

"Can I Pick Your Brain?"

What to Do When People Ask You for Free Advice

REVEALED

Why People REALLY Buy (and how to sell to them)

How to Grow Your Business with Authenticity, Integrity & Heart

Weight vs Wellness: What Your Scale Doesn't Measure

Increase Your Email Open Rate with Better Subject Lines

11 Strategies to Get MORE Referrals

From Cancer to Cover Girl, Meet:

Jessica Stapleton

You have questions. We have answers. Including some of the best answers to the dreaded question "Can I pick your brain?"

Transparency. Authenticity. They've become "buzz" words in today's business world. But not in the Money, Media & Marketing Magazine. In this issue, we're pulling back the curtains with real transparency and share some of the best ideas to get more referrals!

Dive into our pages for some honest talk about everything from sales triggers and email open rates, to weight loss and self-care, to hiring mistakes and social media authenticity... we'll tell you what you need to know!

- Why do people really buy?
- Where do you draw the lines with "authenticity" on Facebook?
- What your scale isn't measuring - weight vs. wellness, because health affects business!
- And how self-care can be the difference between surviving and thriving
- The truth about how to stop procrastination and hit your deadlines
- Serious mistakes coaches make about hiring - and how you can avoid them
- What is really working to get people to open (and read) your emails
- We will share some facts about financial literacy that will literally frighten you!

Plus, I've decided to put my foot down about something so widespread in our industry...it's almost a disease. "Can I pick your brain?" Flip to page 4-5 to discover exactly how you can handle that question with grace and firm boundaries.

Because someone has to tell you the truth,
Patty "Fed Up with Fake Advice" Farmer
Editor, Money, Media & Marketing Magazine



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:**
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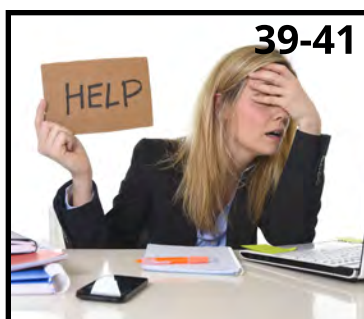
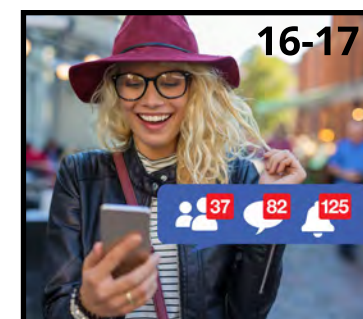
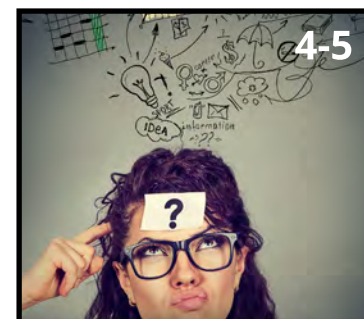
Marketing Media & Money

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Meet, connect, and engage with industry experts & influencers globally who generously share their knowledge, strategies, & resources on what's working NOW to help you grow your business.



”Can I Pick Your Brain?”

What to Do When People Ask You for FREE Advice

by patty farmer

How to Avoid Giving out Free Advice or Information

When you are successful in your business and an expert in your field people want to know what you know. It is only natural. It is also how you make your living; so how do you respond when someone asks to ‘pick your brain’. It’s an innocent question, driven by the desire to learn something from someone they know, like and trust. But, for many entrepreneurs and business owners, being on the receiving end of this question creates feelings of resentment because this person is asking you to give them for free what everyone else pays you for. However, you probably also feel guilty about saying no because you genuinely want to help them. This leaves you in an uncomfortable position that most entrepreneurs and business owners don’t know how to get out of gracefully.

Of course, you want to be nice and help by sharing your expertise but if you do it on a regular basis it will eventually cut into your time, energy and your bottom line. To help you, I am going to share with you some ways to say no, but still help that person with their question.

5 Ways to Say No to Giving Free Business Advice

I am going to have to say no, but:

- Here is a blog post I wrote on that topic
- Here is a resource I can recommend
- Here is a great website on that topic
- Here is an online community or group

No, but you can rent it. This is my personal favorite! I then send them to this link where they can sign up for a 30 or 60 minute “Pick Patty’s Brain” session.

Create an e-Book for the Most Asked Questions

Do you have certain questions you get asked often? Then creating an eBook with the answers would be a great idea! Make it a downloadable offer on your website where people can add their email to your opt-in list and get the eBook for free. This would help the person asking the questions and it would also give you another great prospect on your email list to send future information to and who, may eventually need your products or services.

The next time someone asks to pick your brain, don’t get frustrated, get excited! Show them ways you can help them by leading them to helpful resources – hopefully on your own website. These once frustrating questions can now become the basis to a new business relationship!

Do a Facebook Live

Another way would be to do a weekly Facebook Live on your Facebook Business Page and share tips, tricks and tactics of how people have worked with you and the results you have helped them to achieve. This will inspire and resonate people to want to work with you and you can offer a free discovery session or link them to another offer or opt-in you may have.

Do you have a Facebook group or a LinkedIn group where you share your expertise?

This is a great opportunity to invite them into your community where you and others in the group may be able to answer their questions and help move them forward in their business.

Invite them to subscribe to your Podcast

Another great way to help them would be to invite them to subscribe to your radio show or podcast where they can at no cost, learn more about you and how you serve and support others in your sphere of influence. They may also, if it is a good fit, request to be a guest on your podcast which is also a great way to learn how you may be able to offer a solution and/or offer support in an area where they are struggling.

Invite them to “like” your Facebook Business Page

By liking (and engaging) on your business page is a sure-fire way for them to get more information on your zone of genius, how you serve and support others as well as an opportunity to stay abreast of any events, podcasts, trainings etc. you are doing where they may be able to register and tap into your expertise on topics they may not have even known you were an industry expert at.

There are many ways to serve and support someone without giving away your time for free. Next time someone asks to pick your brain offer them one of the ideas listed here or simply tell them that they cannot pick your brain but can RENT it and send them a link to pay and then set up a time. Remember, you are doing them a service and setting a great example for how they should also be handling this in their business.

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



Marketing Tip

Keep content on target. When you know your audience, it's much easier to create targeted, relevant and (above all) valuable content. -Patty Farmer



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Procrastination-AKA: Last-Ditch Effort, A Hail Mary, Down to the Deadline

by Katy Kortegast

Taking Action. Procrastination, at its best, is putting something off until the last minute. At its worst, procrastination is fear. It's being afraid. Afraid of failing, afraid of doing it wrong, afraid of imperfection, afraid of the 'what if'.

One of the most destructive habits we suffer from is procrastination. It's what keeps us working late at night, it costs us clients, it costs us in late fees, it makes us late to a meeting, or unprepared for a presentation. How, exactly, do we defer procrastination? Well, here are a few words of encouragement:

Do it scared. What often keeps us stalling is fear of the unknown. We're scared that even if we put in all the work, we won't reach our goals, so we put off creating that program. We're scared we'll fail or mess up when we record that video, so we stay hidden behind the screen. We're afraid the client will say no, so we don't send that proposal. However, to become a success in business, we're going to have to do the work. So, **DO IT SCARED!**

Be an amazing person. Close your eyes for a moment. Envision the life and business you dream of. Picture your workday running smoothly. Picture the deposit in your bank account. Picture your perfect client calling and saying, 'You're hired!'. Envision yourself being an amazing entrepreneur, an amazing business owner.

Reward yourself (this is my favorite exercise). You've finally mapped out your monthly goals, 3-month goals, 1-year goals. Why not plan in a reward when those goals are accomplished? Focus on what motivates you to take the next step. When you finish the final monthly goal, take yourself to lunch. At the 3-month mark, treat yourself to new shoes. The 1-year goals accomplished. Take a small vacation.

Removing the Barriers. Let's take a moment to be honest with ourselves. What's holding you back? How many unfinished books are on your shelf? How many bought and never finished classes, platforms, and masterminds clutter your inbox? How many unfinished projects litter your laptop? Just like the rest of us, probably a lot!

I know, I know, you had all the best intentions. You saw the latest group and needed to be a part of it. The newest training class and had to purchase it. Then, you got sidetracked by the shiny object filter. Or as it's also known, Squirrel Syndrome. It happens.

Here's the truth, you cannot improve on something you've never completed. Stop telling yourself you're too busy. Silence the little voice that says do more research. Stop pretending you don't have time. Acknowledge it for what it is: A lack of confidence. A fear of failure.

Becoming Productive. When the rubber meets the road, are you ready to start the race? You now have new techniques to overcome the fear. You've been given some painful truths to face. How do you make it all happen and not be burdened with the same procrastination again? It's easy. You plan for it.



Did you hear me? You plan for the procrastination. You know it's coming. You know you're going to be afraid again. You know you're going to be sidetracked by the next, new thing. Why not prepare for the stalling? Why not schedule in the fear? Why not give yourself the chance to explore that shiny object?

Plan your day with buffer zones. While mapping out the program you want to launch in 3 months, give yourself 15 minutes each day to write down the 'what ifs'. Then ball up that piece of paper and *throw it away with the fears*. When you're anxious to push play, pretend you're Facetiming your BFF and simply have a one-way conversation with her. Don't want to spend more money on another class? Clean out your emails, you've probably already bought a similar one.

And when that fear is overwhelming, when the procrastination rears its ugly head, what are you going to do? You're going to give yourself 30 minutes in your day to dwell on it. Yes, 30 minutes. Not every day, you're not going to camp out in fear. You're not going to give yourself permission to stop. Or to be late. You're not giving in. You're facing the fear. You're acknowledging the stall tactic. You're becoming aware of the situation.

Now, you can move on. You can hit the big record button. You can launch your new program. You are successful and powerful.

Katy Kortegast is a Time Management Specialist, Productivity Coach, and Motivational Speaker. She loves spoiling her inner child, jumping in puddles, solving puzzles, and enjoying every minute of this great life. She creates systems and strategies for maximizing productivity, because her passions are people, potential, and disrupting normal. DiscoveryofJoy.com



Upclose and Personal with Jessica Stapleton

From Cancer to Cover Girl



1. What does success mean to you? There's a point in working with clients where they "see the light" and feel the benefits of exercise and healthy habits – mentally and physically. They begin to take control of their own wellness journey and find a passion for how it makes them feel. As a coach, this is what makes me feel warm and fuzzy. Helping someone change their life and own their future and their health is success in my business. When a client doesn't need me anymore, I know I have helped them truly transform into the best version of themselves.

2. What would your advice be to a brand-new business owner or entrepreneur? Find your true motivation and don't forget what it is you are trying to accomplish. It is easy to get distracted in the day-to-day tasks or chasing financial goals. When this happens, I try to pause, meditate, and envision why I began and what I plan to accomplish. I want to change the world of fitness and how people think of exercise – it's incredibly powerful and motivating to remember my WHY.

3. What was your ah ha moment that inspired you to become a speaker/entrepreneur/biz owner? I got cancer. And beat it. My life changed forever. I had to face my own mortality and realized I needed to live a more purposeful existence. Once I was in recovery, I knew I could conquer anything. I had spent my life afraid to take chances and fearing the what-ifs. When something so traumatic and out of your control happens, you realize how strong you are. It's true when they say you don't know how strong you are until you have to be. I feel like I can move mountains now – I can conquer anything I set my mind to. That was all the motivation I needed to stop dabbling in my passion and to really take it head on and turn it into a business. I used exercise to heal my mind from the trauma and I knew I had a message to spread to the world. I feel more inspired than ever to help others change their lives.

4. What are some of the changes business owners/entrepreneurs, in your opinion need to make to be successful in today's business environment? Mindset – start thinking about being the CEO of your company and where you want to take it. Dream Big. Also, make sure it's your passion and you're not just chasing money. You spend a lot of hours working hard to achieve your vision and it's not always easy. In fact, it's hard most of the time. But it's always enjoyable to be chasing your dreams; the work I do each day now feels more rewarding than any huge bonus I ever got working a job I hated.

5. If you could have lunch with any CEO who would it be and why? This is a tough question as it's hard to pick just one – there are many business owners I admire. Arianna Huffington makes the list because her story is one I can relate to. She spent her career building a business and pouring her heart into her first career and then left it to follow her passion for wellness.

Having personally gone to school many years for business and spending years building a career I ultimately had no passion for, I think it would be great to hear the back story of why she left media and journalism to pursue health and wellness. Additionally, I like the message she provides which is contrary to what we all hear these days; she is an advocate for healthier living, sleep, work-life balance, and reducing stress – all things most of us need more of in our lives.

Tied for first is Sheryl Sandberg (not a CEO but close enough) because of what she has done for and represents in terms of women's empowerment. A few others: I love the idea of interrupting industries and challenging the way things have always been done so I'd love to meet with CEO's of "disruptor" fitness companies such as CrossFit, SoulCycle, or ClassPass. Finally, although she is controversial, I'd love to spend a few minutes chatting with Jillian Michaels about how she became a personal trainer with a household name.

6. What is your big 'WHY' that prevents you from giving up when times get tough? I have such an important message to spread and I can help people struggling with so many issues – it's my WHY. I am going to change the way people think about exercise and show them how powerful it can be in every aspect of their lives. We only have one life to live. Each time I help someone transform into a more confident and energetic version of themselves, their life changes for the better every single day. To be able to help the world become happier and healthier is the reason I do what I do.

7. What is the lesson that took you the longest to learn? There's two that I think impact me most lately – first, to ask for help when you need it. I love learning new things, so my mindset is always, OK, I'll go and learn how to do it. As my business grows, I've learned that's just not efficient or practical so I'm getting better at asking for help when I need it.

Second, to take time away from the business. Like I said, I want to get everything done RIGHT NOW so I sometimes catch myself constantly working and not spending as much time enjoying my life. It's important for your mental health to make time to play, travel, cook, see your loved ones, and just take a break from the business.

8. What are you doing right now that you're scared of, but you're doing it anyway? Marketing myself and sharing my story. I've never been comfortable talking about my personal life and sharing my weaknesses with the world. It's hard to show others how much you have struggled to get to where you are now. We all want to show up as our best selves. Ultimately, sharing my story about my lifelong battle with my weight and what I see in the mirror, and sharing my personal mental struggle with cancer and infertility is what makes me human. I know that I can inspire others by being more open. It's super scary and outside my comfort zone but I want people to know there's someone out there that can relate to their struggle and that they can heal and move forward. I know I can help inspire others so it's just not fair to keep it to myself.

9. What was the biggest obstacle, blind spot or roadblock you had to overcome? There's so many outside expectations on what a career and life is supposed to look like and it's hard to shut them down and follow your dreams. I lived many years afraid of what-ifs and then a what-if I never even thought about happened to me anyways and turned my world upside down. It has helped me to stop living in fear of the what-ifs because they are going to happen anyways.



10. If you could go back and talk to your 25-year-old self, what would you tell yourself to do FIRST? Start now. Do it. Follow your passion. You were born for this. You were put on this earth to change people's lives – go out and get started.

11. What do you love most about your business TODAY? I love how passionate I feel about it. I am absolutely in love with what I do and I have so much fulfillment helping others. I really enjoy getting to know each of my clients and their unique struggles and finding ways to customize my coaching to suit their needs. Its challenging, exciting, full of possibility, and the sky is the limit since fitness is just getting started online. The world is changing how it views wellness and fitness and I'm really grateful to be part of that change. There's a stigma about online training not being personal and I love being part of changing that stigma one client at a time.

12. What's next for you? My goal is to share my message about confidence, embracing challenges, and taking control of how you feel about your life as far and wide as possible, so I'd love to be able to reach a broader audience. I hope to develop opportunities where I can put my message in front of larger audiences and impact more lives. I'm totally comfortable in front of other people (and apparently on TV now that I've been on the news a few times) so I think I could pursue more public avenues down the line so I can get my message out to the world.

Media Tip

Develop a media list, complete with names, email addresses, and phone numbers. It is important to keep it updated and to keep detailed notes (e.g. update contact names, RSVPs, record of phone calls, record of articles written, etc.) -Patty Farmer

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How to Grow Your Business on Facebook with Authenticity, Integrity and Heart!

By Diana Concoff Morgan

Do you ever wonder if what you are doing on your Social Media really matters, is it really making a difference? Social media is always going to be around. Whether you delete your profiles or not, it's not going away!

Ralph Waldo Emerson said, "Every sweet hath it's sour."

Tip #1 Don't put anything on the internet that you don't want on the front page of the newspaper. That being said, Facebook can be a powerful tool for sharing your message, your mission and your business.

Tip #2 Don't believe anything you read on the internet without getting second opinions, checking sources and verifying information.

"I have a vision of a world of compassion and love where all people of all generations are inspired and empowered to connect and share their hearts!"

Sir Francis Bacon said, "Knowledge is power." "The mission of Whole Heart Marketing is to empower and educate people on how to use internet technology to share their message, nurture relationships, grow a sustainable business and life and bridge the inter-generational gap that has been created by technology and in doing so, further heal the planet. I'm passionate about you being seen, being heard having a voice and sharing your gifts!"

The Internet is a 24/7 networking event - What if, in addition to helping you grow your business to get more clients, Social Media could also serve as a consciousness raising opportunity? You have opportunity to connect in exactly the same way as you would connect at a networking event with way more people, 24 hours a day 7 days a week!

Marketing is inspiring people to take action on the thing you know they need - Marketing is not selling. When you use the internet for marketing, to inspire people to take action on the thing you know they need and not just to sell, you make a lot more connections that will turn into relationships, referrals and clients!

I talk a lot about Facebook but know that you could apply every strategy I'm sharing to any social media platform. The only difference would be the demographics, format of the content and technical use of each social media platform.

Whole Heart Marketing Social Media Success Formula - The first ingredient in this formula is to practice "Intentional Social Media." This means you're not practicing "random acts of Facebook, etc." You're focused. You have a goal, a plan and a campaign to reach your goal. The campaign consists of 3 parts.

Part 1-Personal Branding Campaign - Spend 50% of your time and effort on Social media focused on branding yourself, strategically using your personal Facebook page. Even though it's personal, it's still "business/personal business." Share content like your personal passions and interests, personal life experience and causes that matter to you.



You're also strategically connecting with people, networking, liking commenting, sharing and "CARE-ing," which means **C**onnecting, **A**cknowledging, **R**esponding, and **E**ngaging. Theodore Roosevelt (and Zig Ziggler) said, "People don't care how much you know until they know how much you care." On your personal page ALSO share content about your passion for your business, your passion for your work, your experience of doing your work, being an entrepreneur and testimonials.

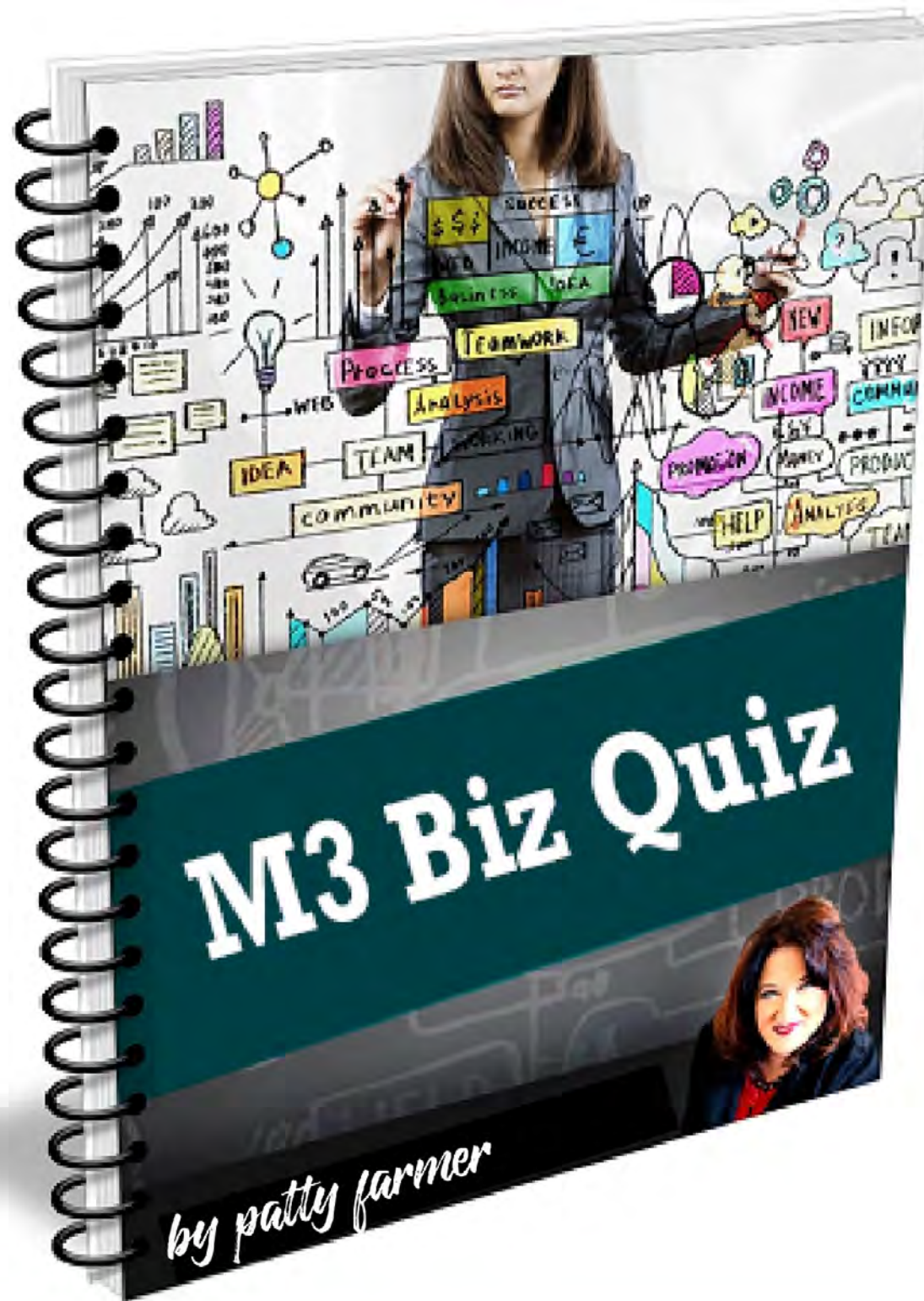
Part 2-Expert Status - Spend 40% of your time on Social Media focused on positioning yourself as an expert in your field. On your personal page you're educating, inspiring and motivating people about what you care about. Take the opportunity to raise consciousness about the things that matter to you. Share quotes, articles, videos, your own thoughts related to the bigger picture of your work.

On your business page, share about what you're selling. You're positioning yourself as the expert in your field. It's not so much about "how to." Share **why** what you're selling is important, why it matters to them, including references to articles from other experts in your field, etc.

Part 3-Promotion - Spend 10% of your time focused on promoting your business page. All Social Media platforms are search engines. Like any search engine, you want to use the right words or key words. In order to do this effectively, you have to make sure that you are focusing on a niche. You can have more than one niche but you want to have one marketing message per campaign. Share FB Lives, post articles, quotes and your blog. Remember, the thing that makes all of this work for you to get clients is having a strategy, a plan!

Diana Concoff Morgan, Marketing Strategist, published author, national speaker and successful serial entrepreneur with over 30 years of experience is passionate about empowering entrepreneurs to grow their businesses, specializing in coaching, consulting and [training](#) on how to Master the Art of Online Communication, Networking and Client Attraction.





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I will assess 7 key areas of your business to discover exactly where you're excelling, where you need to make changes, and your next steps for business growth. -patty farmer



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REVEALED: Why People REALLY Buy (and how to sell to them)
The harsh truth about why your stuff isn't selling!

by Alyson Lex



It's an easy trap to fall into. "People will buy my thing because it's awesome!" After all – you build it and they will come... right? **WRONG!**

People buy to solve problems. You buy a shirt because a.) you need a new shirt or b.) the shirt looks fantastic on you. You don't buy a shirt because it's the best shirt in the world. You buy a shirt because you need a shirt that looks great.

Your customers are no different. They don't care if your product or service is the best. They care about what problem it will solve for them.

Perry Belcher shared a list of why people buy:

- | | |
|------------------------|---------------------------------|
| 1. To be liked | 12. To be comfortable |
| 2. To be appreciated | 13. To stand out from the crowd |
| 3. To be right | 14. To be happy |
| 4. To feel important | 15. To have fun |
| 5. To make money | 16. To gain knowledge |
| 6. To save money | 17. To be healthy |
| 7. To save time | 18. To gratify curiosity |
| 8. To make work easier | 19. For convenience |
| 9. To be secure | 20. Out of fear |
| 10. To be attractive | 21. Out of greed |
| 11. To get sex | |

Nowhere in there did it say that people will buy your product, service, course, etc – because it's the best. There are entrepreneurs who have brilliant ideas – the best products or services ... and they're broke. Because they don't know how to market effectively.

You must tap into the unspoken desires your customers have and use THAT to sell your product!

Pretend you're a landscaper. You maintain the lawns in your community, and maybe you do landscape design too. You may be tempted to think that you solve the problem of an ugly lawn. But an ugly lawn isn't in the list up there. It's not the root problem your customers have. You're giving them time (#7), something convenient (#19). You're making their lawn look better than their neighbors' (#s4 and 13). You're helping them enjoy their weekends again (#s 8, 14 and 15).

But you're NOT selling a pretty lawn.

Most businesses talk about themselves and their product or service before anything else. And then they throw a buy button at you like you should just magically WANT what they have. You're going to do it differently. You're going to look at the list I gave you and write down the REAL reasons people buy from you.

- Are you a weight loss coach? Then check out #s 9, 10, 11, 12, 14, 17 and 20.
- Do you sell kitchen appliances? Look at #s 7, 8 and 18.
- B2B transaction processing? 5, 6, 7, 8, 20, 21.

There are always unspoken reasons your customer will buy from you. When you can figure those out, you can create copy that will help work them through the journey of finding and purchasing your solution. It's your job as a business owner (and the marketer of your business) to take your prospect from point A (where they are right now) to point Z (where they've bought your thing and are living their best life).

It starts with the headline: a big promise that will show them that YOU have the solution to that real, underlying, unspoken problem. Then instead of talking about YOU in the first sentence... give some attention to them. Tell them that you understand the pain they're in, the struggle they've had trying to find the right solution. Show them that you know they've been dealing with this problem for a while and they're just about at their wits end.

And then tell them what their life may look like if they continue to have this problem. How it's just going to get worse and more frustrating and they're really better off finding a solution NOW.



Before You Start Selling Anything, Start Here

by Katie Collins

As with most rags to riches stories of success, my beginning in sales was when I was turned down for the first time as a newly certified life coach. You see, I thought I had enrolled her. I heard the YES over the phone, and we booked our first session as a result. But I didn't get paid yet. She wanted to send me a check but didn't have all the money yet.

I was excited to start with her. Although her values greatly differed from mine, I wanted this client desperately. Because the YES would mean that I could finally believe in myself. She'd be my first client at the full rate for my coaching, and I had a lot weighing on the YES. But the check never arrived, and the 'sale' fizzled away.

As a sales coach, if my client said to me those words above, alarm bells would be ringing. Why? Words like 'desperate' and 'values differed from mine' aren't words and phrases of a successful person in sales. But the most alarming statement, The YES would mean that I could finally believe in myself; was backwards.

Here's the thing: the very first close you need, **is to close yourself**. And you need to do it two times before you'll sell to anyone else. First, you need to close yourself with the belief that what you are selling, whether it's a product or a service, is the absolute best option out there.

Second, you need to close yourself with the belief that you are good at helping people make the aligned decision to work with you, AKA "closing the deal". Stated another way: Believe in yourself, then you'll be successful at sales.



NOW is when you tell them about your amazing solution. Show them the blood, sweat and tears that went into it. Compare yourself to the other options and show why you're the better choice. Once you've done that, make an offer to them. Now, while they're hungry and hot for what you've got for them.

This may sound simple, but it's not easy. You have to really know your customer to understand the problems they have and the pain they're in. But when you can remind them of the pain they've experienced withOUT your solution... and then show them how your solution will actually solve the REAL problem they have for them... That's how you make a sale.



Better copy means more of your prospects will convert to your customers... and a bigger business and more dollars in your pocket. **Alyson Lex** is the copy expert that makes the magic happen in your salesletters, landing pages, lead magnets, and email campaigns. Click here for your free [Copy Gift](#).

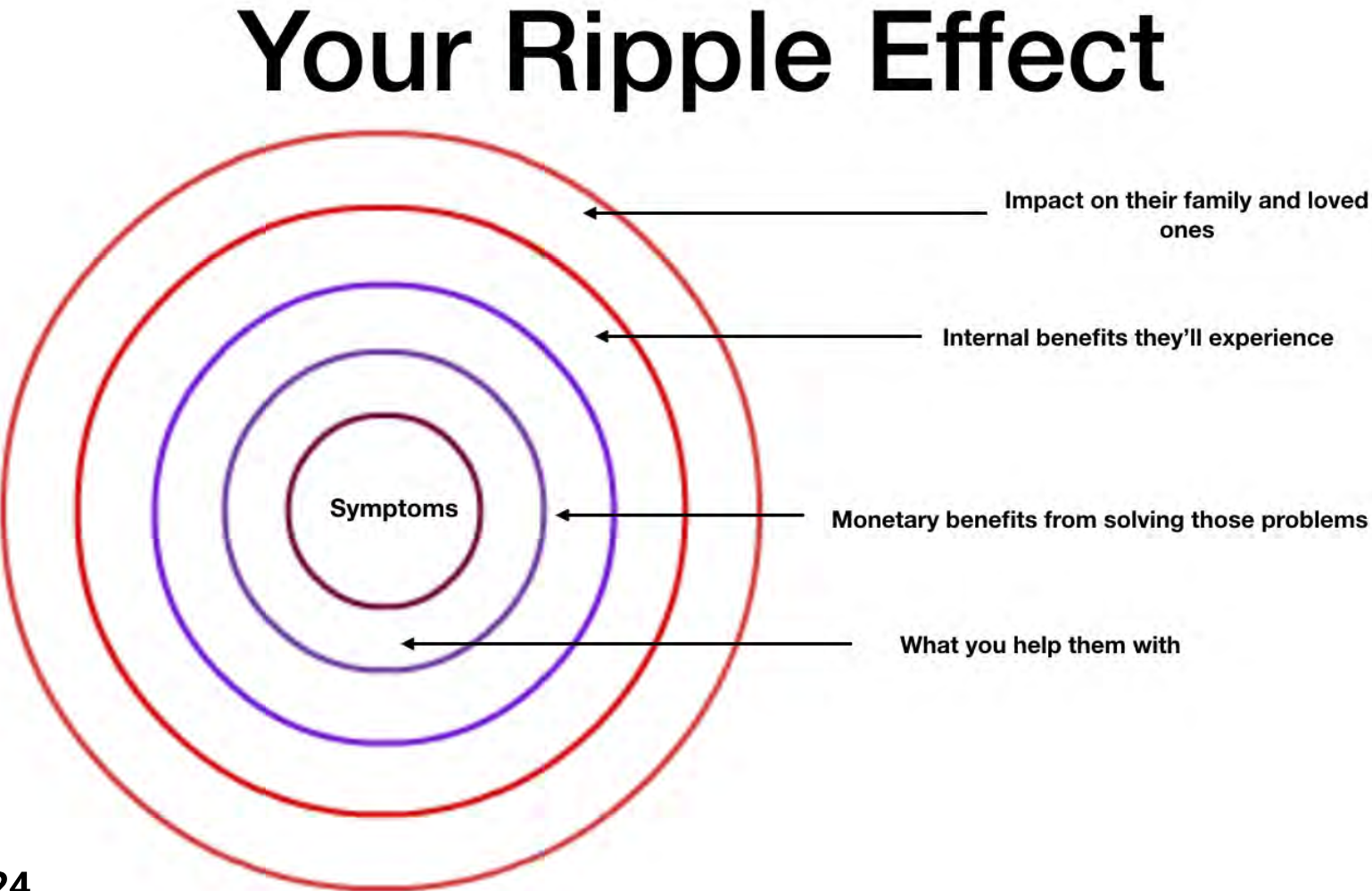
So how do you get rid of the self-doubt, especially if you're fairly new at this business? With stories like:

- I'm not good at sales
- I don't like asking people for money
- Talking about money is not good
- What if they say no?
- They probably can't afford it

... it's tough to "fake it till you make it" as many so-called experts will recommend.

In order to turn these stories around, you've got to take a bird's eye view to the RIPPLE EFFECT that gets created when people work with you.

Draw 5 concentric circles, like a ripple. At the center, write the symptoms or problems that your ideal clients/customers have. Write out what they are complaining about (that you can help them resolve.)



The next concentric circle is what you help them with. What does your product or service help them do?

After that, it's about the monetary benefits that come from solving these problems. (Now, before you protest that your product / service isn't money related, I'm going to disagree. When people feel better, when they're happier, when they're smarter, when they look better... they draw abundance to them. With greater abundance, their debt gets eliminated. They pay for things on their wish list. They can hire help.)

The last two circles are for the internal benefits that your clients/customers will experience (greater peace, more joy, satisfaction, pride...) and the impact on their family and loved ones (pay for private school, take vacations, be able to afford athletics, etc.)

A lot of my clients still get stuck in the "I don't know" story when they are staring at the 5 blank concentric circles. If that's true for you, understand that it's the state you're in that's preventing you from succeeding at this exercise -- AND at sales!

That's why I suggest that while doing this exercise, listen to some binaural beats that allow you to open your heart chakra. This is the place where we can feel the emotional flow of both ourselves, and every being around us. If your heart chakra is closed, you'll tend to feel emotions such as isolation, loneliness, shut down, critical and judgmental. By opening your heart chakra, you become more available to give and receive love, and feel peace. This is the place you want to be in when you write about the ripple effect your work will have for your ideal clients / customers.

Inside each circle, write out all that comes to your mind for each category. When complete, keep this handy by your desk, or hang it on the wall! The next time you question whether you're good enough, whether people can afford you, or whether your pricing makes sense, review this poster and remind yourself of ALL the goodness that comes from working with you.

Remember, the very first close you need, is to close yourself.

Katie Collins, creator of the \$5k a month [road map](#) is a sales boosting, client generating Business Strategist who helps heart centered coaches, healers and online experts get over their fear of sales so they can make the impact -- and the income -- they pictured when they first started their business.



Weight vs Wellness: What Your Scale Doesn't Measure

by Jessica Stapleton



Why let your self-worth, health, or confidence be dictated by a number on a silly scale? What does that number even mean besides your gravitational pull to the earth? Nothing. Truthfully, the easiest way to change the number on the scale would be to cut off a leg – but that seems just as ridiculous as being bound by self-imposed ideal on a weighing machine.

I've worked with many clients who come to me to lose weight. While I think it's an awesome goal and I totally support it, reducing your gravitational pull is hard work. For many, it's not a powerful enough motivator when they're feeling exhausted, sluggish, stressed out, or life gets in the way. Sometimes the scale stops moving, or they reach their goal – then what? We need to find something more powerful than a number on a scale. In fact, I hate scales and rarely ask my clients to weigh themselves.

Instead, we dig deeper and really think about WHY they want to lose weight and envision what it can do for their body and their lifestyle. Sometimes its health related after a scare at the doctor, they have trouble getting out of the car, or they had to turn down a trip to Disney because they couldn't keep up with the family. Whatever the reason, by finding your true WHY, we can move past the scale and get to something far more powerful, although less popular and not quite as sexy. When I was battling cancer, my mind shifted completely – my whole life I had exercised to lose weight and for the first time, I was exercising solely for the positive mental effects it brought me. It was the only thing that let me feel in control and powerful in a powerless situation in my life. It was truly transformative and changed the way I feel about exercise.

There's a myriad of awesome reasons to exercise that aren't weight related – I'm going to share a few that are backed by science as well as by transformations I've watched clients experience.

Why Should You Exercise?

1. You'll be happier

Study after study has reported exercise to be one of the most powerful antidepressants available – and also the most widely underused. In today's busy world, we all want easy solutions to complicated problems. Many of us turn immediately to medicine with tons of side effects and no end in sight. However, most people should first turn to exercise. By exercising for just a short burst each day, you'll do something awesome for your body and bring your mind increased satisfaction, more happiness, and reduced stress. Exercise boosts endorphins and dopamine leading you to feel happier, more satisfied, and motivated. It is one of the best ways to enhance your life both physically and mentally.

2. You'll have more energy

Are you slogging through your days drinking tons of coffee and wishing for a nap? You can't imagine finding the energy to workout. If you can relate, a multitude of research shows the one thing you should be doing is exercise! You'll pump your body full of oxygen rich blood, fire up your metabolism, and feel awesome about yourself after your workout. Low to moderate intensity exercise is one of the best ways to fight fatigue so get up and go for a walk, hit that spin class after work, or do some bodyweight exercises in your living room. Find something you enjoy and work it into your routine a few times a week. The good news is that the results come quickly here! Which leads us to

3. You'll sleep better

Sleep disturbance is so common – we are constantly on the go and doing our best to manage stress, family, work, and life. Clients often report lack of sleep as one of their biggest issues. Sleep is critically important to maintaining a healthy body and a healthy mind; it is overlooked all too often by those on a wellness journey. Many coaches would argue sleep is as important (or more) than exercise in maintaining a healthy weight and healthy stress levels. Not only will you have more energy with regular exercise, you'll be tired when it's time to get to bed. You'll need to commit to a regular exercise routine to see this benefit but stick with it and you'll reap the rewards.



4. Life will become easier

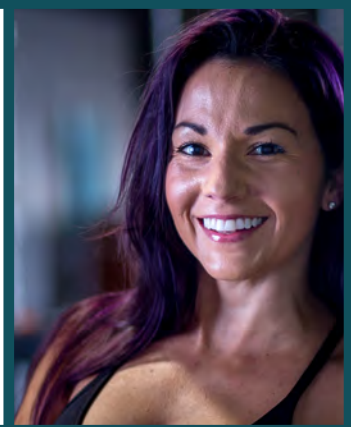
Sounds silly, right? But seriously, after a few months of a consistent workout routine, you'll notice little tasks become easier such as walking up the stairs without holding on, chasing your kids at the park without feeling winded, or carrying your groceries inside in one trip. Life just starts to become easier. Taking care of your body and keeping it strong will lead to better balance, more strength, and overall better quality of life. While feeling strong and fit in the gym is great, the true benefits to exercise aren't experienced in the gym. Exercise should make your life better and help you be more prepared to enjoy life outside the gym.

5. Protect yourself from diseases

Aging is inevitable – our bodies begin to breakdown and bad things happen but many can be prevented or delayed with consistent resistance training. Training helps to improve muscle strength and increases muscle mass while also strengthening the heart, lungs, bones, ligaments, tendons and connective tissue which protects your body. You'll help your body stave off osteoporosis, reduce your risk of heart disease, lower blood sugar, improve cholesterol, among many other internal benefits and reduced health risks. Additionally, more muscle means you'll burn more calories at rest – providing an added benefit outside of the gym. You don't need to spend hours in the gym to protect yourself – just 30 minutes a day of moderate exercise is all you need to stave off preventable diseases.

All of us want to live happier, healthier, more productive lives. Time and time again, the research is showing that exercise is a major factor in keeping our bodies and minds strong and healthy. If you aren't already in a regular exercise routine, one of the best recommendations is to just start. Put it in your calendar and keep your commitment to yourself no matter what. This week put away your scale and start going for a walk around the neighborhood. Next week, add in some squats or planks after your walk. In no time, you'll increase your stamina and begin to feel all the effects and more that I've covered here today. If you need a little guidance or support, please reach out to me. I'm always here to help!

Jessica Stapleton is a personal trainer and certified nutrition expert and works virtually or in person with busy entrepreneurs, business owners and parents who struggle with finding ways to incorporate exercise into their life and would like to lose weight, tone up, gain confidence and have more energy. [Visit My Site](#)



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5 Frightening Facts About Financial Literacy

by Suzanne Bloom

Today more than ever, we have so much access to information at our fingertips... literally. We can educate ourselves on anything from proper grammar to complex physics concepts by doing a quick internet search and reading a few articles or watching a few videos. As I was thinking about it over the past few weeks, I wondered if that access to information has made a difference in financial literacy.



A 2016 article in US News & World report lists 5 facts about financial literacy that Americans were struggling with at that time. Aside from a percentage point or two, nothing has really changed. Adults across the country and across the world still struggle with knowing how money works, how interest impacts them, what exactly is inflation and what the risks associated with investments are. The less we know about money and how it works, the more we leave ourselves open to predators who exploit that lack of knowledge.

These five financial realities continue to affect American households today, keeping the American dream out of reach for the majority.

1. Disturbing lack of financial education. According to USA Today, most workers have less than \$1000 in savings and investments that will be used for retirement. Even those who have money set aside for retirement don't know how much they really need to cover their golden years. That lack of knowledge flows down to our youth as well. Jeff Parsons, finance professor at California State University, Fullerton, said that less than 5% of his students receive any formal personal finance education. Considering that teens are close to making choices about their careers, their student loans, and building credit history, they are missing vital information. Make it a priority to educate yourself and know how money works.

2. Alarming consumer debt. The average American household carries over \$15,000 in credit card debt. Many people will spend more money on unnecessary or expensive items when they use a credit card instead of cash. When balances are not paid off monthly, it can lead to financial disaster and a feeling of helplessness when minimum payments barely impact the balance month after month. Before you choose a credit card, know your financial goals, put a clear budget in place and have the income to pay off the balance monthly.

3. Insufficient insurance protection. 56% of American household do not have individual life insurance. Go Fund Me accounts and car washes are poor substitutes for really planning for your family in the case of death or major illness. Funeral costs alone can be up to \$20,000. If you consider that most families qualify for a mortgage on two incomes, the loss of one wage earner could be catastrophic.

Newer life insurance policies not only provide solutions for death but also give living benefits in the case of a health crisis. Take a look at what you have in place outside of your employee benefits. Talk to a licensed expert to get coverage in place to protect your family (or update your current coverage to include living benefits).

4. Failing social security. Social security's tax income is projected to be insufficient to pay currently scheduled benefits very soon. Unless major changes occur, the social security trust fund will be exhausted by 2037 according to a Social Security Administration News Release in March 2008. I don't think anyone is surprised by that statement, but I am not sure the majority of us have adjusted our habits with that in mind. Imagine the impact on your family if suddenly your parents and grandparents had no social security income. It is important to plan for your retirement as early as possible. Take into consideration what kind of lifestyle you want, where you want to live and what you plan to do.

5. Increasing student loan balances. Most student loan holders do not know how much their monthly payments will be before they take out their loans. They figure that when they graduate, they will have the income to support whatever the payment is. 83% of college students do not have a job lined up before graduating – not just in their field but any job at all. And those same students have unrealistic expectations of their income after graduation. The overwhelming majority of students expect to land a position making \$60,000 or more per year. The actual average salary for someone with 0-5 years of experience is \$40,000. The National Association of Colleges and Employers (NACE) has reported that average starting salaries are starting to decrease. Take the time to know the details about what type of loan it is (federal, state, or private), interest rates, average salaries and monthly payments before making a choice that will significantly affect your financial future.

The bottom line is that the same things that were affecting us years ago are still affecting us now. Financial education is vital for those who want to manage money wisely and have enough savings for expenses and retirement. There are classes available online and through community programs. Read blogs and articles from trusted sources on the internet. Read books on personal finance. Also, seek out the help of an expert. Sometimes it helps to have someone take those concepts and show you how they can be applied in your unique situation. If you want some recommendations for resources or have questions, feel free to email me at sbloom@mtcfincialagency.com.

Suzanne Bloom is a sought-after money expert and speaker and is the marketing director for several financial agencies located in Albuquerque, New Mexico and Washington DC. Suzanne is passionate about helping families and individuals achieve financial freedom and live the American dream. LinkedIn





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Money Tip

Social selling is now becoming one of the most effective ways to generate more revenue. 90% of top performing sales people use social media as part of their sales strategy. -Patty Farmer



Self-Care is the Difference Between Surviving and Thriving

by Judy Hahn

You are motivated and have a vision for your business but get bogged down with the day-to-day tasks and burdens of managing it all. Added to that are all the family to-dos. Creating work-life balance can be tough. It's challenging to find the delicate balance between cultivating a thriving business as your own boss and a happy home life. But, believe it or not it starts with putting yourself first and making self-care non-negotiable.

If you just thought, "well, that's pretty selfish," hold that thought. Even on a plane they warn you to put your oxygen mask on first and then to help others. You need to be able to breathe to help the others around you. And, in business as in your personal life, it's the same. Make yourself a priority so you can give your best and provide value to others.

We are all super "busy," moving at the speed of light, taking care of everyone and everything except ourselves. We eat on the run, we grab fast food, we stay up late and get up early. We may be taking care of our parents and taking care of our kids too. We don't stop long enough to realize we have a headache, indigestion, our shoulders are up to our ears, we're clenching our teeth – or that we just feel lousy. Those are signals are gifts that we are given by our body that we are choosing to ignore because we are too "busy."

Now I am not a big numbers person, but I want to share one statistic with you that blew me away. 90% of all doctor's visits are for stress-related ailments and complaints.

Stress Comes in Different Flavors

Stress, we all know it's bad for us, but did you know there is good stress like having a baby, getting married, a new job, a raise, or a trip. Then there is bad stress, I'm sure you know this one well already.

Unfortunately, as evolved as we think we are from the caveman, when it comes to stress we are programed to respond in the same primitive way to threats or stressors. The stressor is may be different but our physical, emotional, and mental response is the exact same. He had a saber-tooth tiger, we have a boss, a deadline, a speech, a huge contract, a new baby, etc. Our bodies' react the same way – they go into fight or flight response.

Yes, good or bad stress has the same response...muscles tense, heart pounds, insulin sends glucose through the body so we can escape, breathing increases, and this is the big one, anything that isn't essential to escape shuts down, like digestion and reproduction. Nope those aren't needed, so if you wonder why you get indigestion eating on the run, now you know why.

The key factor in caring for yourself to begin moving past survival mode to a thriving life and business is self-care. The missing component as part of our daily practice is caring for yourself, aka self-care. This is the foundation in all you do and everything you pursue.

That's All Good But, Where Do I Begin?

The key to make self-care a priority is to create a plan and put it in your planner, as you would any meeting with an important client. Self-care doesn't have to look the same for everyone and can change daily. It is knowing yourself and meeting your need that day. Next, make a list of things that you enjoy doing to care for your body, mind and spirit. Start by asking yourself what you might need in that moment. Is it health related? Do you need rest? Do you need a creative outlet or have fun? Do you need connection?

Self-care is setting boundaries in your life. Creating space for you. Always remember that it is okay to say "no," it's a strength to say no, you're defining what you value in your life. Also, try to release the "need to do it all alone" mindset. Ask for help if you can to relieve stress and delegate tasks when possible. This can be hard, but you will come to find how energizing it is.



Taking small steps to care for yourself will shift you from surviving and position you to receive success, happiness and joy. That's what we all want, right? Is that your definition of "thriving?" Most likely that's why you became entrepreneur – to move beyond survival, to thrive while you achieve your dreams and goals.

Remember the Key Component – Caring for the Dreamer, YOU.

Judy Hahn, NBC-HWC, owner of [Hahn Holistic Health](#), LLC, is a Functional Medicine Health Practitioner. Her passion is helping men/women, sick and tired of being sick and tired, transform their health by discovering and resolving the root cause of their health issues. She works virtually with her clients.

Email Open Rates Will Increase When You Have Great Subject Lines

by Jeanette Ortega



I don't know about you, but there is one metric most entrepreneurs consistently watch. We track them and consistently try to improve them. What is this metric, I am speaking about? It is our **email open rates**. And if you aren't tracking them, the time to start is right now!

It is for good reason that we are tracking this important metric. If your subscribers aren't opening your email, then they can't read about what you offer. Your subject lines can make or break your email marketing strategy.

Your offer could be:

- Your newest coaching program
- Your VIP Day availability
- Your latest must-have tool discovery
- That epic blog post you just wrote
- Your newest product
- Announcement of you upcoming book launch
- Coupons

The trouble is, you only have about two seconds to entice a reader to open your email. Even worse, you have to do it in ten words or less! If they don't open the email then they can't see your offer, right? What if your subject line is too spammy and it ended up straight in their spam folder? You definitely don't want that to happen. Yikes! That can cause some stress! It's a pretty tall order, even for seasoned copywriters. But relax, take a deep breath, because there are some tricks you can use.

Be Ambiguous

If you've been on Facebook lately you've no doubt seen those "click bait" headlines that say things like, "She adds this to a box of Wheat Thins and I'm drooling!" I am hoping you are not really drooling. If you are, sit back from your keyboard! So, what is the reason headlines like that work? Because we can't help but want to know what "this" is that she's adding to her Wheat Thins. The possibilities spin in our head. Is it sugar? Salt? Peanut butter? We imagine what "this" is, but in the end, we just need to find out, so we click.

You too can employ the same technique! Substitute the word "this" in the subject line for the actual thing you're writing about, and you've got instant enticement. Done!

For example: *"I have been working on this for months!"*

Use Numbers - Another simple strategy for creating must-read content, **numbers**.

"7 Hidden Benefits of Waking Up at 5 am"

"3 Unlikely Ways to Close the Sale"

"5 Social Media Platforms You Shouldn't Be Ignoring"

The reason numbers work so well in subject lines is because we are self-absorbed and curious. We simply have to know; do we already use those three ways to close the sale? If we are using all three, then we are a marketing wonder! And if not, we have learned something. Both are compelling reasons to open an email. And in either case, we walk away feeling good, and that our time was well spent. The information is short and sweet and can most likely be used immediately to get results.

Use Power Words - Just as with all writing, choosing power words is key. They are far more effective than settling for their weaker counterparts. What if these two subject lines appeared in your inbox, which are you more likely to open?

"WordPress Makes Better Looking Websites for Non-Designers"

OR

"Create a Gorgeous Website—Even if You're Not a Designer"

They say the same thing, supply the same information. However, the first is weak, while the second is far more interesting. Really, be honest, didn't you read that second one with pizzazz, even as you read it silently? I know I did.

Tips for Subject Lines

When it comes to email subjects, here are a few more tips to keep in mind if you want to up your open rates:

Keep it short – no more than 10 words at the very most, and fewer if you can.

Test everything - Use your autoresponders split-testing functionality to see which subject line styles perform best in your market.

Run your subject line through a subject line tester – Coschedule has a subject line tester that offers feedback on your subject line. Check it out at: Coschedule Email Subject Line Tester

Use personalization - but sparingly. Occasional use of your reader’s first name can be a powerful technique. Personalized subjects can have a larger impact on your campaign as well. You’ll also get more clicks, fewer unsubscribes, higher customer satisfaction, and more sales. Source: Quick Sprout

In Conclusion

The bottom line, if your subscribers aren’t opening your email or they are marking your email as spam, they’re not buying! Take these tips and make your subject line pop and watch your open rates soar. Remember, improving your subject line is the **single most important thing you can do** for your email marketing campaigns!



Jeanette Ortega is the founder & CEO of Ultimate Virtual Assistants, LLC. Her team of Virtual Experts® specializes in providing coaches, speakers, online service providers, and trainers with technical support, email marketing, online course delivery and training. UVA prides on meeting deadlines, over delivering and paying close attention to detail. CTA: Turn Your New Leads Into Paying Cash Customers. Sign up for our [FREE Email Follow-Up Planner](#).

The Top Hiring Mistakes Coaches Make...and How to Avoid Them

by Catherine Calmes

Do you feel like your daily to-do list is getting longer and no matter how many hours you put into your business you feel like you’re not making any progress? Hiring support for your business can benefit you in so many ways, but how do you know if you are ready to hire?

Wasting Time on Administrative Tasks

If you are wasting time on administrative tasks, it is time to hire. Unfortunately, administrative tasks are not necessarily money-making activities. Yet, they are important to keep your business operating. Any sort of administrative work can be delegated to someone on your team to complete. By doing so, you will be freeing up a significant amount of your time that will allow you to focus on what you do best – serve your clients!

Turning Away Prospective Clients

Have you found yourself turning away prospective clients because you have too much on your plate? If you must turn away clients because you simply do not have the time, space, or energy to serve them, then it is a problem. You are losing money and quite possibly a loyal client that will stay with you long-term. Hiring someone to tackle some of the day-to-day tasks will allow you to take on more clients and grow your business.

Turning Down Valuable Opportunities

Are you turning down collaborative opportunities with colleagues, networking events, or even publicity appearances? Skipping out on these types of valuable opportunities for your business is hindering its overall growth. If you want to continue to experience growth personally and professionally, it is time to seriously consider outsourcing some work so that you can free up more of your precious time.

Working Long Hours with Little ROI

Are you burning the midnight oil? Long days sitting at your desk, hunched over, and working tirelessly trying to keep up with your work but at the end of the day you feel like you have accomplished very little and your business is not seeing a return on your investment. Determine which tasks you could eliminate, which ones you could delegate, and the tasks that only you can complete. Focus on your tasks so that you accomplish more and see progress in your business.



Declining Health from Stress

Do you feel stressed or noticed a sudden decline in your health? Your health is important! If something were to happen to you, who would operate your business while you got better? By outsourcing work, you can free up your time, shorten the length of your work days, eliminate stress, and focus on taking care of yourself so that you will be around to run your business.

As you can see, hiring support can benefit you in several ways. If you nodded your head, yes, to any of the signs I discussed, then it is time to consider asking for help. Your health, family, and business will thank you for it.

If you are you ready to hire support for your growing business, perhaps you are a little overwhelmed with what questions you should ask when interviewing a prospect.

Importance of Interviewing

The objective of interviewing candidates is to ensure there is compatibility with their personality, style, views, and beliefs with that of your business. It’s also an opportunity to gather any additional information that you are interested in knowing that wasn’t submitted with their application. Lastly, you can verify their qualifications and determine whether or not they are an ideal fit for your business.

Interview Questions

When it comes to interviewing your prospective support team, you’ll want to consider asking several questions; however, the ones listed below are important to ask to gain perspective and help you make the right hiring decision.

What do you consider to be your core skills and services?

The objective with this question is for the candidate to evaluate their core skills and services to communicate it to you in their words. It’s an opportunity for them to self-reflect and sells themselves to you.

How long have you been practicing these skills and services?

The objective here with this question is to determine how long you have been using your skills and providing services to businesses like yours. You want to ensure that they do have the right skills and experience to do the job and to do it well.

What software and computer programs are you proficient at?

This question is important to know whether you will have to train them on a new program or software for the job to get done. This can waste time and money for your business, and it would be to your benefit to hire someone with some experience in using the software and programs that you use.

What is a typical work week for you?

The objective of this question allows you to see how they structure their work day, handle tasks, and work as a freelancer. It’ll provide insights into how well they will work with you and meet your needs.

Why do you feel you are a perfect fit for this position?

With this question, it allows the candidate to sell themselves as the right person for the job. It’ll also be a clear indicator if they did their research about your business and understand the tasks they would be assigned in their position.

As you can see, there are a few things you should consider when hiring support for your business, but now you can move confidently in the right direction to hire your dream team.

Catherine Calmes is a Business Operations Manager who uses her background in home organizing, workplace productivity, and managerial experience to help online business coaches make the vision for their business a reality.

Are you unsure of who your next hire should be? Get my guide [“The Secret to Knowing Who to Hire Next”](#)



11 Strategies to Get MORE Referrals

by Shelly Rice

Let's just get to it.....here's a few tips that I hope will help you to build new referral partnerships that will lead to MORE closed business.

#1 Interview Referral Partners Annually - Every November, I make a list of my connections that I believe will be good referral partners for the following year. I send them an email letting them know that I would like an appointment to discuss the possibility of us becoming referral partners. During our appointment, I suggest that we interview each other to see if we're a good match to become referral partners. If we're a fit, we talk terms, strategies and make plans on how we're going to share leads and referrals in the coming year.

#2 Email Signature - Create a "Refer Your Family & Friends Button" in your email signature that leads to a landing page or form, on your website. This is not my tip, it came from a friend but I think it's a great idea so I'm going to give it a try.

#3 Add a Referral Form to Your Website - Again, not my idea but something worth giving a try. Google Forms is free, easy to use and will populate your replies into a spreadsheet.

#4 Create Something of Value - People love helping people and they will refer business to you, but sometimes they just don't know how. Make it easy for your clients to refer business to you. Create a product of value exclusively for your clients to gift to their family and friends. Make it something special and exclusive that you do not offer anywhere else.

#5 Host a Referral Themed Brainstorming Session - Make a list of 8-10 people who share your ideal prospect and invite them to attend a brainstorming session to find ways that you can collaborate and send each other referrals. Try this just one time and it will quickly become part of your strategies for life!

#6 Treat a Referral Like a Gift - Treat a referral like the gift that it is. If someone gave you a gift, you would not forget to thank them, right? It literally blows my mind how many times I've given referrals to people and have taken my time to write extensive letters to connect people and some never even bothered to say 'thank you'... If someone takes the time to give you a referral, thank them or it may be the last referral they send your way.

#7 Set Expectations Upfront - Even BEFORE your client is your client, let your prospects know that your goal is to over deliver so they will want to tell their friends, families and clients about you and your services.



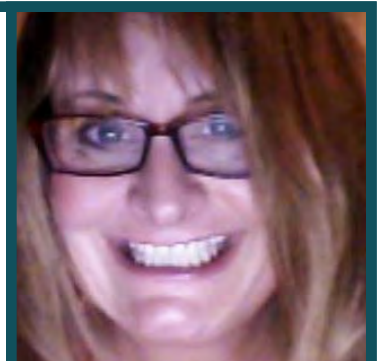
#8 Cold Call a Stranger - Yes, you read that correctly! I've done this dozens of times and in time, it's lead to great relationships, closed business and countless referrals. I start by researching profiles on Linkedin. When I come across someone that I think would make a great referral partner, I call them and let them know that I'm interested in getting to know them and that I would like to build a relationship with them in hopes that we can find ways to collaborate and work together. This takes time but it's lead to some of the best referral partners and collaborators that I have ever worked with.

#9 Find a Networking Buddy - Find a strategic partner to attend networking meetings with. Someone who understands your business and who knows exactly who your ideal client is. Show up, then divide and conquer. Work the room and make new connections for both you and your friend. When you meet someone who would make a great client or referral partner for your buddy, make an introduction.

#10 Join a Referral Group - There are many clubs and organizations that are based on building relationships and sharing referrals. If you can't find a group, club or organization that you like, start your own!

#11 Be Bold, Be a Referral Machine! - Many years ago, I had a custom t-shirt made with the words "Referral Machine" written in sparkly rhinestones. This is my favorite thing to wear when I'm networking. It makes everyone instantly smile and it makes them want to have a conversation with me. If you're like me and you're a referral machine, don't be afraid to put it out there. I just joined the new Marketing, Media & Money Magazine, Podcast & Events Facebook Group and look forward to connecting with you there.

Shelly Rice is a multiple award winning event producer. She produces national retreats, conferences and masterminds for small business owners. Click here to connect with Shelly
Shelly's Motto: Why Compete?, When We Can Collaborate!





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