____
20. [#] _____ Trends You Need to Know _____
21. Getting Smart with _____
22. [#] _____ Wrong Ways to _____
23. [#] _____ Foolproof _____ Tips for _____
24. [#] _____ Ways to Make Sure Your _____ Is Not _____
25. [#] _____ Mistakes You'll Never Make Again

Got ideas now? Next take them over to the free tool at www.HookLineDynamic.com and see how to make them sizzle even more!

TITLES

Michelle Shaeffer is a blogger, speaker, writer, marketing consultant and human psychology junkie. She's the creator of the HookLine Dynamic app, author of Words That Feel: The Lingo Dynamics Manifesto, and is currently working on her book, The Art of Actually Giving a Damn: Rise of the Empath Entrepreneur.



Life Lessons from the Ranch

I had the great fortune to be raised on a working ranch in New Mexico. The ranch was owned by my Father and my Grandfather. Everyone on the ranch had a job - everyone knew exactly what their job was and everyone performed their jobs with good cheer and to the very best of their ability. I have traveled far from that ranch and enjoyed a life of great satisfaction to me. It has been a life of adventures, some praise, some notoriety and a lot of professional accomplishments. I learned many of the lessons that have allowed me to live this extraordinary life while still a child and on the ranch.

Did you ever consider the part that mythology plays in our individual and the collective understand of our world and history?

This is true of every century and in all cultures. The most romantic and perhaps the best known of the world's mythology is the AMERICAN COWBOY.

Cowboys have always thought to have been tall, straight, wear a white hat, always knew and did the right thing and who always, in the end, got the girl. Perhaps the one American hero we all recognize is still JOHN WAYNE.

It has always been my opinion that you could slap a cowboy hat on a telephone pole and the average woman would walk up and start to flirt with the telephone pole. I was raised by this mythical stereotype of American cowboy - my dad. He influenced the way I would be in the world - how I would choose to conduct business and my sense of personal integrity. And I learned lessons, lessons that still serve me today. One of the lessons I learned was about collaboration.

What is the definition of collaboration? **Collaboration** is a working practice whereby individuals work together to a common purpose to achieve business / personal benefit. **Collaboration** enables individuals to work together to achieve a **defined** and common purpose.

Can we exist without understanding the necessity of collaborations? Yes, but we can do so much more if we do understand.

Can collaboration be learned? Yes it can - a big and definite, YES!

I learned - on that ranch in New Mexico - the lesson of collaboration and I learned it from a horse. Yes, that's right - from a horse.

As a child I was considered small for my age, but I still had my chores and duties despite my size. On our ranch one of the main sources of income was selling horses. A well-trained horse brings far more money than a wild and untamed horse. I loved to be around horses, thought they were beautiful but knew that they could step on my toes and some would bite me if given the chance.

A full-grown quarter horse weighs around 1,050 pounds and stands around 66 inches at the shoulder. As a small girl, I was obviously no match for mastering a horse if I relied on strength or even brain power. And yet, it was going to be necessary to "show" these horses in the arena and in competition in order to make good sales. (Does this sound like some of your business undertakings?)

I was quite young when I learned the value of collaboration. I learned that to achieve success and be able to ride and show a horse I **WOULD NEED TO COLLABORATE** with the horse. I needed to find ways to instill trust between me and the horse. I could not do the job alone. I **NEEDED** the horse to work with me - to be willing to do what needed to be done and on que,
Continues on next page



This was accomplished in several ways;

1. Regular and predictable training sessions in which we both played our parts.
2. Being present in the horse's life and being reliable.
3. Providing an acceptable space for him to live and work.
4. Working at a pace that was conformable for both of us.
5. Allowing a partnership to develop and grow by forming a deep bond in which we both wanted to do our best "work".

And of course, ALWAYS having lumps of sugar in my pocket didn't hurt.

Don't we all love a reward for a job well done?

I got my reward from seeing that big smile on my dad's face and I still have some of the ribbons won at this time in my life.

I sincerely hope that you have enjoyed this lesson from the cowboy way. I have enjoyed sharing it with you. The analogy is obvious - when working with horses or with our business associates - we need to find ways to collaborate in order to achieve our goals. Working together is always a better way. Win - win is always a better answer. Brute force is seldom possible and never produces an acceptable outcome.

Collaboration will make your life fuller, richer and far more satisfying. Right now - go back and read the definition of collaboration, then make a list of potential collaborators.

Give some thought on how you can reinforce these collaborations.

Want to chat about this and other lesson from cowboys. I would love it.

JANE BRADLEY - Growing up in the disappearing tradition of ranching taught Jane valuable lessons. Starting as a successful studio artist/gallery owner to, President of a pro football team playing in the EFL, to speaker and teacher, and NOW: SMARTSPIDER.NET - An online directory for professionals and professional services. These are lessons learned from the ranch.





Money

TIP

Sell results, not features. One of the ways you can monetize your products or services is by listening to the problem the potential client has and sharing the solution you provide through stories of the results others have achieved when hiring you and sharing less about the features and benefits of your program or package. -Patty Farmer

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7 Ways to be a Leader People Want to Follow

We all know that engaged employees perform better. It's kind of a "duh," right? So if everyone knows this, why are employee engagement numbers still so low?

According to Gallup, only about a third of U.S. employees are engaged. The other 67% are disengaged or actively disengaged. And these numbers have been about the same since 2000.

Engaged employees have an "all in" mentality and are committed to the organization and each other. They are emotionally invested, go beyond what is required, and are constantly focused on what additional value they can add to drive business outcomes. Yet, this has become elusive in most organizations.

Leading in today's world is part mindset, and part skillset. Here are seven ways to up the engagement levels of the people on your team.

1. Decide to be the best leader they've ever had

Yup. Decide. It starts with that. So what would happen if you made that decision? For most leaders, it would raise the bar considerably.

Being the best leader someone ever had means you have to figure out what would make you that best leader for each individual on your team.

You'd ask a lot of questions. You'd ask them about the best leaders they ever had and what made them their best leader. This will give you tremendous insight into how they like to be motivated, led, and rewarded.

And then you'd customize the work experience for them. You'd help them align their personal vision to the organization's vision. You'd let them know you care about them as individuals. You'd support them in reaching their goals.

You wouldn't micromanage. You'd paint the white lines on the side of the road (set the expectations and boundaries), then set them free to work in the way that's best for them. It all starts with that one decision—to be the best leader they've ever had.

2. Believe that people want to be awesome

This belief changes everything. When people get off track, your job is to return them to their natural state of awesomeness.

You want to have people in roles that take advantage of their natural talents. When I was 7 years old, I taught school in my garage to 5 neighbor kids I bribed with candy to be my students. I taught them how to write their names, tie their shoes, and make macaroni necklaces. My first job out of college, I taught high school English. And I've spent my career developing leaders and teams



Teaching is a talent I was born with. If you tried to put me in, for example, a financial analyst position, I would not excel, no matter how hard I tried. I'd be working uphill all the time.

This is true for your team. Each person has natural talents and strengths that they bring to the team. When you put them in a role that uses those, they will deliver excellent results.

Additionally, they have skills they've developed over their career. They also have desires for their lives.

The place where these three things intersect is their "sweet spot." The more you have people working in their sweet spot, the more awesome they are.

As a leader, it's your job to know what this is for each of your people. When you know this, you can create an individualized growth path for each team member, and you will get his or her best work.

3. Lead with your heart

Today's employees want to make a difference. They're looking for meaning and purpose. They want to know that what they do every day matters.

It's up to us to help them figure out the difference they are making and the impact they are having through their work.

For example, if they process medical insurance claims, help them connect to the difference they are making in the lives of the people who are receiving medical care. Because they processed that claim, a woman got her breast cancer treated. Because they processed that claim, a premature baby got the lifesaving treatment he needed. Help them connect to the results of their work. *(continues on next page)*

Love your people. Really love them. When I speak to leaders, I often ask my audience. “How do you treat people that you love?” The answers generally include such things as, “I have their back,” “I show them that I care about them,” “I listen to them,” “I have their best interests at heart,” “I support them in being their best.”

We then talk about how that’s exactly how they should treat their team members. When you really love and care about your people and they know it, they will give you extreme loyalty and exceptional performance. As a bonus, your job satisfaction in your own role will increase.

4. Focus on the positive

Bear Bryant was the longtime head coach of the University of Alabama football team. In his 25 years as head coach, he amassed six national championships and thirteen conference championships. When he retired in 1982, he held the record for most wins as head coach in college football history with 323 wins. His secret weapon? When he showed his players the game films, he only showed the plays in which they excelled. And he’d ask for more of that.

Most coaches show the errors, the mistakes, and ask you to fix them. Bear Bryant knew that focusing on the positive, and rewarding the behavior you want more of is a much more effective approach.

Encourage your team members. Thank them for their contributions. Praise and reward them when they deliver. It doesn’t have to be something huge. Even a handwritten note with a few heartfelt words can mean a lot to someone.

5. Ask great questions

Over-direction is a motivation killer. If you want your people to have a sense of ownership and be fully engaged, involve them in decisions that impact them. Instead of always giving them the answers, ask great questions to tap into their genius and problem solving skills.

You can ask questions like:

- How can we make things better?
- If we couldn’t do it the way we’ve always done it, how could we do it?
- What ideas do you have to solve this problem?
- What can we do to enhance the customer experience we are delivering?

By asking great questions, you develop the critical thinking skills of your people and increase their level of engagement.

6. Lead Change Well

Several years ago, Boulder Community Hospital was making a huge change. They were opening an additional hospital on the other side of town that was going to focus on women and children. Suddenly, people and departments who had worked together for decades were now going to be in two different sites. And in the maternity department, nurses who had once specialized in the moms or the babies were now going to become generalists. There was a lot of resistance to these changes.

They hired me to be their change management consultant, and to do some training. On my way home from the meeting where I got the gig, I called my mom to let her know. I explained what I was going to be doing. My mother said, “Wait a minute. Let me understand this. Why don’t they just tell them to show up at the new building on the day it opens and go to work? What do they need you for?” Then she paused a moment, and said in an incredulous voice, “They’re paying you money for that?!?”

I had to laugh. I call this the “Lila Diamond flip-the-switch change management approach.” And it’s one used by way too many organizations. What generally happens is that the leadership team spends months or even years wrestling with the decision to change, the plan to change, and the tactics for the change.

Then, they make the announcement and expect people to be on board immediately. Except that it doesn’t work that way. People need time to emotionally process what the change means, how it will impact them, and who they will need to become in the new order of things. That is not a switch you flip. It doesn’t happen overnight.

In today’s high velocity world, leaders need to get really, really good at leading constant multidimensional change.

7. Encourage Innovation

You want your people to think creatively, to innovate, and to challenge the status quo. We live in a VUCA world- volatile, uncertain, complex, and ambiguous. It takes innovative thinking to thrive in this environment.

98% of five year olds are described as creative, while only 2% of 44 year olds are described that way. So what happened in those 39 years? Creativity was socialized and disciplined right out of people. And that is problematic for our organizations.

When people think of challenging the status quo, they’ll look around and think, “What happened to the last guy who did that?” If that person is now on third shift in a tiny town in Nebraska, no one will open their mouths. But if that person was encouraged and rewarded for that innovative idea, even if it didn’t work out, you will get more people offering their creative thinking and ideas.

To increase the level of engagement on your team, I’d encourage you to make the commitment to focus on these seven things in your leadership role. And remember, it all starts with a decision—to be the best leader your people ever had.

Ava Diamond works with organizations to develop their leaders and their teams so their people can do the best work of their lives. She is a sought after keynote speaker and workshop leader who is known for her high-content programs and her high-energy, down to earth delivery. You can find her at www.avadiamond.com, and reach her at ava@avadiamond.com.



How to Increase Sales When Speaking



Are you searching for a simple and highly effective way to promote your latest book and build an audience while you are speaking? You've found it. Selling your book from the back of the room is an excellent way to increase your credibility and generate additional income. It is a perfect marketing tool. Here are some tips on how to increase your book sales when speaking:

1. Create Bundles

Sell books at the back of the room at your speaking engagements. But don't stop there. In addition to offering individual copies of your book, create powerful product bundles. You can package your book with audio or video recordings, a companion workbook, or admission to an upcoming event you are hosting. I know an author who makes a whole production out of his back-of-the-room sales. He bundles his books with books by other authors that he recommends during his engagements along with a wide variety of information products. You can also bundle books and products on your website.

2. Give Books Away

That's right—I said give them away. Plan to send out a minimum of 100 copies of your book to media contacts, influential bloggers, peers, potential clients, and joint venture partners.

3. Go Digital

Be sure to produce an ebook as well, set up an Amazon Digital Text Platform account (<http://dtp.amazon.com>) and distribute a Kindle version of your book. Also, submit your manuscript to <http://smashwords.com>. This paid service will convert your work into nine different ebook formats and make them available to Barnes and Noble Nook, iPhone and iPad, and many other outlets. With the combination of Amazon and Smashwords, you can cover the major ebook outlets and have immediate access to sales statistics, while reaching a growing network of readers. I help my clients convert their print versions to ebooks all the time, this makes your book more visible and accessible to others.

4. Target Trade Associations

If you do a bit of research, you can find several trade associations that reach your target audience. Tap into this opportunity by sending copies of your book to the newsletter editor and influential chapter leaders. Also, inquire about contributing articles to their newsletters or websites. These simple efforts can lead to greater exposure, book sales, and referrals for speaking engagements directly with your ideal audience.

5. Reach Beyond the Platform

You already know that aside from your expertise and reputation as a speaker, authoring a book makes you a further authority in your field. It can also help you attract lucrative corporate contracts. Major corporations have big marketing budgets and are always looking for unique ways to reach potential customers. If

your book has appeal to their audience, you could strike a deal with any number of options: serve as a media spokesperson, license copies of your book with the company logo added to the cover, get paid to write guest blog posts, distribute your books to their customers, deliver workshops via webinar or in person, and much, much more.

Bonus Tip: Don't forget to ask the event organizer to purchase book copies for the attendees ahead of time. Many events and companies may have an education budget that is separate from their speaker budget to fulfill such a request. You get advanced sales and increased visibility as each attendee will have the opportunity to learn more about you.

A book is a multi-purpose marketing tool with unique and special abilities to create attention that you can turn into sales and enhance your speaking career.

K. Paige Engle is a Travel Entrepreneur, Bestselling Author, and International Speaker. As a Publishing & Branding Strategist she helps authors, entrepreneurs & coaches leverage their business brands with bestselling books. Paigeengle.com You can find her celebrating the French lifestyle online at [@parisbypaige](https://www.instagram.com/parisbypaige).





Is Your Business Set Up to S.C.A.L.E.?

You are living your dream. You are a small business owner and have successfully jumped over the first hurdle of launching a business that makes money. Way to go! Your tireless work tells the world you are serious about your business and its success. Now that your business is established your attention needs to shift to focusing on “scaling” to push it beyond survival mode and transition into making a profit.

Sounds good, right? So, what does scaling really mean? Scaling your business is identifying what your business needs to be more profitable and what you need to be more productive. Simply, scaling means healthy growth. We all know we can’t work 24/7, it’s not sustainable. But yet we do! What if you decided to take a week off? Or, even a few days? Who’s going to run your business and how? This is what scaling means. What are the different moving parts needed? What is your plan to get there? Why are these things needed? Once you define the why, you need to determine what you need in order to have a truly scalable business.

When today is overwhelming, it’s tough to know what you should be doing to ready your business for a successful tomorrow. It does not need to be so intimidating! Planning is the key. Using my SCALE business model you can fine-tune your goals and opportunities. Let’s walk through my 5 immutable (absolute) laws of scaling your business after each one write down how you and/or your business.

S #1: SO WHAT? - Who cares about my product or service? Does it fulfill a need?

When looking at my business, wiseHer, research uncovered how women were starting businesses at 5x the rate of men, however due to the perceived or real lack of knowledge their businesses were failing faster too. Mentors and actionable advice were proven needs. So what is your big AHA moment that guides your to define the problem you are solving and for who? to scale?

C #2: COMPETITION - Does anyone offer similar offerings? How are you different?

Who else is going after your customers? What do you do well vs competitors? It is easy to be the new person on the block, but what are you really up against when you are here for the long haul? Also, how easy is it for someone to enter your market? If there is little barrier to entry it would be easy to come in and steal your market share. In the case of wiseHer, we developed a software platform. Would it be impossible for someone to enter our market? No, but it would be challenging.

A #3: AVAILABILITY - How stable is your business?

If you own a franchise and the company goes out of business, what then? What if you're a cupcake baker and there is a flour shortage or your main frosting supplier decides to raise their prices. Think through how much control you have over your product or service or process and how you will handle it in the worst case scenario. Yes, this requires looking into your crystal ball and seeing the road ahead a bit. Do you offer a specialty product that depends on a specific vendor to source it? Do you have backup option should that option no longer be an option?

L #4: LOCATION, LOCATION, LOCATION - Are you isolated or accessible?

My first business was as a consultant. This was not a strong way to scale. I only had a finite amount of time so I could only take on a small number of customers. What could I have done to scale? I could have offered courses so people could learn from me all over the world, I could have written books (and did!), and maybe instead of taking on clients myself I could take on other consultants and hire them out as well. Be realistic and innovative.

E #5: ECONOMICS - The final and most important law is how much true profit you can make. Is your dream is to live in an expensive house, take luxury vacations? Make a list of everything you will want to buy with the money from your business and then run the numbers to make sure there is enough money to realistically support it. How do you determine this? Dissect each penny and how it's spent. How much does your website cost, social media tools, email marketing, packaging, and so on? How much does your phone service cost, certifications, traveling to events or clients? All of these things can be estimated and tracked as you go forward to determine how much you are really making at the end of the day. Consider 3-5 years down the line. On average it takes 24 months to get a business up and running.

No plans are one-size-fits-all and not all growth plans are created equally. A highly successful business should eventually sustain itself, regardless of who is in charge. The bottom line is that with a solid plan to S.C.A.L.E. you will be successful well into the future.

Kathryn Rose, founder of wiseHer, a technology platform offering on-demand expert advice for women in business, career and life. She is a serial entrepreneur, former Wall Street sales leader and an author of 9 books. She has been featured in CBS Marketwatch, Fox News and more.



4 Ways to Attract Sponsors to Your Next Conference

The year was 1988 and I was living in Las Vegas, Nevada. I was a part time waitress looking for a great job. I applied everywhere but nobody wanted to hire me. Out of pure frustration, I decided to host a job fair in hopes that I would find an employer who would offer me a great job. I had no idea how to host an event, but I was determined so I made a list of everything I thought I would need to make it happen. Then, I made a list of local businesses and people who I thought could help me make it happen.

Business cards were first on my list, so I approached a printer, told him about my plans and then told him my needs. I needed business cards, fliers and posters. I offered him to be our official event printer if would print my items, at no cost. He said YES and I had my very first sponsor. Within two weeks, I had an office, a phone, a fax machine, unlimited printing, a promise for advertising on the radio, billboards, TV, newspapers and 7-11 agreed to put my posters up in over 100 of their stores.

Fast forward 30 years and 1,200+ conferences & events later, I've had the honor of many with well-known national brands like Sam's Club, Costco, Coca-Cola, MetLife, BMW, Allstate, ADT, Godiva Chocolatiers, AVIS, Constant Contact, Panera Bread, University of Phoenix, Comcast, T-Mobile, Verizon, Bank of America, as well as countless small businesses, coaches, consultants, schools, networking organizations, associations, media outlets and chambers sp sponsor .



Here's a few tips on attracting sponsors for your next event....

1- Pass the microphone

One of the best and the most valuable things you can offer a sponsor is time on your stage in front of your audience. It does not have to be a lot of time and you don't have to include them in your speaker line-up, just offer them the opportunity to speak to your audience. Personally introducing your sponsors to your attendees and allowing them to give a demonstration, talk about a new product or explain their services will usually attract all of the sponsors you can handle. Keep in mind, you probably don't want your event to be a big 'pitch fest' so be sure you and your sponsors have a clear understanding of what is and is not okay to say from the stage.

2- One size never fits all

Forget listing what the sponsors will and will not get when they write you a check. Instead, offer to custom tailor a sponsorship package to their needs and desires. Share details about your event with and be sure to include who your audience is. Also, give them a list of potential benefits, but instead of telling sponsors what they will get, ask them...What do you want?

3- Consider multiple sponsors verses one big sponsor

If you can't find a sponsor to write you a big check, consider approaching multiple sponsors who can write you smaller checks. I've had companies sponsor swag bags, coffee stations, chocolate fountains, give-aways, decorations, lodging, equipment, lunch, signage, printing, videos, and photography. There are many companies looking for PR and exposure who will gladly write checks for name recognition, shout-outs, and complimentary tickets.

4-Who's advertising near your venue?

I've found sponsors just by noticing who's advertising near my event venue. Who's on billboards? Who has print ads in the newspaper? Who's actively looking for clients? Potential sponsors are everywhere. Open your eyes, pick up the phone and invite these companies to collaborate with you.

Shelly Rice is a multiple award winning event producer. She has been producing business events for 30 years and has held over 1,200 successful events & conferences, in 130+ U.S. cities. Shelly hosts event planning retreats for coaches and decision makers to learn how to plan their own profitable, well attended conferences and how to take their events national.

[Click here to connect with Shelly](#)



How to Speak Where Your Customers Are

Years ago when I sold semiconductors and printed circuit boards I used to attend purchasing conferences to understand how buyers were buying across America. Always I wanted to be the best in sales in my industry and be on top of what was changing. What I didn't realize was that other salespeople did not attend these types of conferences.

One day one of my buyers from Dallas that was attending the conference came up to me and asked me if I could sit on a panel that afternoon and speak from the salesman's perspective to the buyer audience. It was one of my very best customers and of course I said yes. I was very nervous because at that time I did not do public speaking. However, I did feel like I could authentically give them a salesperson's perspective and I wanted to help my customer out.

Little did I know that on that day on that stage something huge shifted that I would not realize until several years later when I started doing public speaking pro bono as a marketing activity to promote my consulting business. I realized that if I would speak to groups that could actually buy from me versus just speaking to whatever group asked me that I would get more speaking engagements and get more clients. Previously I was so excited to be asked to speak that I didn't really think about if it was the right place for me to speak. Is this you?

For a couple of years I spoke pro bono for anyone who asked and then my business coach challenged me on why was I still not charging. He was right in that people would be willing to pay me but I didn't ask.

You have heard "ask and you shall receive", right? Well, it's true! First, have you invested the time into figuring out who your ideal client is? If not, do so today! Next, for those ideal clients where do they congregate? More than likely they belong to a professional association that has a national and a local presence. Perhaps your community has a very active Chamber of Commerce that they participate in. Find out where they gather.

When you identify who they are and where they meet then do the research to discover who is in charge of programs for their local or national or international events. The person who is over programming is usually VERY grateful if someone calls them and says they have something they believe would be of value for their attendees. Think about how many people a program person has to gather for ONE conference – between keynotes, breakout sessions, panels – it could be many. Imagine if you are the proactive one ASKING for the opportunity and helping them out. (If you have ever served on a committee and been the program person you know what a job it is!



One of the other things I discovered when I figured out where my customers were when they heard people speak was that the customer themselves actually paid to attend those events! So one of my filters is to look for where people already are likely to spend money on professional development. If they will spend money to improve their skills then they more than likely also spend money at their individual companies to help all of their people be better.

So for you as a speaker, you can be paid to speak at their events and you could also possibly be paid again when they hire you to do work for their individual companies and perhaps they ask you back again and again to their conferences and of course you get paid every time. So, where are your customers at? Go find them TODAY!

*Side note – that conference where I was the ONLY salesperson that attended....that organization invited me back several times over the years. Wouldn't it be great if you would be the ONLY one in your industry that your customer's professional association invited to participate again and again? This is not the only conference that this has happened for me.

Debbie Mrazek is president of The Sales Company, a Texas-based firm that is helping hundreds of entrepreneurs, individuals, and corporations better assess, understand and engage in practical purposeful selling. Mrazek designs and delivers sales programs and conducts individual and team coaching. She's also a speaker, author of **The Field Guide to Sales** and a conference facilitator. The year she has kicked off her brand new Membership Program - #GreatSalesPeople to help more people be able to excel at SALES! www.The-Sales-Company.com



Business Fundamentals for the 21st Century Entrepreneur

I have a wicked soapbox that I often stand on in an effort to elicit the attention of small business owners/entrepreneurs when I speak on the subject of business fundamentals. My mission is never to judge a person's level of knowledge, experience or dedication; but rather to help them identify and implement principles that have served me well for the past 45 years.

As a banker for 30 years I completed courses in multiple schools of finance. I learned that business fundamentals were a benchmark for identifying the health of a company. Information such as revenue, earnings, assets, liabilities and growth all played into the stability and attract ability of a company. A business with strong fundamentals is more likely to survive negative events such as economic recessions or depressions. But, business fundamentals for the typical entrepreneur provide an opportunity to showcase a dream and create a higher standard of living.

So here are my top 6 non-negotiable tips for the 21st Century Entrepreneur:

1. Business Plan: A business plan is essential! Every serious venture that I ever loaned money to as a commercial lender required a business plan. The basis of this component of a loan package was two pronged. Of course it allowed me to better understand the business and do my loan analysis, but more importantly, I knew that the applicant was serious about becoming a business owner. They had done their due diligence. I find the lack of a business plan to be one of the most serious shortfalls for most small business owners. Flying by the seat of one's pants is for hobbyists not business owners.

2. Business Model: A business model ascertains how your business makes money while a business plan provides the details of your business. It identifies solving an important problem for your client at a reasonable cost and a reasonable value relative to revenue. This step should always be tested prior to a full launch.



3. Financial Forecast: Within the body of a business plan should be a 3 year forecast of the income you intend to generate. What will you realistically be able to generate in gross sales? What expenses will you have to manage? What will your tax obligation and how much of your net income will be retained for future growth? The financial forecast is where the 'rubber meets the road'; a real reality check, especially when you measure it on a monthly basis against your actual results.

4. Book of Business: My favorite part of being in business has always been helping and finding solutions for my clients. Writing up a loan request, crunching the numbers, and researching industry minutia was never what I wanted to do with my day, but I knew that process was a means to an end for my client. As a result of my efforts, I was able to build an incredibly healthy book of business, which followed me through several successive mergers/acquisitions. Loyal clients helped me leverage my career and six figure income. So get out of the office and meet people each and every day using an intentional, strategic methodology.

5. Stand out from the Competition: This is all about branding and it's the name of the game in the 21st Century. Entrepreneurs thrive in a highly competitive environment and the ability to be successful will depend on being able to stand out. Pick and register your business name, do all of the backend work and then rock that brand!

6. Be Flexible: Finally, in the spirit of understanding that the only thing that is constant in the world is change, be flexible! Every day I read about the pivots that business owners make in order to sustain their existence and better serve their ever evolving clients. Mega brands, like Amazon, Walmart, and Starbucks continue to be in tune with opportunity and so should every business owner, large or small.

Creating a sustainable business requires thought, research, vision, planning, hard work and guts! Ask yourself, whether anyone would want to invest in your business based on your own business fundamentals and if the answer is no, well, I'm always just a click away!

Sherill Calhoun is the CEO/Founder of the Fempreneur Network, a company she formed in 2014 to serve female entrepreneurs. Sherill has been an entrepreneur herself for the past 18 years.

The Fempreneur Network's primary mission is to connect women to the resources they need to exceed their own financial expectations.



Tribe Marketing:

How to Build Your Business in the Influencer Economy

What's better than you sharing your own content (blog posts, articles, podcasts, infographics, tips, and videos) on social media? Answer: OTHER people sharing your content to their social media followers offers so much more. Right? If others are sharing your content, that is a 3rd party endorsement of you and your work and exponentially increases your reach. Anyone who shares your content is essentially an influencer. How do I know? According to Nielsen, "People are 92% more likely to trust and buy from a brand recommended by a friend."

Word of mouth marketing is the MOST powerful form of advertising there is. However, if friends were selling to their friends all day long that might change. That's where a content strategy fueled by a tribe comes in. When you combine remarkable content especially on your blog/website with social media and a team of raving fans who can amplify your message, your visibility, credibility and ultimately profitability can soar. Essentially, when you create a positive tribe shouting out about your great work, you'll get more traffic to your website and more leads that you can work through your funnel.

How Do You Get Others To Share Your Blogs And Other Content?

Good question. Some people put together sharing agreements. Others have started Facebook groups. And even others do very intensive outreach by personally emailing bloggers to write about them or share their infographics. You'll want to have at least 10 - 15 people regularly sharing your content. That means you need great content for others to share. Ensure that your content is not promotional. Instead, write articles and offer tips that people can put into action, entertain them, or move them emotionally. It can be in the form of video, blog/web pages, graphics with inspiring quotes or valuable tips or even pdf downloads.

Once you have your content, you can engage other entrepreneurs or your market to share your content to their networks. You could also pay Facebook and Twitter to show it more. However, enlisting a tribe is more effective. Especially if you don't have a strong presence on a particular social network but members of your tribe do, they will be your voice there. In other words, if you want the credibility that comes with the 3rd party endorsement, you'll need a tribe who wants to share your generous content. Ideally, you're sharing theirs too.

There are a few platforms out there that provide you a tribe like Social Buzz Club, Viral Content Bee, and Triberr. I like Social Buzz Club as it offers you the ability to bring members of your community to support one another and it is specifically designed to help rising entrepreneurs collaborate with other entrepreneurs to share each other's content. It's even gamified to ensure reciprocity. You choose the others' great content to share to your networks and that unlocks the ability to have your content shared.

To become an influencer you need to "give influence." It may seem radical, but "Your influence is determined by how abundantly you place other people's interests first." according to Bob Burg, author of *The Go-Giver: A Little Story About a Powerful Business Idea*. This piece of wisdom points straight to the best use of social media to build up others.



As you endorse others, you will rise too. Especially if you are concurrently producing the content that people are craving. If you want to become an influencer start supporting other influencers.

Why is Becoming An Influencer So Valuable?

Bottom line... People trust other people. That's why review sites are so powerful like Yelp, TripAdvisor, Google/Facebook Reviews, and even sites like Angie's List. You know it. You've probably used one of those sites or social media to find out more about a company. When you have received information that is so rich and useful to you from non-company members, your trust and propensity to want to engage with that brand grows. Plus, if you become a trusted source of curating valuable content and others consistently are sharing out about yours, you become a leading authority in your industry.

Laura Rubinstein, Founder of SocialBuzzClub.com, is an award winning social media and marketing strategist. She's optimized marketing plans for over 1,000 businesses, is the creator of the Savvy Social Media Success course, and author of the bestselling book *Social Media Myths Busted*. Read her blog at TransformToday.com.





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