

Marketing Media & Money

4th Q / 2019

The Winning Combination of Collaboration

3 Often Forgotten Ways to
Use **KEYWORDS** to Get
Ahead of Your Competition

**You Need More
Than Strategy,
You Need a System**

6 Things You Need to Know for Success in Direct Sales

**How to Get
Powerful, Positive
Press for Your
Business**

**The Mindset Thermostat
That Can Limit Your Success**

**If Networking Doesn't Feel
Good, You're Doing It Wrong**

**5 Questions to Ask Yourself
Before Choosing a CRM**

*Up Close and Personal
With Eddie Reeves*



from the laptop of patty farmer...



Get ready because you're going to want to read this issue from cover to cover, and be prepared to take notes because it's filled with behind the scenes secret strategies about everything from getting positive and profitable PR for your business and helping you to answer the REAL questions you may have about things like what CRM to use and how to go from a strategy to a system and some ways to get ahead of your competition and using video so make it easy to find you.. We'll tell you what you need to know!

- The Mindset Thermostat That Can Limit Your Success
- 6 Things You Need to Know for Success in Direct Sales
- Are You Ready for What's Next? 3 Steps for Dealing with Uncertainty and Fear
- The Winning Combination of Collaboration
- To Publish or Not to Publish?
- You Need More Than Strategy, You Need a System
- A 6 Step Snapshot of Your Current Financial Situation
- 5 Questions to Ask Yourself Before Choosing a CRM
- 3 Often Forgotten Ways to Use KEYWORDS to Get Ahead of Your Competition
- Using Video to Make It Easy for Your Clients to Find You
- If Networking Doesn't Feel Good, You're Doing It Wrong!
- How to Get Powerful, Positive Press for Your Business

Plus, I've decided to share MY Winning Combination on Collaboration. And I even wrote an e-book on turning a joint venture into an (ad) venture, so make sure you download that and wait, there's more because if after you read it you think if an idea where WE may be able to play in the JV sandbox together I created a place [HERE](#) where you can share it with me and who knows...

WE may be the next winning collaboration!! I love collaboration, don't you?

Let's end 2019 with marketing ideas and media strategies to leverage, and a rush of money. How does that sound?

Patty "Collaboration Rocks" Farmer
Editor, Marketing, Media & Money Magazine



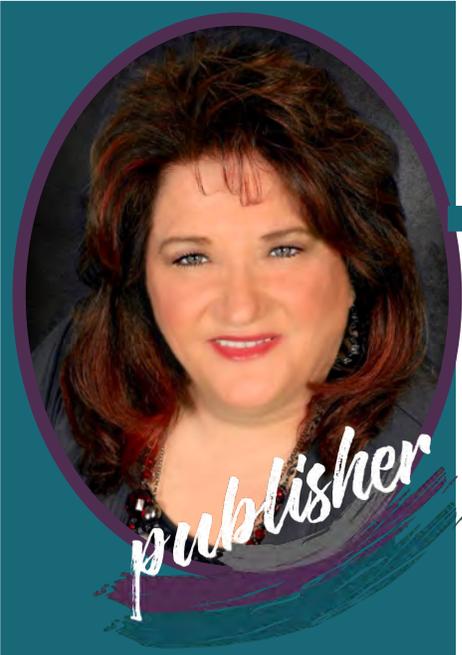
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The Winning Combination of Collaboration

by patty farmer



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

Now, stop and ask yourself whether you're thinking, "I can't wait to hear what the other 149 people have to sell," or are you thinking "I can't wait to tell 149 people what I have to sell!"

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

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

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

Try some new questions instead of asking "what do you do?" Here are a few to start with: "Who do you serve?" or "What industries do you serve?"



patty farmer

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

"What's the most interesting project you're working on right now and how can I help?"

It's really great to see what lights others up. You may now be able to start a relationship around something they're passionate about. Remember, it's really about opening up relationships rather than closing sales. Relationships are the currency of the current business climate.

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

You will discover their perceived image or value as well as gain clarity about what they do and how you can serve them. This will also help you to identify collaborative and/or joint venture opportunities.

There are many ways to collaborate. Some examples include joint webinars, teleseminars, live events, guest blogging, Facebook Lives, writing articles for magazines or podcast interviews such as the Marketing, Media, & Money Magazine or Podcast, speaking opportunities or hosting a call for your target market. When you open your rolodex to each other (not giving it away), you each have the potential to expand your lists, especially when you create some type of opt-in or sales page.

You'll expand your connections and influence as well as build credibility. You may be able to cut costs by sharing expenses. And in a group project like a teleseminar, you can get to know the other people they collaborate with and find other potential collaborative partners.

Look for the win-win-win—opportunities that are good for each of you plus add value for your audience.

- When you're choosing collaborative partners, don't forget to do your due diligence.
- Thoroughly research the reputation of your potential collaborative partner to be sure you'd be comfortable with it as an extension of your reputation.

Be sure to clearly define expectations upfront—put an agreement in writing that states what you both bring to the table, how you will promote the event, etc. Be clear on how each party will accomplish their duties and how conflicts will be resolved. Include an exit strategy in case things don't go as agreed. This will ensure that things go as you envision with the best possible results for all involved.



Asking the right questions will help you to open up your mind, open up your list and expand your horizons. If everyone came to networking events expecting to actively listen to what others are doing and for opportunities that may exist to work together, it would truly be a win-win-win. Go into your next event with this new strategy and you will win-win-win!

Exercise:

Step 1: Identify a gap in your product or service offerings to your customers.

Step 2: Explore how you'd like to expand your customer base.

Step 3: Look for an accomplished partner who offers complementary products or services and has the type of customers you'd like to add to your customer base. Look back on the last three events you attended. (Maybe you even have a stack of business cards sitting on your desk waiting for you to follow up.) Are there people you met that you can reconnect with to determine whether collaboration opportunities exist? It helps to look at networking as a series of conversations.

Step 4: List five open-ended questions you will use to get to know your contacts' businesses, target markets and current projects.

Step 5: Reach out to the contacts you've identified and start the conversation by phone, email or social media.

Incorporating just one or two of these simple steps will increase your impact, your influence and your income!

Click here to check out my "Let's JV" page and see if there is an opportunity to collaborate and make sure to download my JV e-book to help you get started.

***Patty Farmer** is a Marketing & Media Strategist, International Speaker, Podcast Host, Event Producer, Best Selling Author, & Magazine Publisher 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 back account. Visit Patty's Website!*

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6 Things You Need to Know for Success in Direct Sales

by Jennifer Scheidt

Enjoying a career in direct sales since 2003 has been one of my life's greatest adventures. As a young woman I never knew this kind of work existed. But from the moment it was brought into my awareness there was something about it that just drew me in, took hold and captured my focus and attention ever since.

From the schooling of my youth to my Bachelor's degree and up to and including most corporate training sessions I have participated in, none have come close to the amount of personal development and growth I have experienced from being a part of this dynamic and ever-changing industry. Powerful life lessons learned, countless relationships and personal friendships developed - the intense desire to build something from the ground up and nurture it year after year have been just some of the many reasons I have continued to journey down this path.

Over the years there have been some outstanding factors that have contributed to a set of principles from which I work - a set of *Do's* and *Don'ts* in the etiquette of direct sales. Recently I was asked to compile just some of the tips I have learned over the years in the hopes of giving others a road map to their own success in direct sales.

***DON'T* let anyone talk you into believing that this career choice is not legit.** Too many people sabotage their own success before they even get started by holding a belief that they won't be taken seriously. If you don't take yourself seriously, how can anyone else?

***DO* embrace being uncomfortable in the beginning - a lot.** And I don't mean in a bad way. But with all things that are foreign and new, it can be clunky at first. And well...uncomfortable. Think of any attempts to ride a bike, swim or play an instrument. Unless you're Beethoven, it probably didn't sound like *Moonlight Sonata* right out of the gates, right? And that's okay.

***DON'T* underestimate the Power of One.** You can never predict how impactful one person's interaction with you and your business can be later. So, treat every interaction as if it's the most important one you have. When I started out, a new neighbor offered to host an event with me simply to be a good neighbor. Her one gesture led to two years of continued business, over \$21,000 in sales and several new team members. After two years I simply stopped keeping track!



DO what feels good. There are many ways to grow your business. If you are becoming overwhelmed with directives to participate in this challenge and complete this action item and some of these action items truly aren't your joy, find what is and do more of that. So much has evolved since I started in the industry. There was no Social Media, no smart phones, no "gig economy". There are SO many different ways to get your product and service out there. For example, if you just love tradeshow/vendor events and don't really enjoy the in-home get-together, then book more trade shows/vendor events! If one way just doesn't appeal to you, don't force yourself to do it if it doesn't make you feel good. That vibe will be picked up and most likely block your success in that area.

DON'T compare yourself and your journey to others. What might take someone eight years to build, could take another 18 months. Everyone has their own time they blossom and their own path to get there. But I can assure you if you don't quit, your chances of success are much greater.

DO ask for help. I think one of the traps I fell into when I was starting out is I didn't want anyone to know I was a rookie. I wanted to fake it 'til I made it and do it myself. What I failed to realize is just how much the right people will support and encourage you, like my neighbor who I am forever grateful to. And if you are somewhere where you are not getting the support and encouragement you need, you might want to consider that it might not be a good fit or you simply need to be more strategic about who you are getting your guidance from.

***Jennifer Scheidt** is a lover of Direct Sales and a huge supporter of the personal growth and empowerment it offers. Residing just outside Milwaukee with her husband and 3 children she loves writing, Spin class, sipping vino, living inspired and summer road biking at ridiculous hours of the morning. Visit Jennifer's Website*



5 Questions to Ask Yourself Before Choosing a CRM

by Tamara Burkett

I'm frequently asked what's the best CRM to use. Many business owners don't realize this is a loaded question because there's no such thing as a one size fits all system. The market is packed with thousands of CRMs with various flagship features and heaps of functionality. The question we should ask is "how do I find the right system for me?"

In order to answer that question, let's take a look at what a CRM is. CRM is an acronym for Customer Relationship Management. It's software that supports relationship management processes. This includes but not limited to your sales process, onboarding, and customer support. In short, CRM supports implementation of the customer journey. The end result of a fully optimized CRM is increased productivity and increased long-term profitability. So it's no wonder business owners are flocking to invest in CRM at a rapid pace.

But finding the right CRM is no walk in the park. My personal search for a CRM took several months and purchasing multiple systems before I found a CRM that met my business needs. Although I thought I was alone in my frustrations, I wasn't. The more I shared my story, the more peers expressed the same challenges.

In fact, I met a business owner who spent eighty plus hours doing research, invested \$1,600 on a CRM, and spent an additional 100 hours on customizing her system only to discover implementing the CRM would cripple her business.

If you include her hourly fees and multiply them by the 180 hours she spent on her CRM, the business owner lost a lot more than the \$1,600 she paid for the system. She lost thousands of dollars' worth of time and energy that could've been spent making sales and delivering services.



So why is it such a challenge to find the best CRM for your business and how can you avoid our mistakes?

First, realize there are thousands of CRMs to choose from. If you don't use effective research methods, then identifying your ideal CRM is next to impossible. Especially if you decide to embark on this journey alone, understand that your CRM pursuit will take several hours of your time. So if you're not willing to perform the due diligence needed, hire someone to do it for you.

Second, many business owners ask peers their opinions to gain insight and speed up the investigation process, but that's a costly mistake. Sure, it seems logical to start your CRM search by surveying colleagues, but keep in mind that they may have different challenges and work in different industries so what works for them may not work for you. Asking for peer opinions can come in handy later on, but only serves as a distraction at the start of your search. Once you develop your own criteria and narrowed down your search, soliciting advice can help you in your final decision.

Third, companies market CRMs by advertising sexy features and persuasive demonstrations. This seduces buyers and many are duped into buying an inappropriate system. You can avoid feature seduction by thoroughly evaluating the pitfalls in your business. **Ask yourself the following five questions about your business:**

- Do I have the time and energy to dedicate for CRM investigation and if so, how much time?
- When it comes to my customers, what challenges am I experiencing?
- What tasks are taking the longest to complete?
- What tasks could I automate to enhance customer experience?
- Which processes need support?

The more detailed your answers, the easier finding your CRM will be, so be thorough. Once you know the type of support needed, identify the top five features. When listing features, think about must have features such as integration, mobile responsiveness, and customer support.

Also, it's a good idea to list each step in each process you have. If it sounds like a lot of work, it is, but your lists will serve as road maps to CRM optimization once you choose a system. And an optimized CRM leads to saved time, increased profits, and deeper business relationships. So, the total investment in finding and customizing the perfect CRM is well worth it in the end.

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

The Marketing, Media & Money Podcast



The Other Side of the Mic: Michelle Shaeffer Interviews Host, Patty Farmer

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This week's industry expert...



Tamara Burkett
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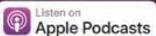


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Are You Ready for What's Next?

3 Steps for Dealing with Uncertainty & Fear

by Kathi Laughman

Fear is a partner in our life and work more times than we realize. And it's clever. It can show up in ways we don't even recognize. Especially when facing an uncertain future.

Whether it's born out of the worry of what could happen, or the aftermath of storms already passed, the fear of what lies ahead can leave us stranded in a place where moving forward feels like a risk too great.



We need to remedy that if we want to be able to enjoy where we are even as we prepare for what is next. After all, it is only when we can see the future free from fear that we can fully embrace its possibilities and become its architect.

The first step is to recognize that all of us experience fear.

Let's get some clarity about the many faces and flavors of fear. In my research I found at least 45 synonyms for fear. 45! That's quite a few flavors. And when you move on to all the additional terms and phrases, the list is literally endless.

That tells us something. We get to choose some things about fear in any given situation. We get to put a specific name to our fear. Once we do that, it becomes easier to see it within a context that will allow us to counter and/or leverage it.

We cannot change what we cannot see. And we won't see what we are afraid to see. That means that before we can fully experience resiliency as we move into an uncertain future, we must be able to move past fear.

The second step is remembering that fear is a basic human emotion.

Success expert Brian Tracy reminds us that "Everything you do is triggered by an emotion of either desire or fear."

We are born with fear as a primal response in recognition of danger and for self-preservation. Fear is designed in its truest form to serve us. Over time though, we start to allow fear to become the danger itself and to be self-limiting.

But fear is not an absolute predictor; fear is just an alert mechanism that tells us we need to look at something more carefully before making our choice.

When fully faced, fear can be an ally for creating choices. Once we recognize we are in a decision moment we know by default we have the power to make a different choice. We have the power to not be afraid.

Even ancient wisdom teaches us that how we partner with fear is a choice.

Marcus Aurelius, an early Roman Emperor (161 – 180 AD) and noted Stoic philosopher of his time pens thoughts on the subject in his Meditations.

“The first rule is to keep an untroubled spirit. The second is to look things in the face and know them for what they are. If you are distressed by anything external, the pain is not due to the thing itself, but to your estimate of it; and this you have the power to revoke at any moment.”

We can face our fear and see it for what it is. And then recognize our personal power to abandon it or use it.

But it may be easier said than done.

The third step is finding an alternative to whatever fear you're facing.

One of the words associated with fear is timid. Many people would identify with having some reluctance or timidity in certain situations even if they don't recognize it as fear. Let's use that as our example.

Breaking thru that fear most likely won't be as simple as “I will choose confidence over being timid”. Most likely, there is an underlying reason you are timid.

The key will be to ask yourself what steps you need to take to develop confidence. Instead of focusing on the fear (being timid), focus on the alternative (confidence).

Once you identify where you lack confidence, you will be able to look at what kinds of situations trigger timidity, determine why and develop the practices and skills needed to replace fear with confidence. In doing that, fear becomes your ally. It lights the way for you to see where you lack confidence so you can take productive measures to restore it. You can then thank your fear for its service and send it on its way!

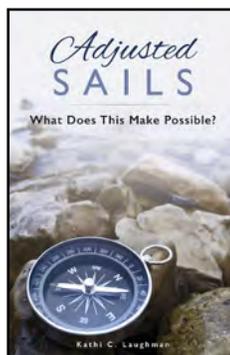
This is a life and business skill that can serve us in so many situations. Just remember that skill grows from use over time, not time alone. Put this into practice!

The future is filled with unknowns. It is up to us to choose whether we will let that lead us to worry and fear or new possibilities. **Live today like you want tomorrow to be. Live well.**

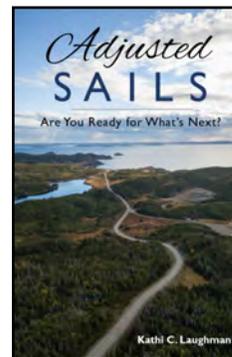
Kathi Laughman serves professionals committed to continuously creating new pathways to success in their life and work thru her books, courses and communities.

Adjusted Sails: Are You Ready for What's Next? will release in the fall of 2019. Its message is that when we begin to anticipate our future free from fear, we can embrace change and ultimately become its architect.

Visit Kathi's Website



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Coming Soon!



The Mindset Thermostat That Can Limit Your Success

by Megha Bradley

What is the upper limit temperature on your success thermostat set to?

That is not a typical question that you ask yourself as you are meticulously checking off all the other steps in your business. You have invested in a great business coach. You have systematically proceeded in the marketing and branding that communicates your message. You developed a cohesive revenue map to achieving the six or seven figure success that will give you the freedom that you want. You secure the right business insurance to protect your investment. Meanwhile, there is an often-overlooked component – the setting on your success thermostat.

This thermostat is subconscious. It is literally sitting in the cells of your body with specific settings waiting for the perfect condition to click off. Just like when you have the thermostat in your house set to a comfortable temperature that shuts off the flow of the heat or air, this thermostat works the same way. It will cap off the momentum and make sure the temperature on your success never goes higher than the setting restriction.

The following are three very common environmental changes that often trip this thermostat to shut off the flow of success:

Too Much Money - Say it isn't so! That's not the conventional conversation that you hear, however, once you have outperformed the majority of your family members and friends, you step into uncharted territory. Any judgments about money (e.g. "money doesn't grow on tree", "you have to work hard for your money" or "rich people are greedy") all become a trip wire in the thermostat. You find that you could earn any amount of money and then "there's always something" as a new expense or circumstance that yields a certain output of bottom line profit regardless of top line revenue.

Too Much Visibility - Oftentimes we have a conflict about standing in the spotlight. You want the microphone, but you aren't prepared for the judgment about your accent or that funny thing you do with your hands. You want to stand on the stage, but the old memory of the poorly executed 5th grade talent show seared into your neural memory makes you fear the ridicule that isn't real. You want to share your creativity, but the shame of your 1st grade teacher correcting your drawing triggers the old shame memory of when she audibly criticized your efforts.



Too Much of A Good Thing - "Things are going so good, something's bound to happen?" ... a.k.a. waiting for the other shoe to drop. It is wired into your DNA and your innate primal brain functions to focus on the danger. So, when you have risen beyond the struggle or the comfort zone, an innate and collective belief rises up to stomp on you if you haven't learned to master it. The anticipation of "what goes up must come down" becomes a very real magnetizing force to yield health issues, relationship challenges, unplanned dramatic events, controversy and more. This isn't to say life doesn't come with challenges, but the anticipation of what bad will come undo the good is living in your cells, eventually a trigger will shut down the success.

The end analysis is that there are subconscious beliefs that are both inherited in our DNA (citing the study of epigenetics) and wired into your neural patterns through life experience. In both cases, when these are not addressed, they can lay in wait as the control mechanism that sabotages your upper level of success. Often you will not blatantly know they are there until something BIG happens, however, you can navigate your way through them and raise your thermostat higher through proactive means to clear and shift them. Even the awareness of these will make you more capable of attuning how to look at a challenge with fresh eyes as you ask yourself what "thermostat setting do I have about this?"

Megha Bradley is a Business & Life Transformation Strategist and Certified Advanced ThetaHealing® Practitioner. She facilitates ambitious entrepreneurs to "see beyond" the surface issues so that they can transcend their subconscious limiting beliefs and capitalize on their innate design for success. Visit Megha's Website

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Up Close and Personal with Eddie Reeves

What does success mean to you?

Probably like most people, that definition has evolved as I have grown older and, hopefully, a little wiser. Success for me now is trying every single day to be a bit better person than I was yesterday, and having that growth be reflected in my interactions with family, friends, customers, coworkers and the community in general.

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

It all starts with your mindset. As I always say to my clients, the most important and toughest sales territory to conquer is the six inches between your ears. Take the time to get super clear on who you are, what you do, whom you do it for, and, especially, why you do it. Once you are clear on that vision, commit to it totally. Everything else will flow from that.

What was your ah-ha moment that inspired you to become an entrepreneur?

I had the entrepreneurial bug for several years before I took the plunge. Frankly, I was making a lot of money in Corporate America and not having to work terribly hard to do so. Then in late 2007 I was diagnosed with thyroid cancer. It was treated successfully – thank God – but it was a real wake-up call that life is too short not to do what you genuinely feel called to do.

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

As I mentioned earlier, you have to start with your mindset. You have to get rid of that “stinking thinking” that holds you back in so many ways. When I work with clients, that's always the biggest hurdle & the biggest area of advancement we make.

After that, I would say the most important factor for success is having a huge bias towards action. It's infinitely better to take massive action on a B- plan than to forever sit there waiting to perfect an A+ plan. Don't wait until everything is perfect, because it never will be.

If you could have lunch with any CEO who would it be and why?

One of the great blessings of my life was having the late Ross Perot as a friend and mentor. For several years, we had lunch a few times a year. I cannot describe how much I learned. If I had to pick another, it would probably be Warren Buffet, because he is the quintessential example of a person who developed a simple, powerful business strategy and stuck to it for decades.

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

Great question. In a nutshell, my "WHY" is to try to constantly model someone who has been richly blessed and deeply appreciates it. I fail miserably at times, but I keep trying. Fall seven times, get up eight.

What keeps you awake at night?

I can honestly say that I don't really worry much. About the only thing that I experience anxiety about is doing all I can to ensure the best future for my youngest son, who is on the autism spectrum.

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

That the world isn't fair and good guys don't always finish first. I wish I could say I have learned it completely, but I still struggle with it at times.

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

Throughout my career both as a corporate executive and as an entrepreneur, I've generally avoided learning a lot of the details of techy things. While I will always be primarily a strategy guy, I am forcing myself to be more conversant with how many of the digital technologies actually work.

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

Okay, this is embarrassing. Since becoming a consultant, I have had to repeatedly come to grips with the fact that I am not quite the hotshot I thought I was. One of the hardest but most important things I do is ask people to give me honest, brutal feedback about my faults, and to shut up and listen to it.

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

I actually have a whitepaper called "The Dynamic Dozen" that outlines the 12 books every business person should read. If people want it, they can email me at Eddie@ReevesStrategyGroup.com and I will send it to them for free.

What do you love most about your business TODAY?

Hands down, the best part of my business is seeing my coaching and consulting clients put my advice into action and realize great results. It's magical.

What's next for you?

I have recently refined my coaching and consulting offerings and am really excited about the process of re-launching. I am also delighted to offer a free gift exclusively to the Marketing, Media and Money Magazine family: On Tuesday, December 10 at 3PM CST, I will host a FREE masterclass teleseminar on ***How to Use PR to Build A Powerful Personal Brand***. To get the link to register for the seminar (including a recording), please send an email to me at Eddie@ReevesStrategyGroup.com.

Eddie Reeves is Founder and CEO of Reeves Strategy Group, a strategic communications consulting and coaching firm that helps service firms, associations and nonprofits execute high-impact, high-ROI marketing, PR, and business development programs that get guaranteed results. For more information, or to request a complimentary review of your communications strengths, weaknesses and opportunities, contact him via Email or connect with him on LinkedIn.



M3 Biz Quiz



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international

Take the free M3 (Marketing, Media & Money) Biz Quiz

In just 3 minutes or less, we'll assess the 7 key areas of your business to help you discover exactly what you're doing right, where you could make some changes, and the next steps to really ramp up the growth of your business.

Click [HERE](#) to take the quiz!

How to Get Powerful, Positive Press for Your Business

by Eddie Reeves, Reeves Strategy Group

Okay, I admit it, I'm biased: Of the numerous strategic marketing methods, my favorite is proactive media relations. I love getting positive news coverage of my clients and their activities. Positive stories in the right media outlet can easily be many times more impactful than several print, web, email and direct mails ads combined.

Unfortunately, the vast majority of businesses who try to deploy PR fail miserably. To avoid being one of them, read on:

Four imperatives of media relations mastery

There are four strategic imperatives that you **MUST** understand and execute to mount a successful media relations program for your business. Let's do a deep dive on them:

1. You must have a message that is actually newsworthy

Here's the brutal truth: The press isn't covering your announcement not because they don't like you, but because your announcement isn't news! Journalists define news as something unusual, controversial, new or interesting to their audience, not yours. So you need to tailor your message to fit the things the reporter tends to find interesting.

2. You must target your message to the right media audience

Let's do an experiment: Quick, think of the last time you sat down and watched any of the Sunday morning political talk shows on TV? If you are like more than 95% of Americans, you probably can't remember the last time you actually watched *Meet the Press*, *Face the Nation* or any similar program.

So why are these programs still on the air, and why do the politicians fight tooth and nail to get invited on? To understand this, you must understand the importance of **message targeting**.

My
Web



Email

Featured Author

Eddie Reeves

The value of these shows lies not in how many people are watching, but *who* is watching. Throughout the Washington D.C. area, state capitols and major business centers, a few hundred thousand reporters, elected officials, businesspeople, government agency employees, lobbyists, think tank wonks and college professors watch these shows avidly. That's a small but massively influential audience.

So, take a lesson from the Sunday talk shows: For your next media event, choose your media targets based not necessarily on how big their audience is, but on how big that audience's influence is on your target market.

3. You must convey the message in a compelling story

Next, it's time to focus on developing a strong message that will get the news media's attention in the way you want. What's the secret to doing that? Tell a good story!

So what makes a good story? Think back to your middle-school literature classes: A story pits a sympathetic protagonist (the hero) against an unsympathetic antagonist (the villain), and carries the reader through a key conflict that escalates to a climactic resolution that leaves the characters — and, by extension, the reader — changed in some fundamental way. So, when you are crafting your story, remember the following keys:

Pick a hero. It's usually easier if this hero is a person but it doesn't necessarily have to be. Even if it is a principle or concept, it must be able to be imbued with admirable human traits that are important to your audience.

Pick a villain. This is one of the most often misunderstood keys to effective marketing. It isn't enough to position your product, service or cause as the "good guy." You must also identify a "bad guy" against which you are defending your target audience.

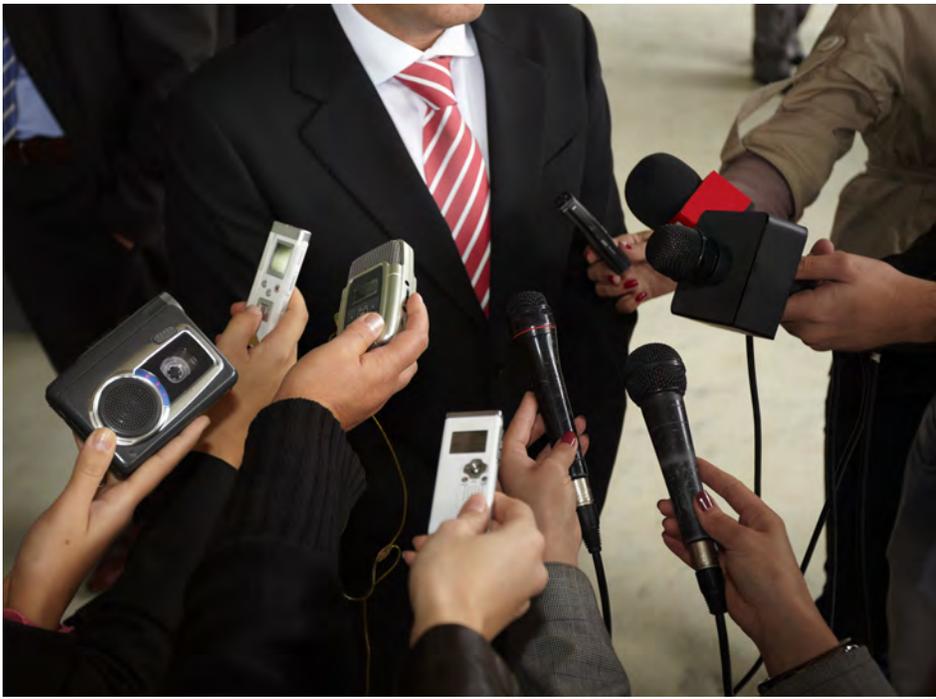
Make conflict clear and simple. Your audience does not want eye-glazing detail about how your hero will win. Just make the conflict crucial and the *benefits* of winning clear.

4. You must make that message delivery journalist-friendly

Once you've checked all three of the boxes outlined above, it's time to call, email or meet face-to-face with the reporter. How can you maximize the chances of getting the interview and of it going well? You must abide by the three cardinal principles of what reporters require:

Reporters require relevance. This means information relevant from their perspective, not yours. If you're going to contact a reporter, make sure you share information that is directly on point to the specific areas he/she covers.

Reporters require responsiveness. Reporters have always had high-stakes, high-stress jobs, but today their work has become more of a meat grinder than ever. That means they only have time to interact with people who either have the answers they need or can get them as quickly as possible.



Reporters require reality. It NEVER pays to lie to the press. In today's information-rich environment, the truth virtually always comes out, and it does so quickly. Once you start down the primrose path of prevarication, you will soon find yourself sliding down the slipperiest of slopes.

So there you have it friends: the four strategic imperatives that will best position you for success in getting good media coverage.

Please note: There is no guarantee that the press will actually cover your story, and if they do, there is no guarantee that any interview or interaction with the press will turn out to your liking. But if you make sure your actions are guided by these four imperatives, you will succeed a heck of a lot more than you will fail.

TIPS TOOLS AND TECHNIQUES: To hear first-hand what reporters consider to be news, go here: (<https://www.youtube.com/watch?v=Vut4gPPzEac>).

To download some examples of successful news pitch emails, go here: (https://drive.google.com/file/d/16sMiSS6D_A6UTYHcfqGbcMW2-eHAhIZg/view?usp=sharing)

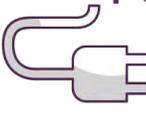
Free PR Masterclass Teleseminar: To register for a special teleseminar on getting positive publicity for your business, please send an email requesting the call-in number to Eddie@ReevesStrategyGroup.com. In this teleseminar, Eddie will cover the basics of crafting a powerful press release. This seminar has a real-world value of \$99, but is complementary for subscribers of Marketing, Media & Money.

***Reeves Strategy Group** is a strategic marketing firm that designs and deploys high-ROI campaigns for your business, association or nonprofit that are guaranteed to get results. To request a complementary consultation on how we can help drive your organization to greater levels of growth and success, please email us at Eddie@ReevesStrategyGroup.com*

Media Tip

Your brand may not need to have a presence on every social media platform, but for your posts to be targeted, you need to have a strategy that is specific to the platform you're using.



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To Publish or Not to Publish?

by Carol Starr Taylor

Have you ever said, "I should write my story"? Is writing a book on your Bucket List personally, professionally or BOTH? DO you REALIZE that by sharing YOUR Journey, your knowledge, you are helping yourself and others? YOUR VOICE MATTERS. Your Gift is YOU!

Social media is filled with noise. So how do you set yourself apart from others? Stand out and let people know why you are different?

It is a burning question these days, whether it is on your personal bucket list or in your business marketing strategy. Everywhere you turn, someone in your network is promoting a book they have either written by themselves, or in an anthology/compilation book. THEY are setting themselves up for expert status.

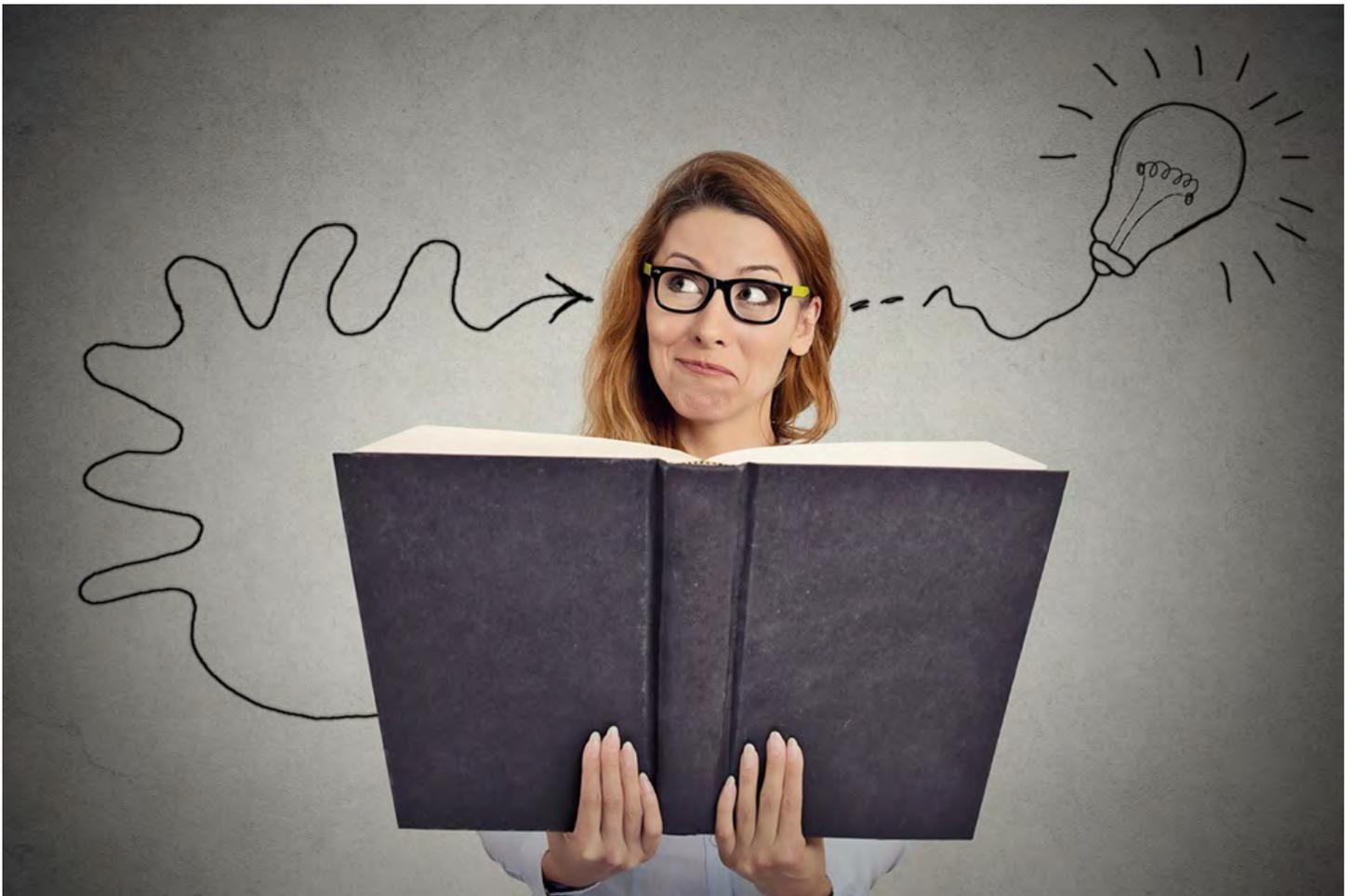
Yes, it is an investment. The same investment, many of you, who are business and life coaches tell your own clients: Time, Energy and Money. It is an investment in YOU, both personally and professionally.

Why is being a published author "all the rage" right now?

WHY BE A PUBLISHED AUTHOR?

- Elevate your Platform and Credibility (Personal & Business)
- Attract Media Attention
- YOU are your BRAND, create awareness
- Use your book as a marketing tool
- Gives you something else to "talk" about other than business
- Opportunities OPEN UP for Speaking Engagements
- Establish yourself as an Expert
- Create additional income sources
- Reach thousands of people with your message
- Raise your profile and get noticed by influencers
- Collaborating with others - opens doors
- Inspire others with your story
- Exposure for YOU beyond your network

IF YOU HAVE WRITTEN BEFORE: As you grow, your audience grows. It is time to refresh and put out new content for your previous followers, your current audience, & future connections.



ADVANTAGES FOR PUBLISHED AUTHORS

- Builds on your already existing Author Platform
- Attract even more Media attention by creating additional opportunities to outlets and PR
- Further leverage your own contacts that you have been previously featured on to have you as a repeat guest: Media, Podcast, TV, Radio and magazines
- Provides an option to open new networks and demographics to you
- Increases your BRAND visibility and awareness
- Creates an additional Opportunity to Showcase your work in between your next book
- Additional income source
- Keeps you in the forefront within your own network
- Establishes new relationships and collaboration
- Access to additional resources: Speaking Engagements, Networking Events, Article Submissions for publication
- Allows you to perfect your writing skills
- Establishes another outlet to write and be read

DECIDE ON YES:

It should always be a YES. Even if you have written before. It is a catch-22 that all of us entrepreneurs face, whether you are starting up or established. I don't think there are too many people out there that say, "please... don't send me any more business, I have enough." Right? You want to grow your business and of course yourself personally. You want to innovate and reach new potential clients/customers. So, how do you grow? You must get out there, create the BUZZ about YOU and in turn, it is about your business. How much should you invest in marketing dollars even when times are lean and in what? IN YOU. It's as easy and as difficult as that.

In a competitive marketplace, you realize along the way, that a) there is more than enough for everyone and b) what makes your business different from everyone else is YOU. Now you need to leverage that. The current clients you have resonate with you, they want to hear more from you, your current followers haven't converted to be clients...YET and your future contacts, haven't heard about you... YET.

TAKING THE LEAP – NOW WHAT? THINGS TO ASK YOURSELF:

- Why am I writing?
- What am I writing?
- Who is my audience?
- What is my message?

HOW?

The only way to be considered a published author is to write a book or be in a book. Blogging and magazines don't count. There are two avenues to which you can go: 1) You can write a solo author book or 2) You can write in a compilation series with other authors. To write a solo author book takes time, energy and money. Money, not just for the publishing and books but also for the Marketing and PR which is the bulk of it that will drive sales. To write in a compilation book, it is less time- it is usually time sensitive to publication date, energy and money, while leveraging the marketing and collaborating with your fellow authors to reaching a larger and growing base of readership and followers.

Whatever route you choose, remember, your voice has the power like no other and you are the star!

Carol Starr Taylor is the Founder and Publisher of Star House Publishing, #1 International Bestselling Author, Inspirational and International Speaker, Writing Coach, Certified Life Coach, NLP Practitioner and Soulpreneur. Her passion is to inspire, help others make their voices heard through writing and books. Visit Carol's Website



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3 Often Forgotten Ways to Use **KEYWORDS** to Get Ahead of Your Competition

by Tracey Ehman

Understanding and using keywords is an important part of your overall online presence, but often we forget how many different places and ways we can use keywords to attract our ideal audience and get ahead of our competition.

Let's start with a quick overview of keywords themselves.

What are keywords?

Keywords can be a single word, or group of words, often called 'long-tail' keywords, that we use to search for information online. Ideally, if we are trying to interact and attract our ideal audience and potential business partners, we want to make sure that people who need our services or solutions, can easily find us. Generally, the best keywords to use are ones that have been identified as being used by our potential customers, when they are searching online.

Some of the common places we expect to use keywords are on our websites, blog posts, and online advertising - but did you know there are other equally important places you can use keywords to grow your influence and visibility?

Here are 3 often forgotten ways to use keywords to be seen online:

Optimize all your online bios

Many people overlook the importance of their bios on their social media accounts, and any online real estate that is available to share more about you. While there may be different character limits to each platform, you want to do everything possible to really enlighten people on who you are with the space you have. Think of bios as mini resumes - what do you want people to know about you that will result in them potentially taking the next step or building a relationship. Incorporate words that you know your audience is looking for to describe who you are and what you offer.

Instagram - With Instagram, it is especially important to make use of the bio area to incorporate hash-tagged keywords, as this area is really the only one that is searchable across search engines. If your audience is resident on Instagram, you will want to not only incorporate keywords into your posts content, but also be sure to find and use the hashtags that will get more eyes on your content. Hashtags on Instagram are how they categorize images and curate content.

Pinterest - Pinterest is used more as a search engine than as a social media platform and as such it utilizes keywords to deliver the right content to the right audience. If you are providing a service around home improvement and home decor, you will want to be including those terms within your descriptions as well as the title of your pin. The easier you make it for Pinterest to curate content based on keywords, the more actively they will deliver your content to your target market. In fact, if you use 'long-tail' keywords you can further niche down the content and increase your traffic even more. For example, if you use kitchen home decor, or do it yourself home decor you will make it even easier for people to find the content they are looking for.

Podcast - You want people to find your podcast show right? Then you also need to increase your exposure with keywords within your podcast descriptions and podcast titles. One thing you don't want to do here is keyword stuff. It is better to choose one keyword or long-tailed keyword per episode, rather than try to include others that may or may not apply. There is a huge opportunity to get your podcast seen by transcribing the episodes. This makes it easier for Google to index and allows you to include keywords that you touch on within the podcast itself.

Embrace #Hashtags - What are hashtags? I like to say that *"hashtags are keywords on steroids,"* providing exponential reach, and research capabilities, for both your audience and you. I have found that hashtags are a very misunderstood tool in social media. That being said, when used properly they can be a very useful marketing technique.

Hashtags allow you to draw **extra attention** to the keywords you are choosing to use, further increasing awareness and allowing you to reach even more people than those you are directly connected to.

When you use hashtags, they create unique URL links and help you to easily continue to build the conversation, as people can search for all related content. In fact, when you click on the hashtag hyperlink, it is equivalent to Google search, whereby you will be able to access a list of content that use that keyword. ***This can be a great way to curate content.***

Carefully chosen hashtags can help you **boost your keywords** so that people can easily find the product or service you are offering. They are also very helpful in growing your expert status. Just make sure that you follow the etiquette for the social media platform you are using them on.

To recap: How can optimizing social profiles, descriptions and all of your online presence help you get ahead of your competition? By helping to build your awareness online, attracting more website traffic to your website, podcasts and offerings, and being the go-to person in your niche. Make these changes today and watch your brand soar.

Tracey Ehman, an online presence, social media and keyword strategist, is the go-to person for enhancing your online presence, ensuring that you not only get "found" by your desired audience, but that your website and social media efforts increase your revenues. Visit Tracey's Website.

keyword \$





A 6 Step Snapshot of Your Current Financial Situation

by Suzanne Bloom



The new year will be here soon, and we'll be rolling into a new decade. Out with the old, in with the new! We'll start making New Year resolutions and most of us will make resolutions that include improving our financial situation. Most of us also do not have a clear idea of our current financial situation. How can you improve your financial situation without knowing your present financial condition? Get a jump start on 2020 and spend some time now reviewing your current financial profile. These six simple steps will give you a snapshot of where you currently are on your journey to financial freedom.

Step 1: Find out what your total current income is. You're using just after-tax income in this step. Gather all your paystubs. If your pay varies, use a 6-month average. Make sure to include any income from social security, child support, alimony, side hustles, whatever is coming into your household.

Step 2: Identify fixed expenses. These expenses are things you pay every month and they don't vary much from month to month. They include mortgage, rent, utilities, insurance (auto, home, life). Check your billing statements to make sure you have accurate amounts. You can usually log onto a website and see your statements for an entire year. For expenses such as utilities that might vary in winter and summer, look over the year and take an average of the monthly bill. If you have a mortgage, find out your current balance and your interest rate. Also, look at your statements to find out how much of your payment is going to interest and how much is going to principal. This information is helpful if you plan to pay your mortgage off early.

Suzanne Bloom

Step 3: Identify variable expenses. These expenses that you have control over such as food, entertainment, cell phone, gas. If you use your debit card or credit card for most of these expenses, I strongly suggest logging onto your bank's website to check out what you are actually spending instead of what you think you spend or hope to spend in the future. You want an accurate picture of your habits right now, no matter how much it hurts to face it.

Step 4: Identify your debts. Although you might normally include them in fixed or variable expenses, for the purpose of taking your current financial snapshot, keep them separate. List all your student loans, credit cards, auto loans, personal loans, taxes.

Make a note of your account number, current balance, interest rate, monthly minimum payment and due date for each one. List them in order of lowest balance to highest balance. That will help you prioritize as you create a plan to pay off your debts.

Step 5: Calculate the difference between your income and expenses. Total up the monthly expenses you listed in Steps 2, 3 and 4. Subtract that total from your income calculation in Step 1. This number is what you have leftover at the end of the month to pay down debt and to grow your savings.



Step 6: Calculate your net worth. The concept of net worth can be confusing, but it is pretty simple. Basically, your net worth is what is left over if you sold everything and paid all your debts. You calculated debt in Step 4. Now let's total your assets. Write down any cash you have in checking and savings accounts, CDs, bonds, and anywhere else you have stashed cash like under the mattress. Write down the balances of your retirement accounts such as IRAs, 401(k)s, and pensions but only include the amount you could withdraw in cash today. If you have any other investments or brokerage accounts, find the balances of those accounts. Also include the cash value of your life insurance policies and the surrender value of annuities. Finally, write down the current market value of your home and any other property such as cars, motorcycles, boats, jewelry, and anything else of value. Add everything together – cash, property, investments, etc. – and this total is your assets. Go back up to Step 4 and add all the balances of your debts. Subtract your debts from your assets. Now you've got your net worth.

If you complete all 6 steps, you'll be on a path to creating a stable financial future for yourself and your family. As a bonus, completing those steps will also get you ready for filing 2019 taxes since you'll already have everything gathered. You can't make a plan of action for your future if you don't know where you currently are. After you have a good idea of where you are currently, you can work on getting better. To improve financial stability, start with the basics. Build an emergency fund. **Start saving now, even if it is as little as \$10 a week. Set up a budget.**

If you've completed the steps above, you know how much money is coming in. Be intentional with your spending. If you have a plan for your money, you will achieve your financial goals faster. Pay down debt. Search on the internet for a debt payoff calculator and see how paying just a little more each month can make a big difference. If you want financial freedom, you must understand your current financial reality and change habits and set goals to move you forward. Remember that you get what you focus on so focus on what you want.

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. Connect with Suzanne on Facebook

Money Tip

Providing valuable content via a podcast interview, magazine article, Facebook Live etc. and then offering a call to action is a great way to increase your impact, influence and income.



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You Need More Than Strategy, You Need a System

by Roger Gallegos

What is the biggest mistake I see most business owners make when marketing? It's what I call "Random Acts of Marketing," and it can make or break a business. Random Acts of Marketing happen when you send infrequent emails or post inconsistently to social media with only the vague goal of "getting more clients." Too many business owners enter into their marketing without a plan, and this is where they end up.

What's the solution? You need to create a system of marketing. What Is a System of Marketing? A marketing strategy is an excellent way to outline how you can *attract* new leads into your marketing funnel. But a *system* of marketing goes beyond the strategy by helping you make the most of the time, effort, and (most likely) money you devote to promoting yourself and your business. It gives your marketing efforts structure and prevents those Random Acts of Marketing that often yield little to no results.

Yes, a system of marketing includes your marketing strategy, but it also details how you move leads down your funnel from the top through to the close of the sale. Essentially, it tells you how you will *process* the new leads your marketing strategy generates.

A system of marketing does not focus solely on the marketing department; instead, it should take input from all areas of your business. **Let's take a look at how this works:**

- Upper management dictates the direction of the marketing by detailing the organizational goals. These organizational goals inform the marketing goals you set.
- Sales provides feedback on how the marketing content is received so you can ensure you are accurately targeting the correct audience.
- Fulfillment tracks customer satisfaction to ensure you are meeting expectations.

The goal should be to set up a constant feedback loop with other departments so that you are consistently improving how you promote your business. Such a process will enable you to stay in front of industry trends and the needs of your clients.

How a System of Marketing Helps - It takes an average of eight contacts with a potential client before they make a purchase. Many businesses are inefficient in the way they promote themselves because they do the work to earn the leads, but, for one reason or another, they don't do the necessary follow-up to close the sale.

That is where a system of marketing helps. It gives all of your marketing activities structure and organization so that, once you have a lead in your funnel, you know how to process them. Are they a hot lead who deserves more attention? Or a colder lead you can place on an email drip campaign?

A system of marketing allows you to answer these questions because you will be able to classify and follow up on the leads you work so hard to earn. Such a system will make you a much more effective and efficient marketer.

Developing Your System of Marketing - Developing a system of marketing for your business may seem daunting at first, but it doesn't have to be. Here are some steps to get you started:

- Write down your marketing goals
- Gather and organize your marketing resources
- Select a CRM to help you manage your leads
- Map in detail your customer's journey from the first time they see your marketing content all the way through to when they make a purchase
- Describe your actions at crucial points to map how you should interact with potential leads



Make sure to create a document that outlines your system of marketing. Get feedback from key members of your team and be ready to make adjustments as needed.

If you have already taken the time to develop a marketing strategy for your business, then congratulations! You are ahead of most others in your position. However, don't stop there. Take it to the next level by developing a system of marketing that will help you make the most of the time, effort, and money you devote to promoting your business. You will find that a well-thought-out system will lead you to new successes and opportunities for growth that you hadn't thought possible.

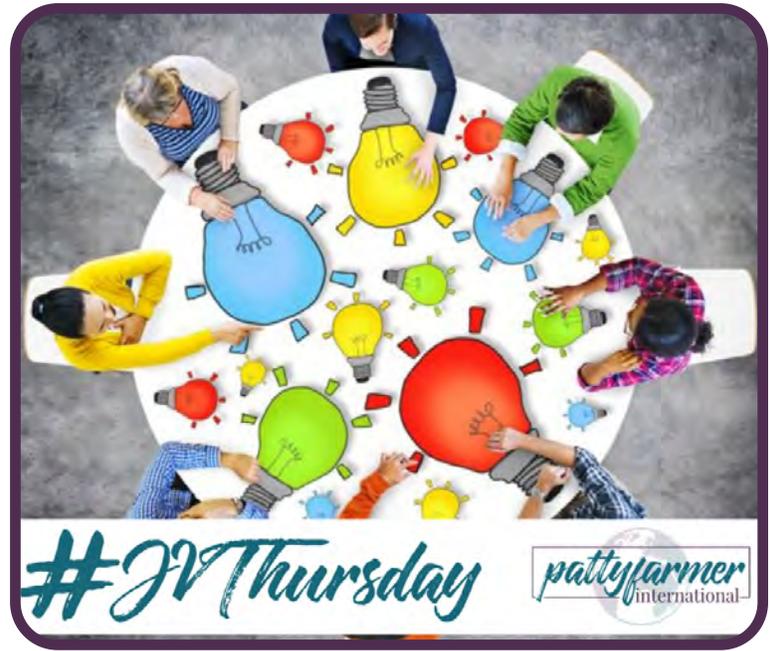
Roger Gallegos is the Founder and Owner of Beacon Marketing. After working in digital marketing for nearly 10 years, Roger founded Beacon Marketing because he believes small businesses deserve better marketing solutions and that he is the one to provide them. Visit Roger's Website

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If Networking Doesn't Feel Good, You're Doing It Wrong!

by Danielle Woolley

I didn't realize it at the time, but I started my networking journey in high school. I found that I didn't fit into a particular group, but instead had friends with different interests and with different backgrounds. I also always had multiple jobs, internships, or clubs I was involved with where I strived to connect with and learn from as many people as I could.

Once I graduated, I carried these same habits into how I made business and career connections. I asked questions. I listened. I offered support and assistance to others (maybe offering a little TOO much help at times but that's a different article for a different time)

When you approach networking in a way that feels good for you, it's a remarkable marketing and branding tool because as you build relationships, create trust, and provide value to others they are more than happy to do the same for you. Then, instead of feeling drained by networking it becomes something that energizes you and makes you and those you interact with feel good too and THAT is where you see magic start to happen.

Years ago while I was figuring all this stuff out, I realized that a few emotional and health challenges in my life were related to being around the wrong types of people and giving way too much energy to networking efforts or relationships that didn't align with my vision or goals. I even started to notice that just like personal relationships, certain professional ones were starting to expire and no longer felt like the right alignment, and that's ok too. I invite you to look at your time and energy as currency.

Your business and life needs are not always going to be the same, so this step is key. And would you believe, that when I tracked the most common theme I heard from my peers and clients it was EXACTLY what I had experienced. In fact, the consensus of 2019 so far has been a split between 2 things: People are feeling drained or uncomfortable in larger networking events, or, they are not seeing the value in their current networking activities.

If this is you, or if you'd like to mix things up take a pause before the next event or opportunity you are presented with and ask yourself the following questions. In my experience questions help to guide you in this process much more effectively than following a list of action items or secret tips. Questions also help you to uncover the direct impact networking and relationships have on your business, professional or personal growth results. **Let's dive in!**



- What networking activities am I currently doing that feel good, and who/what specifically feels good about it?
- What networking activities am I currently doing that do not feel good, what kind of people are around me?
- Am I seeing a monetary or positive energetic value out of the energy I am putting in?
- Do in person one-to-one meetings work best, or small groups, or large events, or virtual connections, or a combination?
- What time of day do I feel my best?
- What time of day do I feel like I am forcing interactions or activities?
- How much time and money am I putting into networking?
- What is my intention when networking and does it align with my current goals?
- Do I feel good with the results I am seeing as a result of my current efforts?
- Have I connected with people who are happy and willing to support me and connect me with people to help me with my goals?

Next time you are presented with an opportunity, look back to the answers to these questions. You may discover that a group you really love is adding more stress to your life because it's too far or too late or too "insert something that was out of alignment for you here". Then, before adding more people or events to your schedule, shift your focus to developing the relationships you already have that ARE in alignment. Next, as you uncover people / events / organizations that are no longer a fit for you let them go with no hard feelings.

When we focus on building relationships, partnering with others with similar goals as ours and collaborating with others we can accomplish amazing things. I am proud to say that I have a large and trusted global network in varying industries, personality types, career status, and more - all because I chose to network in a way that felt good for me. It's an ongoing journey that changes as we grow both personally and professionally. **To our success!**

***Danielle Woolley** is a connector, speaker, trainer, business consultant and facilitator who lives by the saying, "Collect Experiences Not Things." Nicknamed a Renaissance woman by her peers, Danielle shares her creative brain, business process and customer experience expertise, and her supportive network of resources and connections to her clients. Visit Danielle's Website*



Using Video to Make It Easy for Your Clients to Find You

by Trish Springsteen

Whether you have a brick and mortar business, an online business, have an app, a product or service, or a book there is one thing you need – you need clients! You need people to walk through your door, visit you online, buy your product, service, app or book. Make it easy for your clients to find you – shine the light bright and stand out from the crowd. One of the easiest and most effective ways to get known and be seen is with videos. Video is trending – you hear that statement over and over again – what does that mean?

First some statistics:

- “In early 2017, Wyzowl found that **63%** of businesses were using video as a marketing tool. By the start of 2018, that had risen to **81%**. Now, in 2019, the number has increased again to **87%**.” via Hubspot
- “**83%** of marketers now say that video gives them a good ROI, up from **78%** twelve months ago.” Via Hubspot
- “**87%** of consumers say they'd like to see more video from brands in 2019.” Via Hubspot
- “Users view more than 1 billion hours of video each day on YouTube.” ([YouTube](#))
- “**64%** of consumers purchase after watching branded social videos.” Insivia 2018
- “1 minute of video is equal to 1.8 million words to your audience.” Insivia 2018
- “A Facebook video receives, on average, **135%** more organic reach than a photo.” ([Socialbakers](#))

Okay enough statistics. The numbers show that video is here and it is making an impact. Let's look at why videos are trending. What is it about video that is driving these increases in the statistics?

Videos are highly engaging – moving images catch attention. Videos are passive – you don't need to actively read anything. They are multi-sensory, you can look and hear; and if you have captions you can read. In this fast paced world your clients are looking for the quickest easiest way to get information. Videos allow you to watch and if you are multi-tasking you can just listen.

Most importantly videos let you speak directly to your audience, to your clients. They allow you to show who you are – your clients can immediately put a face to the product, to the business. Videos add a personal touch to your business. Today business is all about like, know and trust.

So what does that mean to you? What was the one thing you needed – clients. Why make it hard for those clients to find you? The statistics confirm that using videos to get known and be seen will make it easier for your clients to find you. Videos will allow you to reach a wider audience. In fact if you don't add videos to your marketing you could find yourself lost in the competition.

Videos don't need to be complex – or long. Simple videos around five to ten minutes will get your message across. If it is an information video it can be longer thirty to sixty minutes.

The first thing you need to do is to decide what sort of videos you will do. This will determine how long your video is going to be. Will you do Facebook Live videos, impromptu videos or pre-recorded.

Types of videos include: Information, Promotion – book or service, Product Demo, Interview, Event, Behind the Scenes, Testimonials or Out and About. Think about what best suits your business and will reach your clients. Remember that wider audience.

Your video can be you speaking, it can be a voice over slides, it can be a series of images with words and music. There are a variety of ways to produce a video that will again depend on your experience, what sort of video you are doing and where you want to post it.

You don't need complex equipment. You can start with your smart phone, your computer or a camera. The main issues to be aware of are lighting, audio and background. People need to hear and see you. Ensure that the area is well lit – that you are not in shadow. Check your audio – be aware of background noise, especially if you are videoing outside or at events. Is your background detracting from you, what is happening in the background? Taking a few seconds to check what is behind you can make the difference between a poor and a good video.

Some tips to make your videos effective:

- Plan what you are going to say, have a script or talking points to keep you on track.
- Avoid reading – make sure you are looking at your audience and connecting with them – check where the lens is and look at that not at yourself.
- Have a call to action – let your viewers know what you want them to do next.
- Take time to get some speaking skills. This will help you with your confidence.
- Speak slower than normal there is a tendency to speed up - make sure you can be heard.
- If you are doing pre-recorded video remember you can do in small chunks and edit. It doesn't matter if you make a mistake.

My favorite words are Repurpose and Leverage. One video can be used in a variety of ways and places to reach that wider audience. Always save your Facebook Lives to your desktop. Then you can reuse those videos on other platforms such as LinkedIn, on your website or upload to your YouTube channel. They can be used for your online course. Think outside the box, Get Known Be Seen with videos and make it easy for your clients to find you.

***Trish Springsteen** is an international award-winning mentor, speaker, international bestselling author, WebTV host. Clients work with Trish because they know she can help them have the confidence and self-belief to make speaking easy to Get Known Be Seen and connect with their clients. Trish Believes in You until You Believe in Yourself. Visit Trish's Website*





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