

# Marketing Media & Money



1st Q./2020

## Live Events

*As a Business Strategy*

**7** Mindset Hacks  
Guaranteed to Get  
You More Business

**The 3 P's of Profitability:  
Passion, Purpose &  
Perseverance**

The *Truth* About  
the 4 Biggest Book  
Writing Myths

**Relate,  
Create, &  
Innovate!**

**Using Livestream Video to  
Turn Lurkers into Leads**

*Meet...*  
**Ava Diamond**  
Leading from the Stage

**Using  
Technology to  
Accelerate  
Growth**

# A personal note from patty



Welcome to a new year and a new decade! My goal this year is to help you shorten your learning curve and show you how you can scale your business and stand out in a crowded, noisy marketplace.

The Marketing, Media, & Money Magazine is designed to serve and support entrepreneurs, speakers, and small business owners just like you, by showcasing industry experts and global influencers who will generously share their knowledge, proven strategies, behind the scene secrets and resources on what's working now to help you have your most profitable year yet!

This year we added columnists who will be sharing their strategies over the course of the year on how they are disrupting the marketplace and standing out and how you can too. Plus, each issue will have featured authors who will deep-dive on a specific topic that you need to know and implement in your business. We have also added a new feature called "Patty's Picks" where I personally review 3 tools, apps or resources you can implement in your business to save you time, energy and money.

This issue alone we share the most important marketing skill you need to increase sales, how to lead from the stage, use the 3 "P's" to be more profitable, the biggest book writing myths, using technology for business growth, the most important marketing skill you need to increase sales, how to use livestream video to turn lurkers into leads, using speaking as a collaboration tool, 7 mindset hacks and much more.

And lastly, I personally invite you to grab your favorite beverage and read this magazine cover to cover, to connect with our columnists and featured authors and implement just a few strategies each issue. I promise, your business will thank you.

*-patty*

**patty "leverage everthing" farmer**

**Editor in Chief - Marketing, Media & Money**





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# Live Events as a Business Strategy



**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.



Before I decide to attend a live event there are a few questions I ask myself and some research I do before making a final decision. I have built my business by networking strategically and I believe there is value in developing relationships and a deeper **connection** vs just *connecting* with people you meet. However, when looking for collaboration partners leveraging the power of events and knowing why I want to attend is a strategy that has helped to monetize all divisions of my business.

**What Are Your Goals?** Attending a live event is a great way to generate awareness about your brand and your business while engaging with the other attendees, but it can be so much more. Before considering attending a live event there are a few questions you need to ask yourself.

- What are my goals for attending this event?
- Will my target market be at the event?
- Is this a good investment of my time and money?
- Are any of the speakers, sponsors, or vendors my competitors?
- Will there be any networking opportunities with the other attendees?

When thinking about your goals for attending the event in question, are you looking for more visibility for your brand, want to meet new connections in a specific industry, building a relationship with the event host or speakers, or have a product or service you want to promote? These are just a few goals you may have for attending an event, but it is very important to establish goals before making a decision that will be an investment of your time as well as money.



**Who is Your Target Market?** - Considering your target market when choosing an event is very important and key to your success. Attending an event where the audience is not your target market may not be the best investment of your time or money, unless, for example, you are looking for opportunities to collaborate with other entrepreneurs that service your target market in a completely different way than you do. I have attended many industry specific events where it was the sponsors, speakers, and/or vendors who made the event profitable due to joint ventures, speaking opportunities, guest blogging or podcast interviews.

**What is the ROI?** - Knowing what you will receive for your investment is very important, and many event hosts offer different levels of attendance. When deciding on an event ask yourself if purchasing the VIP package makes sense for you and if it will bring you closer to your goals for the event. Being able to have lunch with the speakers or attend additional sessions may enable you to meet the perfect collaboration or promotional partner for your business. If when looking at the different attendance levels, you do not see something that you feel works for you, consider contacting the event host and see if he or she is open to a conversation regarding creating one that would be a win-win-win for the audience, the event host and for you. You may suggest something they had not thought of and would be willing to offer. This may be a good opportunity to consider **sponsoring** a meal or activity where you may be able to speak directly to the audience.

**Sponsorship...what's in the Small Print?** - Make sure when considering being a sponsor to ask if you will have industry exclusivity or if your competitors may be sponsors as well. Having another sponsor that may overlap with what you offer can sometimes be a good thing depending on what you will be promoting and may provide collaboration opportunities for the future.



Lastly, ask if you will have direct access to the audience via speaking from the stage, a break-out session or vendor table or maybe an opportunity to educate during a lunch break. How much direct access to the audience you have and limits on what you can promote are critical in deciding on whether it is a good sponsorship opportunity for the investment of your & money.

It is also important to take into consideration if this is a local event or one you will have additional expenses, such as airline travel, possible shipping of products such as books and hotel expenses. Make sure to ask the event host about his or her expectations regarding promotion of the event and if the timing coordinates with your promotional calendar before making your final decision about sponsorship.

These are just a few of the questions I ask when determining if sponsoring vs attending an event is the right decision for my business.

**Finding Collaboration Partners and Projects** - Finding collaboration partners and/or projects before, during and after attending a live event and choosing the right partner or project to pitch sometimes can depend on the role you have at the event. There are five main event roles at live events, but every role may not be at every event depending on the goals of the event host.

**For our example we will address all five roles.**

- 1. Host**
- 2. Sponsor**
- 3. Speaker**
- 4. Vendor**
- 5. Attendee**



As the event host, having sponsors, speakers and vendors are collaborative opportunities in and of themselves however there are also many collaboration opportunities within an event for all five roles. Any of the five may choose to help promote the event such as being a promotional partner for ticket sales by promoting the event via email or social media, podcast interviews, blogs, and more. It may also include being an affiliate for products or services the event host, speakers, or sponsors sell at the event.

When deciding on an event to attend, sponsor, exhibit at or pitch yourself to speak keep in mind that getting in from of someone else's audience who serves your target market is an amazing and possibly a very lucrative opportunity to develop relationships with industry experts, and global influencers. Just a few of the collaboration opportunities are Podcast interviews, Facebook lives, joint webinars or workshops, hosting an expert interview in a Facebook group, collaborating on a book, doing a live or virtual event together and so many more. Be creative and make it a win-win-win.



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# The Most Important Marketing Skill Every Business Owner Should Learn to Directly Increase Sales



*Bobbie Maloy*

**Bobbie Maloy** is the Founder of Conversion Hacker. Since 2013 she has sold more than \$67.2 Million of products and services online for herself and her clients. A certified Master of NLP, Bobbie has a proven track record of control-crushing offers, 6-figure product launches, and multi-million dollar promotions. She helps businesses increase their monthly revenue by reducing the biggest cause of wasted marketing dollars. From physical products to online courses and everything in-between, she pinpoints conversion drop-off and helps companies create effective, compelling offers.



Business owners and entrepreneurs need a lot of skills to run a successful business. Customer service, accounting, people management, marketing, and sales to name a few. And with all the skills needed, one stands out as the most important. The most needle-moving, customer-generating, product-enhancing skill. Which one you ask? Copywriting.

**Copywriting** - or the art of selling using the written word - connects EVERYTHING you do. Create an ad... Copy. Product Descriptions... Copy. Email follow ups... Copy. Customer service emails... Copy. Funnels... lots of copy. Simply put copywriting = sales.

Unfortunately, writing good sales copy isn't the same as writing a paper for college. And quite often, the way you used to write for school, couldn't sell water to a dehydrated traveler in the desert.

You see, good copy will increase sales and reduce advertising and acquisition costs. So you get more customers and revenue with the same amount of ad spend. Poor copy increases advertising costs. And can often be the difference between a profitable campaign and one that bleeds money.

So how do you improve your copy skills without spending a ton of time pouring over hundreds of books and thousands of hours of copywriting courses? By learning one of the simplest 3-Step copywriting formulas: PAS.





PAS stands for Problem, Agitate, Solution. It is the simplest formula you can learn and one of the easiest to improve your copy skills. It's also one of my go-to formulas for every product or service.

Not to mention, once you've got a handle on PAS you'll be able to better recognize why your marketing campaigns may not be working as well as you'd like.

### Step 1: The Problem

It all starts with the problem. And not YOUR problem. But the problem your prospects have that causes them to search for your product. The key here is to define the problem for your prospects. Don't assume your customers know what the problem is, spell it out for them.

For example, instead of saying "Looking for a plumber?", which isn't a problem, try describing the problem. "Does your sink drain too slow?" THAT's a problem. Another example could be "Tired of wasting money from leaky faucets and running toilets?". That's another problem potential plumbing customers have. Or even a bold statement instead of a question, "Stop wasting money on leaky faucets and running toilets."

State the problem directly and you'll catch the attention of the exact people you want to buy your products or services.

So, grab a pen and paper (or your favorite text editor) and write out the problem (or problems) your product or service solves. Have fun and brainstorm here. No problem is too small for you to list in your brainstorming session. Besides, you may find that each problem turns into its own marketing angle down the road.

## **Step 2: Agitate the pain.**

Now you have the problem, it's time to agitate it. Meaning you make the problem bigger and more painful. What are some of the ways this pain affects your prospect's life? How does ignoring the problem cause stress for your prospects? What is the cost of not finding a solution?

Back to the plumbing example, what happens if the toilet keeps running after you flush it? You can agitate the problem by stating: "The average running toilet leaks nearly 6,000 gallons of extra water a month. This translates to an additional \$70 dollars on your monthly bill... or roughly \$840 a year literally down the drain."

The agitate portion of your copy is supposed to get your prospects riled up and passionate about the problem. It makes them want to find a cure for their problem. So, list the many ways you can agitate the problem your customers have. You don't have to use every one each time, but a running list of agitations will help you create powerful copy quickly and easily.

## **Step 3: Provide the Solution**

Once you have your prospects understanding the problem, agitated them, and got them all worked up, it's time to give them the solution to their pain - your product or service. As someone with a running toilet right now, when I learn it may cost me an extra \$840 a year to ignore the problem, you can bet I'm gonna do something about it. Now I'm motivated to take action... and your job is to tell me how YOU can help me solve my problem.

To close out the plumbing example you may say "Running toilets are often a simple fix of faulty flappers or floaters in your tank. You can purchase one from XYZ Plumbing today."

Don't skimp on the solution part. Here is where you show your prospects exactly how to become your customer. Use a call to action that gives them the next step they need to take.

When you follow the PAS formula you make it easy for your prospects to buy your products, because you've shown them how YOU solve their problem. You stand out from the crowd of your competitors because you took the time to lead your prospects to the right solution for them. Which means more sales.

Whether you write your own copy, have an in-house copywriter, or outsource your copy to someone like me, understanding the basics will help attract the right customers, save you money, and grow your business faster. While copywriting is a special skill that takes time to master, there's no bigger bang for your buck than learning how to convert prospects to customers with your words. Trust me, your sales depend on it.



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# Are You Getting a Return on Investment from Your Networking Group or Organization?



*Gina Estrada*

For the past 11 years **Gina Estrada** has focused on Business Networking to build a successful Financial Consulting practice. With her background as a Financial Advisor, Networking Expert, Best Selling Author and Speaker, Gina helps purpose driven women, groups and organizations, to create a plan backed with a process to grow their network, get more out of their membership and be recognized as a center of influence. Gina believes we need more women joining the ranks of 6-figure income earners. For that reason, created EspressoBrain's Virtual Networking Mastermind, a 4-week course designed to get a better return on your investment of time and money by maximizing your time creating profitable relationships where she shares her secrets of how she does it all.



In business, making connections is critical, and joining associations give countless opportunities to connect locally and virtually. For most people, creating professional relationships is important, and joining a group allows you to have a sense of security, acceptance, & unlimited opportunities.

## **A few reasons why we join organizations include:**

- Meeting new people
- Connections
- Collaborations
- Personal/Business Development
- Sense of Community

I have found that most of us join an organization because a friend or colleague invited us to join or we were told by our manager to get out and network, or maybe heard through the grapevine that this or that organization is the best.

Whatever your reason for joining a group or organization one thing is clear, it takes time and energy and is work.

In this article I will share my criteria and process to MAXIMIZE the time I spend networking and creating PROFITABLE relationships; therefore, guaranteeing a Return of Investment (ROI) of time and money.

Approximately 99% of people will join without a thought process whatsoever—I want you to be among the 1% that has a plan!! It is called “netWORKing”. It takes a little work to create the plan. Once it’s created all you must do is put it into action.





**CLICK HERE: [Organizational-Spreadsheet](#)** to receive my sample excel spreadsheet and a template for you to use to carefully plan out your marketing strategy for each organization in which you belong. When you take the time to intentionally plan out your involvement in a group or organization you can take full advantage of all the opportunities at your disposal. The 99-percenters leave this to chance or have the attitude of I'll get "AROUNDTOIT" which you and I know...seldom happens then they say the "Organization" didn't work for them.

In the download you will find a spreadsheet with everything you will need to create your plan. A word about creating a plan: As a Financial Consultant I have found most people spend more time planning for a 2-weeks' vacation than they do for what could be 30 years in retirement. I feel the same about business planning. Most people leave it to chance—it just doesn't make good financial sense to me. Why leave something so important to chance when all it takes is setting aside a couple hours of quiet time that could make the difference between earning 20k a year or 100k? My mission for 2020 is OPERATION PROSPERITY. We need more women making 6-figures. Planning is key and **Superstar Networking Skills** are the secret sauce.

After you have gathered the initial information next figure out your budget and time you are going to devote to the group or organization. Once you have that in mind you can begin laying out your plan. List all the formal connection opportunities in which you will participate. Next, schedule them in your calendar. After that list the membership opportunities in which you will take advantage. This would include sponsoring a meeting, signing up for a membership "Spotlight" where you get to showcase yourself and your business and providing a raffle prize in which your business is recognized. Can you place an ad in the e-blast? Are you allowed to e-blast X amount of times a month? Do you need to submit copy, logo, etc.? If any of these apply, list them in your plan and transfer deadlines for submission to your calendar.

**Super-Secret Networking Tip #1 (SSNT):** Invite the president of the organization to a quick coffee meeting. This is a good way for the president to share his or her intention for the year. At this meeting you can also share your plan to let the president know you are going to be a big supporter of their presidential year. At this meeting, be sure to let the president know who you want to meet so when they show up to meetings and events the president can give you a favorable introduction. Again, get the meeting on your plan and calendar.

As all the above steps are important, I would take a few extra minutes on this step to carefully decide when, where and how you will connect with the members and guests you will meet at each meeting or event within the organization. Will you be meeting in-person/virtually? Will you meet one-on-one/group? How much time do you have each week to make the connections? What is your follow up plan? The answers to all these questions should be laid out in your plan and of course, a placeholder transferred to your calendar. By adding a placeholder to your calendar, you can quickly and easily see if you have fulfilled the task of filling the slot(s). It is easy to put this task off or get "AROUNDTOIT"; however, this is where profitable relationships will develop, and we are talking about a ROI here...this deserves extra time and attention. The good news is, once you plan is laid out and transferred to your calendar you just need to take the steps as they arise in the calendar.

**SSNT #2:** Enter an event or meeting with your "placeholder" dates in mind. This way you can schedule a one-on-one on the spot. People will recognize you as someone who has their act together!

**SSNT #3:** When initially reaching out to the membership there should be no sales or solicitation connotation in this initial e-mail whatsoever. Other than your phone number, there should be no reference to your business. I repeat, NO reference to your business. (See sample email on download)

Following this simple outline will keep you from feeling OVER-NETWORKED and UNDERPAID.

In the next issue I will share my Networking process: Discover/Transition/Permission/Connect

*Happy Networking!*



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# Marketing Tip

Create unique headlines, descriptions and content personalized to your ideal client and use automation tools to deliver them at the right time, to the right people.

*-patty farmer*





# *Turning Your Joint Venture into an (Ad) Venture*

## Joint Venture Checklist & Tip Sheet



plug in. power up. get paid.

*Yes! I am ready to JV*

# Up Close and Personal with Ava Diamond



**What does success mean to you?** Success to me is being able to do what you want to do, when you want to do it, with whom you want to do it, in the way you want to do it. At different stages of my life and career, this has manifested in a variety of different ways as my priorities have shifted. I've never defined success by a particular job or a particular income. It's always been about creating a life I love and living it fully.

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

Get really, really clear about who you are at the core of your being, what you really want, and the impact you want to make through your work. Decide what kind of lifestyle you want to live, and develop a business that will enable you to create that lifestyle.

It is very easy to get distracted by what this "guru" tells you to do, or that well-known coach says is the sure path to six or seven figures, or the latest "hot" topic or product. Create a clear plan and have the dedication and discipline to work your plan. It's important to be authentic, to have integrity, and to deliver huge value.

**What was your ah ha moment that inspired you to become a speaker/entrepreneur/biz owner?** I worked as a corporate human resources manager and organization development consultant for a Fortune 100 computer company from the mid 1980s through the mid 1990s after doing similar work in smaller firms.

A friend was president of the board of a non-profit meals on wheels program for people with AIDS, and he asked me if I was interested in becoming their executive director, as they were having some problems and needed someone to come in and get them back on track.

After being in my corporate job for a decade I was bored, so I gave him a one-year commitment to come in and turn the organization around. After that year as a not-for-profit executive, I decided to go out on my own offering leadership and team development training and consulting, as that's what I'd been focused on in my corporate job and was where my expertise was. I was scared to go out on my own, but figured I'd give it a year, and if I was not successful, I'd just go get another corporate job. Fortunately, I've never had to do that and have been in business for 25 years.

About 18 years ago, I ran into a friend who told me about the National Speakers Association. I attended their annual convention, began learning about the speaking industry, and never turned back.

**What are some of the changes business owners/entrepreneurs, in your opinion need to make to be successful in today's business environment?** In this rapidly changing world, speaker and entrepreneurs need to constantly evolve. These three things can help you continue to be successful.

**Authenticity.** Everyone's bullsh\*t detectors are on high alert. As a speaker, audiences are looking for real expertise from real people who care about making a real impact on their lives. Don't try to emulate or be like anyone else. People can get information from everywhere. What they can't get anywhere else are you, your spin on your topic, and your solutions.

As a business owner, it's all about relationships. When you are sincerely focused on delivering value, when you truly care about your clients and customers, and when you are bringing your true self to each business transaction, you will develop loyal customers who want to continue to do business with you.

**Resilience.** Today's speakers and entrepreneurs need to be able to adapt quickly to changes in the business environment. You need to be able to take smart risks, and to learn from the setbacks that will inevitably happen. You need to stay focused on your long-term goals, and pivot when you need to as you move toward achieving those goals. You need to keep your forward momentum going while making the changes that you need to make as you move forward.

**Focus.** The world is full of distractions. Stay focused on your goals and your plan. We often hear "hope is not a strategy." That's true. Success takes a plan with strategies, goals, objectives and timelines. Be ready to make adjustments in the plan when conditions change. Reach out and ask for help from a trusted colleague or coach when you feel yourself getting off track. Know your numbers and make smart financial decisions.

**What is your big 'WHY' that prevents you from giving up when times get tough?** For me, there's a personal "Why" and an impact/legacy "Why." Personally, I think it comes back to my definition of success. If I want to be able to do what I want to do, when I want to do it, with the people I want to do it with, in the way I want to do it, then I need to refocus and bounce back when times get tough. I need to pivot, to learn what I need to do next, and to pursue the next step. I look at the "best case scenario" and take the first step in that direction.

From an impact/legacy standpoint, I have to keep going. There is an impact I want to have in the world. I want to help to create great leaders who believe in and bring out the best in their teams. I want to help create corporate cultures where people thrive, are happy, and are doing their best work. I want to have an impact on workplaces so that the people in them are achieving their personal goals while working toward corporate goals.



I believe that when people are fulfilled at work they are happier, and come home and have a positive impact on their families and their communities. So giving up when times get tough is not an option...and believe me, I've had plenty of tough times.

**What is the lesson that took you the longest to learn?** For a good part of my life, I suffered from “comparison-itis.” I would compare myself to others and constantly feel that I was lacking and “less than.” I felt that everyone around me some how had it all together, and I didn’t. It took me a lot of years to recognize and embrace my unique gifts, personality and way of being in the world and to let go of “comparison-itis.”

**What are you doing right now that you’re scared of, but you’re doing it anyway?** I am shifting my life focus in 2020, which has me a little scared. For my entire adult life, career and business has been a huge focus. Creating art (pottery, jewelry, photography, fused glass) has been a hobby. About three years ago, I took up acrylic painting, which has become a huge passion. I've been successful at selling my paintings, and at selling functional art (earrings, compacts, key rings, wine stoppers, mugs) made from my paintings.

As I enter into this third act of life, I am making a big shift. I've decided that my life will be 1/3 speaker, 1/3 artist, and 1/3 other things I love to do—travel, friends, family, plays, movies, live music, dancing, museums, hikes, reading, be in nature, photography, going camping.

As I'm typing this, a builder and an electrician are in my basement constructing an art studio. Am I scared? Yes. There's a part of me that feels like I should want to stay focused on my business. There's a part of me that feels like painting or hiking or going to museums regularly during the week is “playing hooky.”

Yet even in the face of fear, I know it's the right choice for me. 2020 will be my year to transition into this new life model. And I will still have plenty of opportunities to make an impact through my speaking.

**If you could go back and talk to your 25-year-old self, what would you tell yourself to do FIRST?** I

would tell my 25 year old self to work on mindset first, and to develop a growth mindset that thrives on challenge. I would tell her not to worry about what other people think, to stop seeking approval, and to forge her own path. I would tell her to dream big, to believe in herself and to really go for it.





**What do you love most about your business TODAY?** I love the freedom it affords me, the travel, and the ability it gives me to have a positive impact on the lives of my clients and the people in my audiences. I love creating new material, creating graphics in PowerPoint or Keynote to support my programs (My favorite! It combines the speaker in me and the artist in me), and impacting audiences across the globe.

**What's next for you?** As mentioned earlier, what's next is transitioning to my new life model of 1/3 speaker, 1/3 artist, and 1/3 joyful life.

I also want to begin speaking in Europe. I've had many opportunities to speak in countries in Southeast Asia, and loved immersing myself in the different cultures and customizing my programs for each audience. I'd like to do the same in various countries in Europe.

And I want to continue to focus on joy. I lost my younger sister three years ago unexpectedly. I went through quite a long depression after her death. When I moved through that, I committed to live each day with joy. It's a big focus for me.

In the last few years, I've had friends and colleagues who've died, who've been diagnosed with terrible illnesses, who've been in horrific car accidents, and who have had tragic events in their lives.

***So as I think of "what's next," it makes me incredibly grateful to be healthy and happy, to do work I love, and to have so many choices about how I live my life.***





# Using Livestream Video to Turn Lurkers into Leads

*Tanya Smith*

Video marketing, especially livestreaming, can be a timely and highly effective way to promote your business online. You get the benefits of hosting a responsive audience that is tuned into the content you're

sharing, and the bonus is they get to learn more about you both personally and professionally. Livestream viewers can walk away from your video with useful information that might even lead to an eventual sale. Wins for everyone!

But you might be thinking - exactly how do you convert people who are simply lurking on your channel or livestream video page into actual business leads, and ultimately, into paying customers? The answer is not complicated, but let's be honest, it does take some planning and thoughtfulness. While a few casual viewers may drop by and pay attention to your livestream, you absolutely must record every video with the intention to move people to act.

**Here is some practical advice to help you convert more of your livestream video lurkers into actual leads. Invite Viewers to Stayin Touch** -

Even when your video event is live and you're finding engagement in the chat, remember, your participants aren't always signed up to your email list. Typically, they have not yet given you any information about them other than the profile from which they're connecting.

Once the event is over, they can disappear and poof -- you have no way to follow-up. You need to ask for your viewers to follow so that you can continue to build the relationship. Your livestream has started the conversation, so take the opportunity to build on it. Invite your viewers to follow your page and subscribe to get a notification every time you go live.

**Promote a Lead Magnet** - One way to gather viewer information is to offer a lead magnet, something of value they can download or consume like a PDF report, a short checklist, or even an infographic. Capture their contact information and grow your email list by offering great content during your live stream.

A lead magnet is a freebie that your audience can get by signing up using their name and email address. At different points during your livestream, promote the freebie and let viewers know what link to visit in order to get access.

Make sure the lead magnet is something related to the livestream topic so people will be interested. Emphasize the benefits and that it's free. And for goodness sake, keep it simple. Once they go to that page you've shared, there should only be one instruction - sign up for the thing you promised! You can then continue to market to the people who downloaded your freebie, through your email service.

**Create a Community Around Your Videos** - Create an online group and ask members to join in when you go live. It could be a forum, a social media group, or any other place online where people can talk to each other and further discuss the topic at hand.

Explain what members get out of the group by signing up and offer an incentive such as a gift or discount to attract more people to join.

**Expand Your Social Media Presence** - Ask live stream video viewers to follow you on your social media profiles. Throughout the live stream, put your profile links on the screen so people can connect with you. If you're using Facebook Live, YouTube, LinkedIn or Periscope (which is connected to Twitter), it's especially easy since you're already on the platform.

**Add Effective Calls-to-Action** - The key to getting your participants to follow you elsewhere is to include specific calls-to-action during your presentation. Where appropriate, mention the benefits people can receive by connecting with you elsewhere online and provide them with the directions (or links) to do so.

And remember, to make it as easy as possible for people to follow whatever instructions you're sharing. At the end of the presentation, leave your viewers with a strong final call-to-action.

**Offer Incredible Value in Your Livestream** - Whether you can turn the watchers participating in your livestream into leads depends entirely on the value your presentation offers. Make sure you have an interesting topic that's highly relevant to your target market.

Promote your event well and make it as interactive and engaging as possible so that people will want to find out more. And be real. The more authentic and transparent you can be, the more likely your audience will learn to like you and trust what you say.

Use more livestream videos to boost your business and your brand, and you'll build an engaged and connected following!

**Tanya Smith** is a credentialed online marketing coach specializing in practical content strategies that equip service providers to use more engaging social media videos to get visibility and grow their fanbase online. As an influencer, blogger and speaker, Tanya shares digital tactics & tools in a weekly livestream at **GetNoticedwithVideo.com**



# The *Truth* About the 4 Biggest Book Writing Myths



*Lisbeth Tanz*

**Lisbeth Tanz** is a nonfiction book ghostwriter, editor, and author coach in the self-help, self-growth, and self-improvement genre. Her forte is assisting authors in writing their authentic truths and creating compelling stories so that they can make a positive difference in the world.

She does this by providing structure, organization, and support to aspiring authors by taking them from idea to finished manuscript using her proven book-planning and writing framework. When she's not toiling at her desk, she can be found in her vegetable and flower gardens, walking in her neighborhood with her fiancé, and playing with her two cats.



Writing a book for your business can be rewarding both personally (completing a big goal) and professionally (having a new way to market).

A book that showcases your talents, knowledge and expertise can open doors, garner media attention and increase your bank account through new clients and possible joint venture partners who've read your book and want more of you.

You may already understand that a book is the next logical tool to create for your marketing toolkit. And yet, you've made every excuse as to why you "can't, shouldn't, or don't know how to" write a book.

Those thoughts are the musings of a fearful brain when our desire to attempt something feels "too big." You're probably familiar with those cascades of fearful thoughts that end with you wondering, "Who am I to think I can do something like that?"

The good news is these thoughts are just that—thoughts. They may not reflect your reality at all. Or, maybe they do reflect your reality, which may mean you'll need to make some changes to bring your book dream to life

For most, however, the tales we tell ourselves aren't hard stops. They are, instead, the pandering of a monkey mind intent on saving us from ourselves. It's time to stop listening. It's time to banish these myths and reframe those negative thoughts so that 2020 can be the year you (finally) write your book.



## Myth #1: I'm a terrible writer.

**Guess what?** Most people are terrible writers, at least in the first, second and third drafts of their manuscripts. Being a good writer isn't the point of writing a book. The point is putting on paper the knowledge and wisdom you feel called to share. Besides, editors exist to help poor writers read well on paper.

If being a stellar writer was the number one qualification to write a book, then many well-known authors whose books are revered would never have been published.

**What sets them apart?** Persistence.

If the thought of typing your words makes you crazy, then speak your book. Once you finish saying your book, you'll have a transcript that's ready for some hard editing. Speaking allows your words to flow more freely (we speak faster than we type) and turns off your internal editor—most of the time.

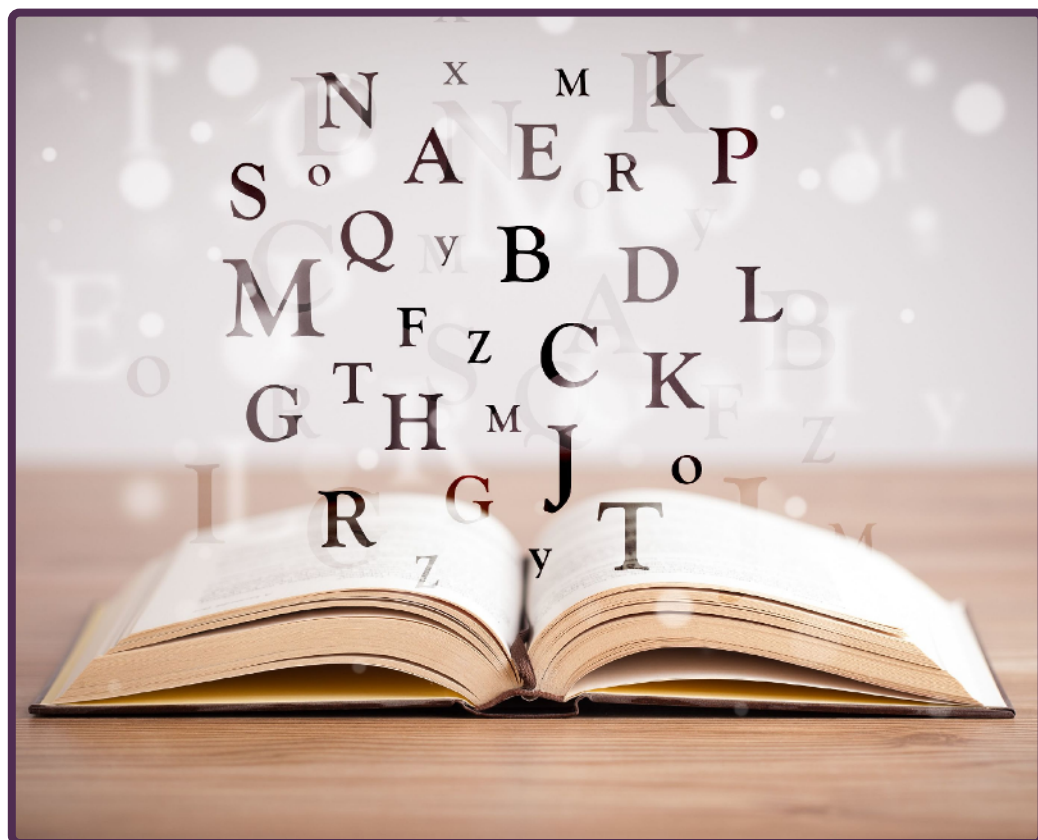
## Myth #2: I don't know what to write about.

**Of course, you do.** If you're in an established business, you have an idea of what to write about. It's usually not that there's nothing to write about but, instead, there are too many things to write about.

Regardless of too few or too many, the simplest way to jumpstart your brain's focus is to create buckets for your knowledge as in this example. A coach who helps women transition from being stay-at-home moms to re-entering the workforce wants to write a book.

**Her buckets are:**

- Managing emotions
- Dealing with family drama
- Finding time for self-care
- Managing confidence
- Budgeting for success



Your next step is to put your information into buckets. If something doesn't fit, create an "other" bucket or a new topic bucket. Once this exercise is complete, you'll gain a clear picture of what you have on hand and what doesn't fit right now. As a bonus, you'll also see the gaps in your knowledge and can add those later.

Even better—you'll see the many, many topics you can write about!

### **Myth #3: No one will read my book.**

Writing a book is putting yourself "out there," which means you must put a stake in the ground as to what you believe. Scary stuff! That's why this myth is typically more about a lack of confidence than fearing no one will read your book. Lack of confidence is a creation killer whether you're writing a book or making a sales call.

If you truly lack the confidence to write your book, then attempting that project might not be the logical step for you right now. Instead, writing short blog posts or articles may be a better route to increase your writing confidence. Plus, you'll be honing your message and becoming more confident in your stake-in-the-ground beliefs.

Other avenues you could explore if you're committed to writing a book include finding a writing partner, writing as part of a collaborative book (one with many authors each writing a chapter), or enlisting the services of a ghostwriter.

### **Myth #4: I don't have time to write my book.**

Alas, this might not be a myth at all. There are only 24 hours in a day, and if those hours are taken up relentlessly by a job or business that demands your full attention, a family who isn't complete without you always present, and hobbies that excite and fulfill you, then writing a book might be hard to squeeze in.

Like most things in life, writing a book must become a priority, and priorities often mean sacrifice. What might sacrifice look like? It could mean writing through your lunch hour, writing during your commute (if you're not driving!), writing after the kids go to bed, or snatching focused writing time during the weekends. It could also mean finding a writers' retreat to attend or declaring a writing vacation for yourself that takes you only as far as the nearest hotel.

Nobody ever said writing a book was easy. Yet, so many want-to-be writers fail to even start the process. They miss out on one of the best feelings in the world—hugging their newly published book next to their heart.

Did any of the myths above resonate with you? If so, then you now see what you need to focus on. Reframe the myths so they stop being barriers.

*Don't let your monkey mind prevent you from moving  
forward with your dream of writing a book.*

# IS 2020 THE YEAR **YOU** BECOME A PUBLISHED AUTHOR?

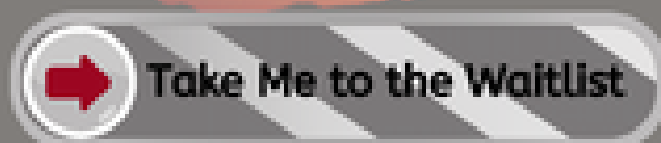
The Intentional Author Academy presents **Book Planning 101**. This 90-day program gives you all the tools you need to plan the book you've dreamed of writing.

This interactive program includes one lesson per week, live Q&A, one 1:1 coaching call with Lisbeth Tanz each month, and everything you need to plan your book to the "nth" detail!

By planning EVERYTHING in advance, you'll take months off the time it takes to write your book!

You have two start dates to choose from for the **Book Planning 101 Program**:  
March 30, 2020 or June 1, 2020

**Learn more &  
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Welcome to the Marketing, Media, and Money Podcast where every single episode will be jam packed with PROVEN, PROFITABLE strategies, behind-the-scenes secrets and what's working NOW resources... from industry experts and global influencers to help you scale your business, shorten your learning curve, and stand out in a crowded, noisy marketplace.

**Q:** What can listeners and subscribers expect from the podcast?

My promise is that we'll make sure the people we have on the podcast are going to share what's working NOW.

Our global influencers and industry experts are also going to share ACTIONABLE STRATEGIES that can be implemented today.

--Patty

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EPISODE #016



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**“**

If you stay focused on the what the how will make itself known.

*Lonnee Rey*

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“  
 We try to overwork the words so much that  
 we end up losing all of ourselves in them.”

*Alyson Lex*

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



“  
 It's nice to get money but it's better to make a difference.”

*Phil Gerbyshak*

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“  
 What is your perfect normal day and how  
 can your business help you create that?”

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How to Go from Having a Business  
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“  
 It's not your audience's responsibility to find you, it  
 is your responsibility to put your blog post in front  
 of your audience.”

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Episode #18

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# Why Your Business Needs Sustainable LeadHERship for its Success



*Dr. Kate Dow*

**Dr. Kate Dow** is a leadership development consultant an executive coach, a speaker, a published author, a mind-body psychologist, a certified yoga and meditation teacher, a neuroscience geek and a holistic health buff. Dr. Kate's mission is Elevating Leadership and Evolving Business through Sustainable Leadership™. She specializes in helping women entrepreneurs and C-suite executives transform insecurity overwhelm into empowered leadership.



Learn about Kate's book  
FEAR LESS on Amazon



As entrepreneurs and business owners, we may shy away from the idea that we are leaders, but it is true. In fact, the success and future of your enterprise depends on this very thing. You are claiming your seat at the table as the CEO and Leader of your business.

**Why?** Because who you are as a leader and how you show up to run your business matters the most. When you have this dream of a business, you become the captain of the ship, responsible for the embarking, the journey and the arrival of it to its final destinations.

I know, this is no easy feat. You raised your hand to be this trailblazer, so hang in there.

## The 3 Biggest Challenges as a Business Owner

Being a business owner means being routinely out of your comfort zone, facing unplanned conflicts and a constant uphill learning curve of what is needed next.

I specialize in working with women entrepreneurs who have the added difficulties of less community support and financial resources with the pressure of gender bias in our patriarchal culture.

Together, these can be especially paralyzing if you don't have your personal and professional development where you need it to be.

There are constant obstacles leaders face, whether they are growing their business, or they are scaling it to the next version.



## According to my entrepreneur clients, their 3 biggest challenges are:

1. Managing all the moving parts and needs of your business well.
2. The insecurity, self-doubt and imposter syndrome.
3. The isolation, stress and overwhelm.

*The bad news is of these challenges relate to the role of the leader. The great news is that you have the ability to choose to learn how to face and overcome these challenges!*

This is where the how we develop our leadership can make the crucial difference.

**What is Sustainable LeadHERship?** - Leadership is a sense of self-authority and action able purpose that invites others to join you.

When we expand this definition to add concepts of sustainability and resourcefulness, we are being inclusive of both masculine and feminine qualities that are essential in this new paradigm. This becomes Sustainable LeadHERship.



## Sustainable LeadHERship™ is Key Today

The position as a leader and what is expected of them is changing. The world of business is more complex and dynamic than ever before. Success can seem a harder code to break. To stay abreast this landscape, leaders naturally look to learn more skills and strategies. The problem with this thinking is it will not give them the edge and ingenuity they need.

90% of Leadership is an inside job. Who you are and how you show up to effectively run and succeed in your business amidst this complexity depends far more on your mindset, attitudes, beliefs, habits, emotional intelligence, health, wellbeing and resourcefulness.

With Sustainable LeadHERship™ entrepreneurs learn how to cultivate their full confidence, competency and command as the CEO not through skills application only but through personal transformation and professional development of their potential.

This is the fork in the road where the quality and intentions of different leadership development programs and trainings separate.

Sustainable LeadHERship™ helps us become a more conscious and capable version of ourselves.

## The foundation of Sustainable Leadership™ is:

- **Awareness:** Self-inquiry and discovery of who you are and need to be as the leader of your business
- **Alignment:** Knowing and practicing your values and guiding principles in yourself and your business
- **Advancement:** Creating thriving and prosperous business conditions & systems that benefit all concerned

The outcome is empowering yourself to be the best leader you can be and support your business with the best chance for success in all its definitions.

***“The growth and development of people is the highest calling of leadership”~Harvey S. Firestone***

**The First Pillar of Sustainable LeadHERship™ is POWER** - Leadership historically has become a masculinized version of power, portrayed as brute strength, intimidating authority and ultimate control over people, land and resources. This model is outdated, harmful and unsustainable. Just look at the world today.

Sustainable LeadHERship™ promotes a balanced representation that integrates the positive evolved aspects of feminine & masculine qualities of leadership that guides growth & prosperity.

Power is considered an aspect of consciousness, vital energy and efficacy we cultivate from within ourselves. It allows us to focus our drive and passion into our purpose.

Power is not utilized to take charge or have dominion over others to achieve personal significance and control. To the contrary, power is how we influence a positive impact and be the inspiration for people and communities to grow. It becomes the opportunity to be the boss you always wished you had, for others.

We nourish our connection with our personal power through self-inquiry and discovery. We explore power comprehensively across the mental, emotional, physical, spiritual dimensions and configure our unique relationship with it.

**We ask ourselves questions like:** What am I called to contribute? What is holding me back? What parts of me are missing? How can I empower myself?

When we embrace our personal power, we no longer look to others for their permission to show up, speak up and be ourselves. We contribute because that is what we have to offer. As women this is vital to women showing up as leaders in themselves and their businesses. We know our experiences, perceptions and reactions all come from us. And this begins an amazing understanding of how we can impact our business as a powerful leader.

**Hurry Up and Take Your Time** - Leadership grows us into our best possible selves. Growth is a journey not a race to the finish line. I see it as a spiral form, where we are always changing and revisiting our challenge from the next iteration of ourselves.

When you realize this is the foundational work, for you and your business, you can take a deep breath and relax knowing you are in it for the long haul as a risk taker in business. It is a worthwhile endeavor since leadership helps us become the best of ourselves.

So be kind and patient. Laugh out loud and trust the process. It's all part of becoming the leader and person you came to be.



DISCOVER HOW  
SUSTAINABLE LEADHERSHIP IMPACTS  
YOUR BOTTOM LINE



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*Dr. Kate Dow*

LEADERSHIP DEVELOPMENT & CONSULTING



# Using Technology to Accelerate Business Growth



*Tamara Burkett*

**Tamara Burkett** is a #1 Bestselling Business Author, consultant, trainer and coach. 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.



This is truly an exciting time to own a business. An abundance of opportunities awaits those who possess the know-how to leverage technology to launch and accelerate their business. In fact, there's a new breed of companies that are scaling and generating value at a pace never seen before.

This new breed or 21st century companies like Air BnB, Uber, and Waze are leveraging the same resources as you and I. They boot strapped their business and leveraged technology to quickly grow to large enterprises. With more companies experiencing this accelerated growth, many businesses are being left behind. If you're struggling to keep up, technology or the lack thereof, may be part of the issue. Fail to swiftly move forward and your business can become irrelevant.

## How can you leap forward?

You certainly have access to the same tools as the 21st century companies and may even be using them. Yet, the main barrier slowing down business growth for most companies is their ability to effectively leverage the technology they use. Few companies are strategic about their tech usage. They don't know when to automate, how to apply it, and lack consistency in its application.

If I just described one or more of your tech challenges, this article will help you identify solutions so you can experience rapid growth. Although technology is applied to every area of business, I'll focus on sales and marketing technology. So let's take a look at each tech barrier and how to resolve them.

## Strategy

We use technology in all areas of business. We store documents in the cloud, track financials with software, and generate leads online. The organization and integration of such technology directly impacts your daily productivity. For example, say you converted a lead into a client and there's no formal onboarding process. You follow a process by memory, but the sequence of tasks isn't formal. You do each step as it comes to memory. In addition, the welcome template isn't stored in a file, so you recreate a new welcome email or spend time finding the last one you sent. Because you haven't created a workflow (a series of sequential tasks that are carried out based on user-defined rules or conditions) for onboarding clients, there's no consistent order to how you receive clients. The lack of structure can send a lot of red flags to your clients, raising questions about your competency. Not only does the lack of organization affect the quality of service delivery, but your productivity as well. Creating workflows for all your business processes will help you understand what technology you're using, when to use it, and how. You'll also be able to determine your technology gaps. When your technology flows, so does your business.

## Automation

Automation can increase productivity, reduce costs, and creates consistency. Automation sounds like a dream, but the trick is knowing what to automate and when. If you're not automating business tasks and processes, you're limiting your capacity for business growth. Automate too much and you can push away customers for lack of personalization and drive up marketing expenses as it takes more touch points and time to convert potential customers. If quality service is your differentiator, striking a balance between automation and in person touch points is a must. There's no magic formula. It differs based on industry, business model, and business owner. However, the three areas where automation has been extremely beneficial for small business owners are online marketing, prospecting, and onboarding.

## Application

Are you using your tech to its fullest capacity? If you answered no or sort of, you're not alone. Less than 40% of companies have CRM adoption rate of 90% or above ([CSO Insights](#)). In other words, business owners are severely underutilizing the technology they purchase. Just by increasing your tech usage, you'll increase your bottom line. So, creating weekly time blocks to learn your tools will reap financial benefits. Also, performing an audit will help determine if your technology is sufficient. If you're in the market for a CRM (Customer Relationship Management software) or ERP (Enterprise Resource Planning software), make sure you know the resources needed to optimize the system and ask yourself if you're willing to make that investment.

## Consistency

Zvi Band, the CEO and founder of Contactually CRM, stated in an interview in CRM magazine article *Ensuring Success Is in Your Sphere*, "Relationship building is a long-term game that pays dividends in the long run. Yet we often struggle to optimize for anything other than short term gains. "Zvi's statement points to the missed opportunities when we fail to keep in touch with our network. The longer you're able to stay in front of your network, the greater the chances they'll refer you, become a client or collaborate on projects. Yet, consistency is next to impossible without the help of technology. So if you lack the proper technology or aren't consistent in deploying the tech you have, it's safe to assume you're not staying in touch with your network. Consistent tech usage increases your ability to leverage your network so developing a habit of regular tech usage is crucial. To create consistency, create a workflow for the various relationship types and stages, then identify how often (cadence) you want to stay in touch. Once you design a workflow, identify tools to execute and automate as much of the process as appropriate. Your CRM should do most of the heavy lifting of executing your follow up plan.

## Next Steps

I'll just given you plenty to consider as next steps for rapidly growing your business. It may feel a little overwhelming and if it does, take time to process what you've just read. Once you've done that, apply what you've learned by identifying the problems that resonate with you. Next, create a list of items you think would have the most impact. Rate them in order of highest impact. Finally, focus on the #1 for the next quarter.



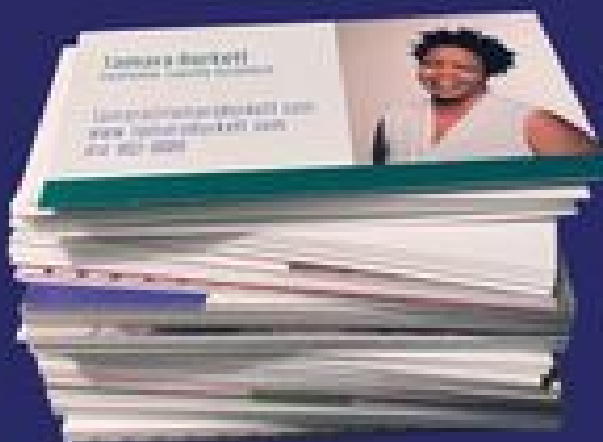


# Leverage technology to achieve business success

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# Lead from the Stage to Increase Your Influence & Impact

*Ava Diamond*

When I ask leadership audiences how they'd define leadership, I get a variety of answers. But it really comes down to one thing as we discuss it further—influence.

Leaders influence their teams to do their best work, serve their customers, and meet their goals. Speakers influence their audiences to think, say or do something differently as a result of experiencing their program.

Your audience has problems, challenges, frustrations, blocks, issues, struggles, and unfulfilled desires. Your role as a speaker and a leader is to provide them with solutions that will improve their lives.

So how do you do this? How do you lead your audience from where they are to where they need to go?

**Own the Room** - One of the most memorable concerts I've attended was when I saw K.D. Lang. She is a powerhouse who gives an unforgettable performance.

From the moment she walked out on stage, she owned it. Owned the stage, owned the 1200 seat room, owned the rapt attention of everyone there. Her energy was electrifying, and it was clear that she was having big fun from the moment she hit the stage.

When you're fully present, having a great time, sharing from the deepest part of your being, and really into what you're doing the audience knows it, feels it, and co-creates the experience with you.

When you get on stage, take a moment to ground yourself, to look at the audience, to allow your heart to connect with theirs, and to let your powerful presence fill the room.

**Be Totally, Unabashedly, Unapologetically, Authentically You** - K.D. Lang shared generously, passionately, and in a way that created deep connection with the audience. She didn't glam up. She didn't conform to the pop trend of the moment. She just went out there, was authentically her, and totally rocked the house. I felt like she was singing just to me. That was her superpower, because I was just one of 1200 people in that theater.

The best speakers do that. They make you feel like they're speaking just to you. They create deep connection, no matter how many people are in the room. They create trust, give you hope, and lay out a path for you to follow.

It takes guts to be that real and that vulnerable. Yet that's what today's audiences crave. They want real. They want connection. They want the gift of the authentic you.

**Love Your Audience and Your Event Team** - Love your audience. **When I first take the stage, I visualize my heart being connected by strings to the heart of every person in the audience.** I feel an outpouring of love and compassion for my audience. Then I begin my program. I believe this creates connection, puts me in a service mindset, and creates a more powerful experience.

Love your event team. As K.D. introduced her band, it was clear she had a special relationship with each of them, and that they were all delighted to be working together. She touched each band member as she introduced them and had a private word with each of them.

As a speaker, your event team includes the meeting planner or client who invited you in, the audiovisual folks, the venue employees, and everyone involved in supporting you on stage. They deserve your attention and your gratitude. Let them know how much you appreciate them. Show them some love. They are often ignored, and you will have a positive impact on their day which will ripple out to others.

**Serve, Serve, Serve** - It's not about you. It's about your audience and how you can serve them. K. D. was clearly there to entertain and create an emotional experience for her audience.

Your goal as a speaker is to make your audience's life better by giving them solutions to what they're struggling with.

You are not there to make yourself look like a superstar on stage. You are there to influence your audience to take action to improve their lives. You are there to have a positive impact on them. You are there in a leadership role to help get them unstuck and get some positive forward momentum.

**Be a Leader** - Mediocre speakers deliver information. Leaders serve their audiences by helping them move toward their biggest vision for their lives. ***As a speaker, you have a unique privilege. You get to solve people's problems and make their lives better. You get to have influence and make an impact. And that makes you a leader.***



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



# Media Tip

Create content for both a global audience as well as your local community and post with appropriate hashtags and in time zones that make the biggest impact and get the best reach.

*-patty farmer*



# *Marketing, Media & Money Tips*



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# Creating Your Authority Footprint for Impact, Influence, and Income



*Tamara "Tami" Patzer*

**Tamara "Tami" Patzer** is the creator of the Authority Footprint® Formula and the creator/producer of Beyond of the Best Seller® Marketing System. She helps her clients share their big messages and big missions via book publishing, social media and mass media exposure to help them have more impact, influence, and income. She is the creator of the Daily Success® Institute and is a featured guest on podcasts, radio shows and national TV news including ABC, NBC, CBS, CW and Fox. Tami is the host of Women Innovators, Optimal Health Radio, Thought Leaders show.



Check out Tami's  
Amazon Author's Page!



Focus is the buzz word for 2020 and clear vision is imperative for a thriving business to survive. Marketing and Media is the foundation every business person should be developing for success. Think about how the real world has merged with the virtual world and how vital it is to become known as the authority in your area of expertise.

The term Blue Ocean means that you stand out from all your competitors and be seen as the ONLY solution to your potential and existing clients' problems. Blue Ocean Authority means Omni Presence, Omni-Influence, Omni-Impact, and Omni-Income. When you have the influence, authority and status as perceived by these ideal prospects and clients, you have indeed created your own Blue Ocean with unlimited possibilities.

It is about leveraging EVERY opportunity to get found both offline and online. **It is all about creating a massive authority footprint, so when people hear your name in both the online and real world, they think about YOU.** The big secret to obtaining Blue Ocean Authority is to leverage everything you do related to your business. This includes branding, content marketing, social media, videos, and media exposure which will expand your authority footprint and multiply your impact, influence, and income exponentially by 4x, 10x, 20x, 100x or more. As your authority footprint grows your status and exposure empowers you to create a rising tide of success and opportunity to help others.



There are several ways to create Blue Ocean Authority. For example, you can become a best-selling author and speaker sharing your expertise.

**Charity:** As you know, a best-selling author has clout and you can help your favorite charities and organizations by using your exposure to talk about important issues that can serve humanity.

**Save People's Lives and Money:** It is your duty to get the word out about important issues and topics that people need to understand. In your field, you help relieve the stress of doing business, by saving them the headache and heartache of struggling with tax and money issues.

**Educator:** You are an educator. You have specialized knowledge that you need to share; that you must share to help others.

**Advocate:** You have spent years and years learning, training, and sacrificing to become the expert that you are. It is imperative that you share this knowledge and help others.

When you create your Own Blue Ocean Authority, you open the door to EMBRACE your calling to accept abundance and prosperity.

**You want to accept the following opportunities:**

- **Attract Your Ideal Clients**
- **Generate larger fees and more fees**
- **Multiply your income and client base**
- **Enhance every media appearance and speaking event you do now, in the future**
- **Leverage past media exposure**
- **Increase Value by consistently sharing your book(s), videos and other content**
- **Achieve Consistency and ongoing authority to attract and keep your ideal patients**
- **Word of Mouth for referrals**
- **Testimonials from patients, and colleagues and media**
- **Capture Reviews online for reputation marketing**



## 15 Benefits of Becoming a Best-Selling Published Author and a Television Celebrity:

- 1. Personal Branding:** A book is like an ad for your personal brand – but it doesn't look like an ad. You can use the Best-Selling Status everywhere. Think about: Introductions in both writing and live events or interviews. "This is best-selling author (insert your name here).
- 2. Authority:** When people see you as a best-selling published author of a book, you get instant credibility and authority.
- 3. It's Content Marketing:** Every digital marketer knows that one of the best ways in digital marketing to attract traffic is content marketing. A book is nothing but content.
- 4. No One Throws Away a Book:** When you gift a book to someone who you want to do business with, the book stays with them permanently. It's like re-marketing at no cost!
- 5. Digital Libraries and Sharing:** Amazon Kindle gives people the options of sharing digital books with others or loaning them. So one digital book can be shared with others and open new doors for your book and branding.
- 6. Speaker Opportunities:** A best-selling book can help you get better speaking engagements. A best-selling book is solid proof that you are an expert on a subject.
- 7. Get Your Dream Clients:** If you are a best-selling author, it's a clear signal that you know your field. Your odds of getting in front of your ideal prospects, clients, and patients go up exponentially.
- 8. Open Door to Higher Level Opportunities:** As a best-selling author, you have the status and influence to meet higher-level people and to get higher status opportunities.
- 9. Easier Business Transactions:** You can send an autographed copy of your book to someone who you are about to do business with. It breaks the ice and makes the negotiations easier.
- 10. Press & Media Coverage:** Reporters are always looking for comments and quotations from experts. Authors, especially best-selling authors are sought after experts.
- 11. The Best Investment:** Publishing a good book costs time and money. But it's the best investment you can make for your personal brand and your company. It increases your earning potential and opens the doors to new opportunities.
- 12. Best Seller Status:** If you have already published a book, you have put in hours and hours of time and money. To stop short of having a best-selling book is failing to leverage the author opportunity you have already started.
- 13. Digital Footprint:** A best-selling author leverages each media appearance and media mention into myriad pieces of digital waterfront property on all the major social media platforms and search engines.
- 14. Leverage:** Best-selling author status is a catalyst of status, credibility and authority that can be used FOREVER once attained. The investment made can be used repeatedly in all marketing efforts. The increased Return on Investment is priceless.
- 15. Total Audience Market Immersion:** When you use your best-selling author status consistently you can expect to grow your Blue Ocean Authority.

***To sum it up, know that your marketing campaigns are customized specifically to attract your ideal clients! You are the true expert and it's time to let the world know it.***



# WHAT'S NEXT?

Are you ready to take the  
FIRST STEP to IGNITE YOUR  
SPEAKING POWER? Get

**Massive MEDIA Exposure?**

**Let's Get Started...Let's TALK!**

\_\_\_\_ **GUARANTEED** Get on TV! ABC, NBC, CW, FOX

\_\_\_\_ **GUARANTEED** Be on Tamara Patzer's Top Rated Award-winning iHeart Radio show, *Business Innovators Radio!* Be on iHeart Radio, iTunes, Spreaker, STITCHER, BlogTalk Radio, YouTube, and WCKG Chicago. (Up to 60 min. interview.)

\_\_\_\_ **GUARANTEED**-Be Featured in Business Innovators Magazine and be on the COVER. Full color suitable for framing and display or digital for social media or website

\_\_\_\_ **GUARANTEED**- Be Seen On digital ABC, NBC, CBS, CW, Fox and major newspapers and magazine sites.

\_\_\_\_ **GUARANTEED**-Be Quoted in THRIVE article about Thought Leadership by Pulitzer-Prize Nominated Journalist Tamara Patzer.

\_\_\_\_ **GUARANTEED**-Be Featured in LinkedIn article by Award-winning Journalist.

\_\_\_\_ **GUARANTEED**-Be Featured in MEDIUM. This a hot blog.

**Email:** [TamaraPatzer@gmail.com](mailto:TamaraPatzer@gmail.com) (personal direct)

**Ask Tami:** [TamiPatzer.com](http://TamiPatzer.com) 941-421-6563





# The 3 P's of Profitability...

## Passion, Purpose & Perseverance



*Jo Hausman*

**Jo Hausman** is an inspirational speaker, entrepreneur, real estate investor, former international live radio talk show host and is an Amazon Best Selling author. Her book is called *Go For It! A Woman's Guide to Perseverance*.

Her expertise lies in starting businesses and networking! The power of networking is how she built and sustained her businesses. The passion she has comes from empowering women to live in a positive life and build a success business.

Jo has appeared on numerous television, radio, blogs and podcasts around the world. For more information about her speaking, products and services visit her website.



Are you finding what you are currently doing as a career is fulfilling? Or maybe you enjoy it, but you desire more for your life and know more “is out there?” Does the word “entrepreneur” excite you?

You’ve heard of people having Plan B or a side hustle and maybe you’ve had one before. But making your side hustle (aka Plan B) your full-time job is definitely doable and so enjoyable when you control your time and financial future.

There are so many people who have started their Plan B and made it their Plan A over time.

In 2005 I started a virtual assistant business before social media was even apparent. That meant I was out hustling and networking with others all the time. At that time doing something virtually was a “phenomenon” and people didn’t really understand it (although there were already plenty of virtual assistant’s in the world little was known of them).

While pursuing this business I kept my full-time job as a mortgage loan officer for 9 months.

Thankfully at the mortgage company I had a door to my office so when my Plan B was becoming more work than my Plan A I brought my “side hustle” work to my Plan A (shhhhh don’t tell my old boss) ☺ . I knew then something had to change. It was growing pains and when the courage finally came on strong with me, I was able to give up my full time job to pursue my side hustle full time.

**Was it scary? Absolutely!** That is a natural reaction to change. But also stretching ourselves to see what the future holds is exhilarating and challenging. But once you decide to go for it nothing can stop you.

When I did quit my full time job and people (friends and family) found out about it I had a steady stream of people telling me “you’ll go back to your full time job and get back to 9-5” “this business you are starting won’t last long.” The negative comments went on and on, but I shook them off as I knew I wanted to work from home and be there for my son. This was something I desired for all my working life. It was my “why.” If your “why” is strong enough nothing can stop you.

When deciding on your side hustle what are the skills you are good at? What have people told you that you were good at? What is something you have always thought about starting? And not only good at but would enjoy?

**Here are some examples to get your mind thinking...**

- **Graphic design**
- **Interior design**
- **Customer Service**
- **Arts or crafts design**
- **Billing or Payroll**
- **Financial expert**
- **Organization**
- **Pet lover**
- **Developer**
- **Real Estate**
- **Helping the elderly**
- **Fixing cars**
- **Antiques**
- **Helping children**
- **Coaching/consulting**



When thinking of starting your Plan B you have already started let your mind wander. What are ways to start making it happen? **Here are some examples:**

- Tell people you know and trust
- Write it down! Goals written down are 50% more likely to come true than just verbal words
- Journal – starting writing and let your mind open

Think of where you want to be in 5, 10, 15, 20 years and beyond? **Take action!**

Out of all these the first one and the last one might be the hardest. We can always have good intentions but unless we act those good intentions stay in your head or on your paper. Making a decision and sticking to it makes you feel energized and committed.

**“Every great leap forward in your life comes after you have made a clear decision of some kind.” -Brian Tracy**

Now that you are thinking of what you are good at what has come to your mind that might have got you to “wake up!” and started taking action? What was the first thing that popped into your mind? If it has something to do with fear push it aside. Fear is common when we are stretching ourselves and stepping outside of our comfort zones. But don’t let that fear stop you.

When recently at a goals retreat we were taught to play “full out.” Playing full out means getting rid of the good to go for the great. Are you playing full out? Or just half full out? It’s ok whatever one you choose but just know if you don’t jump you will never know how high you can climb.

**“Goals: There’s no telling what you can do when you get inspired by them. There’s no telling what you can do when you believe in them. And there’s no telling what will happen when you act upon them.” -Jim Rohn**

Exciting isn’t it? Fun thinking of what your future self and business looks like and how you will operate it. Now it is time to make it happen!

I am a survivor of divorce and am a widow. Trust me when I tell you that if I didn’t have a plan after being widowed things would have turned out much different. Thankfully the divorce that incurred in my early 20’s helped me figure out that financial freedom is a must. And my wonderful late husband was all about that too. When we first met and through our marriage until his death we worked together as a team to make it happen. Even if you don’t have a teammate to help you a good suggestion would be finding a good accountability partner or coach. They can help keep you on track.

**“Think before you act & then act decisively. Fortune favors the brave.” -Brian Tracy**



Fortune is yours if you are willing to take action! Not everyone has the guts to go after their dreams. If you are ready, then I say “go for it!” I believe in you! Always remember ...

*“You are stronger than you give yourself credit for.”*



# Grow **YOUR** Plan B

*And turn it into  
a cash flowing  
pivotal*

**Plan A**



Click here to download  
a list of ideas to grow  
your side hustle

**Grow your side hustle!**

**Jo Hausman**  
BUSINESS & LIFE STRATEGIST

Let me bring my expertise to

*Help You Focus  
on your  
business and life!*

- 25 years of experience as a business owner, teacher, consultant, and strategist
- International best selling book
- International live radio show



# patty's picks...

Welcome to Patty's Picks! A new feature created just for you, the busy entrepreneur who is searching for tools, apps and resources to save you time and/or help make you money.

As an entrepreneur and speaker who travels (a lot), I come across some pretty amazing stuff and love to share what is working for me right NOW.

## Here are this issue's picks...

**Hey Mic!** The AV team in Your Pocket. The Bluetooth microphone and app for your smartphone to get great audio on your videos when you're on the go. A revolution in audio and video recording. There's a universal truth to video; even the most impressive video in the world amounts to nothing if the audio is terrible. That's where the revolutionary Hey Mic! comes in.

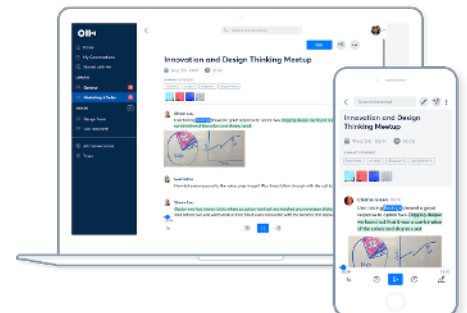


*I love this Hey Mic! Microphone. It is hands free, Bluetooth, pocket-size and portable, built for the iPhone but works with Android via a 3rd party app. Hey Mic! was created by speakers/bloggers so that we could have an easy way to capture great audio with our videos.*

**Blue Yeti USB Condenser Microphone** for Recording & Streaming on PC and Mac, 3 Condenser Capsules, 4 Pickup Patterns, Headphone, Output, and Volume Control, Mic Gain Control, Adjustable Stand, and is Plug & Play.



*I believe the Blue Yeti system is the best USB mic overall because it has professional studio sound quality, very solid & attractive design, multi-pattern recordings and is easy to use whether you are a new podcaster or seasoned.*



# Reviews You Can Use!



**Otter** is where conversations live. Generate rich notes for meetings, interviews, lectures, and other important voice conversations with Otter, your AI-powered assistant. Teams big and small trust Otter to transcribe their important conversations.



*Whether you choose to use the free basic version or upgrade to the premium or team Otter AI is a great tool for all your transcription needs.*

## #PattysPicks

**Disclaimer:** As in anything you purchase, please do your due diligence. I am not an affiliate of any item listed above and do not receive any compensation for giving my review nor can I promise any result you will receive should you decide to purchase. Basically, I am just sharing the tools and apps I use and love in my business. Have a product you would like me to review? Please feel free to reach out **here** and let me know.



# Relate, Create, & Innovate!

## In This Article You Will Learn:

How to build relationships that bring in revenue.

The art of valuable and viable content creation.

Why innovation is the steppingstone to your business' elevation.

## Relate

**When it comes to business success, there is a process.** Before you create your best product, marketing campaign or offer, you must learn how to relate to your potential customers and target market. Money is printed on special paper and recurrent revenue comes from relationship currency. Every dollar you receive will come from someone who has decided to receive you and what you have to offer.

Most people tend to do business with people they either like or know. This is one of the reasons referrals are so powerful. When I've done cold marketing online, I have received the greatest response from a post where I included my picture and a real-life story that allows people to relate to me. If you want to build your business, learn how to connect with people by being relatable. Make your social media posts personal and not all about business. People want to know the real you and once they do, they will probably want to do business with you too.



*Deneene "Dee" Collins*

**Deneene A. Collins** is the Founder of Success Creation Academy, Inc. and the CEO of Collins Consulting, LLC. She's an internet entrepreneur that publishes content with purpose. Deneene has published multiple books and has helped others become published authors. Her latest book, "Muscle Memory Millionaire" is changing the business landscape for many aspiring entrepreneurs. She is an International Amazon #1 Bestselling Author in Business Mentoring and Coaching and Starting a Business. Dee is a poet, inspirational speaker and songwriter. With her Bachelor's in Psychology, MBA and Master's in Graphic Information Technology she is equipped to uniquely position people for success.



## Create

Entrepreneurs are artists. It's been said that content is king, and if you want to rule in the world of business, you need to create something. The question is, "How do you create something others want?" There are many things you can create which include such things as: A Lead Magnet, A Book, A Live Event, A Coaching Program, A YouTube Channel, A Social Media Presence and Much More.

### Check out my stellar creation process:

- Decide to create something.
- Identify your target audience.
- Decide to create an online course, book, coaching program, live event or info webinar.
- Create a product or get a product you can market.
- Know what you are selling.
- Find a platform to market your product.
- Market and sell your product or service and create reproducible successful results.

## Innovate

**Once you establish something great; innovate.** New methods, products and ideas can turn your business from ordinary to extraordinary. I help people innovate all the time with publishing projects, profitability partnerships and joint venture relationships. If you want to be a guest on my next web summit, let me know. If you want to publish a book or become a bestselling author, let me know. If you want to be a total Rockstar entrepreneur, let me know! I'm here to help you relate, create and innovate.



## 7 Ways to Boost Your Business with a Book:

1. Use it as a Lead Magnet/Free Giveaway to Get More Sales and Leads
2. Use it to Establish Credibility as the Go-To Expert in your Niche
3. Use it to get booked for Stage Talks
4. Use it to get booked for interviews on Podcasts, Radio Shows, and web summits
5. Use it as a part of your funnel that links to Other Offers
6. Use it in a Free Plus Shipping Offer to get people engaged
7. Use it to draw people to your Live Events

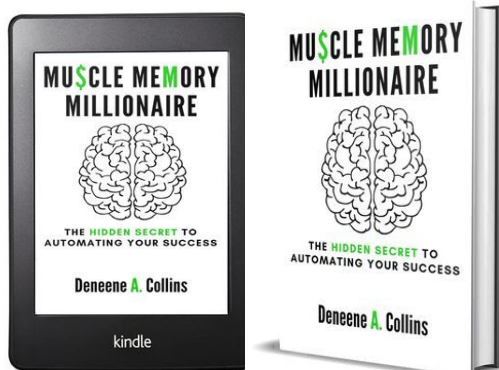
**(Bonus Tip) Use it to Create a Passive Income of Hundreds or Thousands of Dollars a Month.**

## 6 Steps to Publishing a Book

1. Topic Identification
2. Audience Realization
3. Content Creation
4. Format Organization
5. Publication
6. Marketing & Monetization



*“Memories are the things life is made of; if you want a better life, make better memories.”*



Check out Dee's book on Amazon.



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*#FunFriday* 



*#SalesSaturday* 

*Yes! I want to make new connections now*





# Before the Funnel: Setting Your Business Up for Success

*Amanda Dake, M.Ed*

When I first learned the information I am about to share with you, my business changed forever. I hope the same to be true for you.

Businesses that have existed for hundreds or thousands of years utilize this system (and yes, it is possible for you, too). It helps you establish three “legs” in your business, instead of just one. When done correctly, it allows you to create so much freedom in your business. You can walk away for weeks at a time with the security of knowing that things will be able to run, and monetize, without your hand in every piece of the business.

A few questions for you to think about before we dig in:

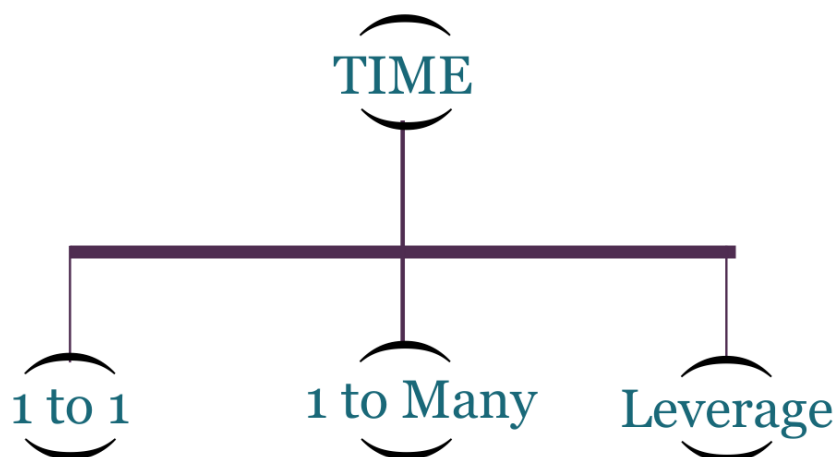
Do you have income goals in your business?

Are you currently reaching those goals?

Are you growing exhausted from working IN your business on a constant basis?

Can you walk away from your business for 3 weeks and still have a fully functioning business upon your return?

**Work Smarter, Not Harder** - The model is simple. Yet, very few people implement all 3 prongs in their businesses. The simple diagram below gives a basic overview of this concept:



Time is our most precious resource. We want to maximize our time and still help as many people as possible. When I started my business in 2011, I only had 1-prong working for me—and that was one-to-one. I worked with one client in a one-to-one setting. Then I acquired another client, again offering one-to-one services. I added additional clients over the first few months of beginning my consulting business, and they all were dependent on me and me alone. My one-to-one prong was full.

**One-to-One** - The one-to-one prong is the most tedious of the three. You must be physically present and available in order to meet the needs of your clients. If you aren't there, you don't get paid. This could look like consulting, coaching, personal training, or even a doctor treating a patient. It is not scalable and can be draining on time and energy as it requires the most amount of effort from you, the business owner.

When structured correctly, the one-to-one prong is where one would likely charge the most amount of money for their services. This is the prong that typically houses a high-ticket consulting or coaching offer. There is a strict limit to the number of people that are allowed to purchase, and they usually go through an application/interview process in order to even be offered the opportunity to work with the business owner in this fashion.

**One-to-Many** - The middle prong is one that I call one-to-many. While you still must physically be present and available, you can serve several people at one time. Group coaching is a common business offering that fits this bill. Also included are podcasts, webinars, and live events. These types of services typically are priced lower than one-to-one offerings and is a bit easier to scale especially group coaching programs.

**Leverage** - The third prong, and undoubtedly the most powerful is leverage. Albeit, it is just one piece of the business puzzle, but it allows you to create content once, and sell it repeatedly. Online courses, books, ecommerce, and recorded videos are just a few examples of how different people can add leverage to their business models. For example, I will use the example of online courses when discussing leverage in your business.

Creating leverage in your business has many benefits, including scalability. Leverage is what will allow you to completely walk away for weeks at a time and still be able to generate income. Leverage products or business offerings also open the doors to work with joint venture partners and affiliates, basically allowing you to use other people's time and resources to promote your business.

Complete the 3-prong business model that works for your business. There are so many possibilities, and I truly believe any business can successfully thrive under this model.

It's okay if you don't have products or services for each of the 3 prongs. However, I believe it to be completely worth the time and energy to expand the possibilities for yourself and those you serve and consider what your business would look like once you are fully utilizing all 3 of the prongs discussed here.

**Amanda Dake**, M.Ed. has been the owner and founder of [AmandaDake.com](http://AmandaDake.com) and Funnel Kitchen since 2011, teaching and guiding coaches, consultants, and experts/influencers in their marketing and business strategy. She is also an accomplished international speaker, a Certified ClickFunnels Partner as well as a member of the ClickFunnels International Speaking Team.



## Think Pinterest is just a place to go for fashion or home decor? Think again.

*Becca Martin*

Pinterest is a lead-generating magnet that can take your business to a new level. Before writing off Pinterest for your business, know that unless you're a brick and mortar with no online store and only a handful of locations, Pinterest probably makes sense for your business.

A lot of people categorize Pinterest the same way they categorize Facebook and Instagram, as a social platform, when it really should be categorized alongside Google. Pinterest is a visual search engine and is heavily dependent on keywords. When you search for something on Pinterest, just like you would on Google, it pulls the smart feed and shows you the most relevant pins first. Keyword research is the key to attracting your ideal clients.

Pinterest is a platform, unlike Facebook, that shows your content to people who are not following you. While your content does reach your followers first, it also quickly reaches the people who aren't following you, also considered "cold leads." This is because Pinterest is a visual search engine, not a social media channel.

Like Instagram, Pinterest can also use hashtags. A pinner might click on a hashtag in a pin description to see more relevant pins in the hashtag feed or they might search for a hashtag. The hashtag feed will be a chronological feed of pins that have the hashtag you searched for, plus other pins that the algorithm thinks will be a good fit based on that hashtag.

The way hashtags are different on Pinterest is that they need to be very literal and highly relevant, not cutesy like they tend to be on Instagram. You should keep the usage of hashtags under five and they should go at the end of sentences or at the end of a Pin description in order to make it as easy as possible to read. Hashtags are not a must on Pinterest, but keyword research and keyword heavy descriptions are. This is how you will be found.

If you're new to Pinterest or new to using it as a way to generate leads for your business, you need to properly set up and optimize your profile. There are five places that need to be optimized - your name, about section, board titles, board descriptions, and pins. To start optimizing these areas, you must conduct thorough keyword research. Unlike Google, keyword research can be done right on Pinterest.

Let's use a business coach as an example. First, let's narrow it down and say this specific business coach only works with women from a holistic, spiritual practice background. You could start by typing words or phrases such as "business coach," "spiritual coach," "holistic coach," or other words that make sense for your coaching practice into the Pinterest search bar. Write down all the other keywords generated from your searches. You will see these keywords in different colored boxes under the search bar.



Using those keywords, you will now come up with a keyword-rich title, such as YOUR NAME - Spiritual Life Coach. You should also add those keywords that you just wrote down to your about section with a call to action if a call to action makes sense.

For your board titles and descriptions, you will do a similar keyword research but expand the word search that you use. For example, if you use tarot cards in your practice, you'd want to include a board about tarot cards so search "tarot cards" in the Pinterest search and see what other keywords are suggested with it. Use these words to inspire the keyword board descriptions and possibly even other boards. The main thing to keep in mind is that your profile is not for you, it is for your ideal client. Therefore, you want to have your profile set up for everything your ideal client would be searching for.

If you love hair products or home improvement tips, that's great and you're ideal client might too but that's not how you're trying to attract them. Keep your boards, descriptions and pins business-related and on-brand. You can create secret boards or create a personal account to pin the things you personally like.

Once you have your profile set-up and optimized with relevant keywords, the next step is to create pins that users will love and follow Pinterest's best practices. It is highly recommended to have linkable content on your website like a blog, a podcast with show notes, a course, a freebie -- anything that will get people to click through to your site because they want to learn more. This action can then lead them to follow you on social media, sign up for your email list, hire you or buy a low-ticket priced item.

***By not investing your time in Pinterest as you might do with your social media channels or even your website, you're passing up easy traffic to your site and ultimately leaving money on the table.***



**Becca Martin** helps entrepreneurs with results-oriented digital marketing strategies including high-converting Pinterest management, connective copywriting and value-based social media management. Connect with Becca at [Becca-Martin.com](http://Becca-Martin.com)

# 7 Mindset Hacks Guaranteed to Get You More Business

## How important is your mindset?

Crucial, according to research by Stanford psychologist Carol Dweck, an expert on human motivation. Her work suggests that there are two basic mindsets that influence how people think about themselves and their abilities: the fixed mindset and the growth mindset.

People who possess a fixed mindset believe that success isn't a result of hard work—it's simply a consequence of innate talents. Because they believe that such talents are something people are either born with or without, they tend to give up more easily in the face of a challenge. They quit when things do not come easily because they believe that they lack the inborn skill needed to excel.

Those who have a growth mindset, on the other hand, feel that they can change, grow, and learn through effort. People who believe that they are capable of growth are more likely to achieve success. When things get tough, they look for ways to improve their skills and keep working toward success.

These realities of human psychology go a long way toward explaining why some business owners succeed in marketing and sales and why others fail miserably.

While it's still early in the year, I encourage you to take the advice of the late great Zig Ziglar and do a "checkup from the neck up." Here are seven mindset hacks that are guaranteed help you get more business.



*Eddie Reeves*

**Eddie Reeves** is Founder and CEO of Reeves Strategy Group, a strategic communications consultancy that helps small-to-medium-sized service professional firms, large associations and nonprofits develop and deploy high-impact, high-ROI marketing, PR, social media and crisis communications campaigns that get guaranteed results. He has worked with FORTUNE 1000 CEOs, Members of Congress and professional athletes and entertainers to craft highly effective communications programs. For more information, or to request a complimentary consultation on your communications efforts, contact him via email or message him on Linked.





If you don't believe in the tremendous results your potential clients will get if they work with you, then you won't be able to communicate that to them in a compelling manner. That's why one of my mantras with my coaching and consulting clients is that the first and most important sales territory to conquer is the six inches between your ears.

Nonsense. If you want to be successful in marketing and sales, you must decide to take things into your own hands – to choose action over hope. Your attitude must be “If it is to be, it’s up to me”.

But the truth is that if we split our focus and keep trying new things, we'll never get good at any of them. The path to success is to pick two or three proven marketing approaches and stick with them. By doing so, you will become better and better at them and more efficient at them at the same time.





**Mindset 4: The SACI Principle** - This acronym I borrow from the super-smart marketing trainer Ian Brodie. The SACI Principle is that success comes not from silver bullets or one big amazing event – but from Simple Actions Consistently Implemented.

We all know we should keep in touch with our past customers. We all know we should continue to nurture our referral sources. We all know we must continue to identify and contact new prospects. Simple actions, but how many of us do it consistently?

**Mindset 5: Systematize** - Once you've found something that works, you need to set it on "autopilot". You need it to be working day in, day out without having to think about it much, if at all. It needs to be part of a regular system. If it can be automated via technology, great, but that is not the only way. It may mean simply scheduling regular time on your calendar for specific actions and then keeping to that schedule religiously.

**Mindset 6: Client Focus** - We all talk about being client focused. But in this context, what I mean is that when you have a sales meeting with a client, your overriding thought should be "how can I help?" – not "how can I sell?".

When your potential client picks up that your overriding goal is to act in their best interests – and they will pick up on it – then they will trust your advice and recommendations, and they will end up being a lot more likely to become your customers.

**Mindset 7: Make "No" an Okay Answer** - A lot of sales techniques involve putting pressure on your potential customers. Too often, sellers resort to deadlines, false scarcity claims and other "tricks" designed to put a little pressure on your potential client to overcome procrastination and get them to make a decision.

These tactics seldom work, because people have become wise to them – and they hate them. If you pressure on prospects before they're ready, it'll backfire. They'll feel manipulated and uncomfortable – and they won't buy.

It's far better to make it clear up front that it's fine if you come to the end of the meeting and either of you decides it's not the best option. Without that pressure, you'll be able to build a more trusting relationship, and you're more likely to get the sale.

*Put these seven mindset hacks to work right away and stick with them.*

*You will be happy you did - and so will your banker.*

# Money Tip

To avoid becoming your own competition, make sure you are selling with the results you deliver and not the features of your products and services.

*-patty farmer*





# Changing with Change

*Krysti Turznik*

Change. It's brutal. It's beautiful. It leads us to deeper self-discovery if we let it. Yet we fight it as if our very lives are on the line. Perhaps, in truth, that is exactly what's at stake: the life and death of who we are vs who we are becoming.

We often resist the life that awaits us, fearing the unknown, and are willing to settle and sacrifice so we can maintain some sense of control. All the while we pretend that everything is fine and as it should be, even if it means we deny or delay the person we are or the life we feel called to live. We allow self-doubt, uncertainty, and hesitation to get in the way of the magic that's within the light and dark sides of change, until one day it all becomes too much and we have no choice but to change.

Life happens. Change can knock us on our feet and make us re-evaluate everything in our life. Change can also be an opportunity to step more deeply into the truth of who we are and the impact we can make upon the world. Change isn't good or bad, it just is.

We, like life, are constantly shifting, adjusting, growing, expanding, and evolving. We are not stagnant; nor should we expect our lives to be either. Of course, we can't always control change, but we can choose how we will respond to the changes that we experience. We can remember that it's our responsibility to notice the tell-tale signs of transition so that we can change with change and be better because of it.

We can give ourselves permission to trust ourselves and our abilities more deeply, and make our choices based on faith rather than fear. Our confidence will grow, and we'll feel empowered to step out of our comfort zones and live the life we feel called to live. It then becomes easy to know when to leave that job and go out on your own, or to say yes to that new opportunity.

We can learn to believe that we have what it takes to overcome whatever life gives us and navigate it from that inner place of strength. We can allow a deeper sense of awareness and clarity in what we are experiencing and know all parts of ourselves more completely. We can trust then that our choice to stay or leave that relationship comes from a place of inner power rather than in security and lack of choices.

We can rely upon our inner wisdom to provide the guidance to experience our best life possible. We can stop numbly go through the motions each day but rather allow them to be filled with deep meaning and impact because we are being guided from a deep place within that knows our value and worth. We can then discover the courage to stop waiting for "someday" and start living our "someday" today.



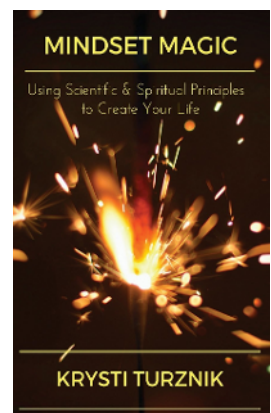


We can honor the calling within us to follow our dreams and deepest desires sooner than later because we trust we have important things to do in the world and not much time to do it. We will align ourselves with our purpose and be inspired to share ourselves and our gifts and live our passions, knowing they have divine importance. We can then act on what's important to us so that at the end of our lives we'll die with no regrets.

As in life, we can participate in change either by default or by choice. We can choose to be victims or co-creators in our lives. We can't stop things from changing, but we can use it as an opportunity to learn and grow. Our experiences of today always give way to the unfolding of the blessings in tomorrow, in whatever form they appear. Change is simply an invitation to step into the unknown and expand beyond what was possible without the change. We can embrace it and all it brings.

Our future holds many uncertainties, yet the only certainty is that things will change. When we turn within and trust ourselves, we learn to ride the waves of change with ease and grace. We will know that change is happening is for our best and highest good and will help shape us into the person we are meant to become. When that happens, we'll begin to feel appreciation and gratitude for change, and the insight and magic it brings.

**Krysti Turznik** is an international speaker, author, hypnotist, and spiritual mindset life coach helping women who feel mentally drained, physically exhausted, and spiritually depleted create a life they don't need to escape from so every day can feel like a day at the beach. Click **HERE** to take her Free Contentment Quiz. And, be sure to check out her book, *Mindest Magic*.



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**Krysti Turznik, Becca Martin, Tanya Smith & Amanda Dake**



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