

# Marketing Media & Money

3rd Q./2020

## Mastering Masterminds

**From Zero to  
Paying Clients in  
10 Days (or less)**

**The Secret to  
Automating  
Your Success**

**10** Lessons on the Cost  
of NOT Having a  
Networking Plan

Have You Identified the Bottlenecks  
Hurting Your Business?

Write Your Book When the Time is Right

*Meet Elaine Lindsay...*

**Google: Helping You Get Found...Fast and First!**

*patty's picks!*

You're going to love what  
she's found for you

# A personal note from patty



“How do I navigate the new normal?” is a question on the minds of many entrepreneurs and small business owners these days and even CEO’s of corporations are looking for ways to help their employees navigate as well. In the last issue we were just starting to face what became our present reality for months. But I think we can all now agree that the next several months and maybe into the new year we will continue to be forced to create a "new normal" whatever that is for us, and for our clients.

With that in mind, we asked our columnists to pack this issue full of strategies, resources, tips, and what is working for them NOW to help you to continue to move your business forward, and create cashflow, even during these challenging times.

You will learn how to recognize if you are overthinking and sabotaging yourself, how to identify the bottlenecks hurting your business and what steps you need to take next, and how to get paying clients in 10 days or less. Also, we’ll share with you 10 lessons on the cost of NOT having a networking plan, we will answer the question “do press releases still work”, share the secret to automating your success, tuning your passion into profit, and how to get found... fast and first.

I personally share how to master masterminds and in the virtual space we are now working in this can be the best option to grow and scale your business. We will also spend some time helping you get camera ready for media coverage, to know when the right time to write that book is, and 7 secrets to use your Podcast for impact, influence, and income.

In this issue, we will share three of “Patty’s Picks” where I personally review 3 tools, apps and resources you can implement in your business to save you time, energy and money. This continues to be a popular feature and I look forward to hearing from you again as you explore new options to implement in your business. Most of them are free or low-cost options as per your request.

As always, I invite you to dive into this issue of Marketing, Media & Money Magazine, to read it cover to cover and to take notes on all of the great resources and strategies we’ve compiled for you and to reach out to our columnists and connect and get to know each other. Your next collaborative partner may be in this issue!!

And lastly, as you navigate your new normal, reach out to your network and remember it is okay to ask for help. My inbox is always open.

-patty

**patty "the mastermind master" farmer**  
**Editor in Chief - Marketing, Media & Money**



# Need More Clients (and Cash)? I can fix that!

## ATM



\$5,000



\$10,000



\$25,000



More



**patty**

"Your CASH  
Generating Machine"  
farmer

**YES! I want more clients & cash!**

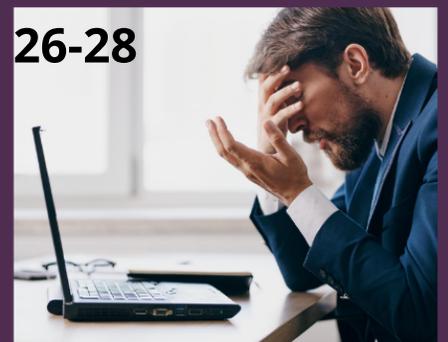
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# Mastering Masterminds



*patty farmer*

**Patty Farmer** is a Marketing & Media Strategist, International Speaker, Podcast Host, Event Producer, Best Selling Author, & Magazine Publisher specializing in Marketing & Media 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.



Being a part of a mastermind group can be one of the most profitable things you can do for your business. And mastering how to get the most out of one is something many business owners and entrepreneurs struggle with. Some of that may be because they do not fully understand what a mastermind is.

## What is a mastermind?

*"Business mastermind groups are a group of business owners and entrepreneurs who are at a similar stage of business or are working towards similar goals. At the core of how masterminds work is the philosophy that you benefit from the collective wisdom, experience, skills, and network of everybody in the group."*

According to a recent study by the Kauffman Foundation, "only 6% of all entrepreneurs ever achieve 6 figure business success". They go on to give even more dismal news, "only 2% ever achieve 7 figure success".

So, what sets the 6% above the rest? What is it that 6-figure entrepreneurs do that 92% of other businesses don't? Forbes, Entrepreneur.com, and Inc.com all credit one thing. **MASTERMINDS!**

And not just run-of-the-mill masterminds. But high-level, accountability-type masterminds. The ones that hold you accountable for what you say you're going to do, and help you find the resources to make it happen.

A good mastermind group requires confidentiality, a willingness to both give and receive advice and ideas, a commitment to implement and/or take action and be accountable to one's self, and to support each other with respect, honesty and compassion. The true essence and value of the mastermind members is to challenge each other to set strong goals and act as catalysts for growth.

## What a mastermind group is NOT:

**It is not a networking group.** While members may do introductions, and provide resources with each other, it is not the focus of the mastermind. However, through your connection with other members, you will find plenty of joint venture opportunities, and collaboration partners.

**It is not a masterclass.** While the facilitator may choose to bring in guest speakers and experts occasionally, the focus of a mastermind group is the brainstorming and accountability support among the group members.

**It is not a group coaching program.** Mastermind groups are about the MEMBERS sharing with each other, not about the Facilitator coaching individuals in a group setting. You will receive everyone's feedback, advice, and support and if the facilitator is an expert on the topic, they may share their expertise as well.

## The 3 characteristics of a true mastermind:

1. They have individual "Hot Seats" for each member, where you get to talk about your challenges and your plans and ask for feedback and/or resources.
2. Everyone in the group gets to brainstorm together sharing knowledge, insights, and best practices vs the facilitator being the expert and supplying all the answers.
3. There is an accountability component where the members will "hold your feet to the fire" to do the things you say you will do and when.

Masterminds are a perfect solution for those who need mentoring but are not quite ready to step into a 1:1 private coaching relationship. Whether you have just launched your business or are a seasoned entrepreneur, you will get the support and accountability you need to take the next steps to uplevel and scale your business.

One of my favorite quotes about masterminds is:

*"You bring 2 like minds together, it creates a 3rd mind, which is the mastermind." ~Russell Brunson*

As a facilitator of several mastermind groups that serve different demographics, each with different objectives, my goal always is to recognize possibilities and opportunities the members may not yet see, create space for growth, question assumptions that may be getting in the way, and help weave ideas together.

One of the most important components of a mastermind group is the opportunity to be in the “hot seat.” **How to get the most out of being in the hot seat:** Identify a topic that is timely for you at this moment vs in the future and one that you would gain the most from if you had a panel of advisors helping you. **Here are some ideas:**

- A decision you need to make
- Pricing for a new product or service
- Brand asset or website feedback
- A client or work situation difficulty
- A specific connection you would like to make

**Be clear on what you want to know or need support on.** Think through your chosen topic before the day of your mastermind and condense your topic down to 1 question you would like an answer to. Briefly share what you’ve already tried, where you are stuck, and how this situation relates to your goals. Presenting your topic to the group in this way allows the other members to not get side tracked by multiple possible directions and focus on your 1 primary question and make it easier for the group to offer possible ideas or solutions.

**Be open-minded and set your personal feelings aside.** Being in the hot seat can sometimes be a humbling experience. Hearing feedback on how others view what you have worked on may be in opposition to your initial way of thinking. If you find yourself getting defensive or wanting to interrupt, take a deep breath, own your feelings, and remind yourself that everyone is there to support you and help you succeed.

**Ask questions.** If someone’s feedback doesn’t make sense, wait until they are finished to ask questions to clarify. Always remember to thank them for their input but ultimately, you will be the one to decide if the suggestions are in line with your goals, vision, and your priorities.

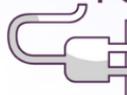


Now that you know what a mastermind is, what a mastermind is not, what components to look for, and how to get the most out of being in the hot seat, you're on your way to choosing the right mastermind for you. If you are ready to take the next step and know being in a mastermind is the right decision for you, **click here** to apply to be a part of the Marketing, Media, & Money mastermind specifically for seasoned entrepreneurs ready to take massive action to increase cash flow. I invite you to claim your seat at the table and believe me when I say, your business will thank you for it.

# Marketing, Media & Money

## Mastermind for *Entrepreneurs*



POWERED BY  
 *pattyfarmer*  
international  
plug in. power up. get paid.



# Claim Your Seat!

Apply to be a part of the Marketing,  
Media and Money Mastermind

# From Zero to Paying Clients in 10 Days (or less)



*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.



## Email is where the money is.

It's the fastest and most profitable way to turn cold prospects into satisfied customers. And it can be done in as little as 10 days. And if you're anything like me you've probably heard this hundreds, if not thousands of times. But, what does it mean to turn an email from a cold collection of letters, numbers, and symbols to money in your bank?

The best and most effective way I've ever used for myself and my clients is with a highly engaging warm-up sequence. A sequence that's designed to take people who have no idea who you are and turn them into loyal raving fans who buy what you have to sell. All within the space of 10 days.

And it all starts with the first email you send them. This email is where you set the tone for everything else that follows. This is where you fulfill on your first promise - which builds your "TRUST" factor. Now, you most likely offered them something so they would join your list... so make sure they get it in the very first email. But that's not the only thing you're going to do in this email. You're also going to let them know what they can expect over the next seven days. Which sets you up to be able to fill another promise to them

You see, the secret to building your "Know, Like, and Trust" factor is to tell people what you're going to do, then deliver on what you told them. And it doesn't have to be complicated either.



A simple bulleted list on what you're going to send them each day will do. Something like this:

**“Here’s what I’ve got in store for you...”**

- Today, Download the lead magnet we talked about.
- Tomorrow, A cool place to ask all your questions.
- Day 3. Everything you need to know about...
- Day 4 ...”
- And so on. Until day 7.

After you've told them what you're going to do for them... Introduce yourself. NOTE: This is not your life story! It's also not the place to share your resume or every accomplishment you've ever achieved. Keep it to 1 to 2 facts about who you are so that your prospects begin to know the real you. This starts the “KNOW” factor and contributes to the “LIKE” factor. Because people do business with other people! Not a boring, faceless company or corporation.

Lastly in this email you're going to tell them that at the end of the sequence you're going to make them an offer. Why? Because we want them to be thinking about what it might be over the next seven days... which builds anticipation... and anticipation creates excitement... and selling something to people that are excited is much easier than selling to cold prospects.

Now that you've got the first email out of the way... what goes in the other 6?

All your absolute best content. The most valuable 6 pieces of information you can give. Because the more value you give up front, the more you start to invoke the “Law of Reciprocity”. Which basically means that as humans we are compelled to reciprocate when someone does something for us.

But there's a secret to the law of reciprocity. We give in terms of equal VALUE. So, don't expect to sell a \$3,000 course when the value you give up front isn't worth the price of the paper they may print it on.

So, you've got the warm up sequence with VALUE created, you've shared your knowledge, built trust, and they're still on your list! What's next?

## *Offer them something!*

Now that you've spent the last 7 days giving your prospects immense value, while building your know, like, and trust factor with them it's time to offer them something to buy. You do this with a simple 3-day sales sequence. No long run up or multiple emails in one day. One email for 3 days.

Each day discusses 1 thing your offer has to give your prospects. Each email builds on the last. And in every email, you remind them WHY they need to buy your product NOW.

When you follow this simple 10-day sequence you'll be amazed at how easy it is to turn cold prospects into paying customers. And the best part is -- it doesn't matter if you get your list from organic means or by paid traffic -- this sequence is guaranteed to build "know, like, and trust" quickly so you can monetize your list. Because when done right, your email list can - and should be - your best performing asset.

In the next issue, I'll show you how to generate a stream of cash from your email list with 5 simple emails. It's so easy to follow you'll be able to generate revenue from your list any time you want.





**Don't have time to write your own emails?**

- ✓ **Access 15 of my BEST performing email templates**
- ✓ **Save time with PROVEN Sales emails**
- ✓ **Turn your email list into your BEST performing asset.**

**With Every Email You Write!**

**Stop Wasting Time Writing Emails!**

# 10 Lessons on the Cost of NOT Having a Networking Plan



*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.



Most business owners and entrepreneurs know they need to network to bring in new business and to meet strategic partners, but have you ever thought about the cost of NOT having a networking plan? Here are a few lessons on what not having a plan can cost you.

## The 10 Lessons:

Unless you are 30 minutes early to an event you are late. Being late to an event is a monetary mistake. \$\$\$

For formal events, another time waster that costs you money is standing in the registration line because the person in front of you is likely from your office or is someone you already know. And if you host your own events, not having your "helpers" trained is a huge monetary mistake. \$\$\$

Getting Mentioned from the "pulpit". What are you doing to get mentioned from the front of the room either by the Executive Director or Guest Speaker who is an "Influencer"? This does not happen by luck or chance. It is by design. \$\$\$

Before and After: Where are the "Centers of Influence" in the Room? Before an event they are the ones standing by the organizer or Executive Director/President of the organization or Platform Speaker(s). If you do not show up early you miss out on all kinds of monetary opportunities to talk with the person who may have the most influence in the room. After the formal program, the centers of influence are around the guest speaker. You have an opportunity to meet them, but what do you say? \$\$\$

Prosperity = Clarity. If you do not know how to properly introduce yourself or the company you represent you are losing \$\$\$\$. I think all employees, not just the salespeople need to be taught how to network. Sometimes you have a few seconds to make an impression. If you do not know what to say you can lose your audience or the persons attention therefore losing \$\$\$\$.

Joining groups and organizations are a waste of time unless you have a networking plan within the group or organization. Most people join with the idea of selling their product or service because they do not know how to network effectively. I teach the proper way to network so that people will not run from you when they see you; thereby, getting a better return on your organizational dollar. \$\$\$

By doing a little research on an event you can figure out if you should go or not. How do you figure it out? \$\$\$

Sitting by Design: Most people choose to sit by their friends at events. This is a costly mistake, as your friend is either already buying your product or service or is not going to be a client. Why not use your "seat" wisely. How??? \$\$\$



I learned a valuable networking lesson back in September 2016 when I was diagnosed with Multiple Myeloma cancer and was in a hospital bed for 45 days due to pain from many broken bones which included my left pelvis, both shoulders, my clavicle, all ribs, and major spinal compression. Once I was admitted to the hospital in my town, and given some pain relief, I could think. I questioned why each person came to my bedside. It was fascinating what I learned about friends by asking better questions. The questions you ask either make or cost you \$\$\$.

In today's entrepreneurial landscape we are missing a big networking acquisition cost. We have the mindset of "I'm here so you should do business with me!!" Or I posted something on Facebook so you should do business with me. In **1920** an insurance salesman reserved a table for four at the Four Seasons Hotel 5 days a week. Because he helped others and did not peddle his "wares" he became a **millionaire**. In today's dollars that would be 13.6 million. If your business cannot support buying lunch for four people 5 times a week, then what can you afford? Fun networking fact: My husband's favorite rock star, Kenny Loggins came to town for a concert at our local casino, just prior to the concert I met a random person selling a local coupon book who walked into my place of business.

Because I know how to get information I want/need by asking the right questions, I found out his sister (living in the Fresno area) was dating Kenny Loggins. I asked where "they" would be dining prior to the concert. He told me, so my husband and I dined at that restaurant the same night. We sent an expensive bottle of wine to his table and Kenny Loggins came to our table and said thank you. My husband was thrilled. Moral of the story...sometimes you must know how to gather information and spend money to get what you want. \$\$\$

## *Bonus tip...*

Can you afford a ticket to a non-profit function? Some "Centers of Influence" will connect with you and take your call after they see you at an event. Especially if you get mentioned from the "pulpit". \$\$\$ (see lesson #3 above).

These are just a few ways you are losing money by not having a networking plan in place. Ready to create a plan? I would love to help you.





**Learn How Gina Estrada, Networking Expert,  
generated a 6-figure income in just over one year...**



# **ARE YOU TIRED OF BEING OVER-NETWORKED AND UNDERPAID?**

- *Create a results oriented proven Networking Plan*
- *Clarify your personal introduction that will leave your ideal client asking for more*
- *Learn a step-by-step process of how to make an immediate connection and turn it into a profitable relationship*

**YES, TELL ME MORE**

# Marketing Tip

Performance metrics are the lifeblood of a good marketing strategy. Key metrics include open, click through, unsubscribe and conversion rates to be able to measure the ROI driven from your marketing efforts.

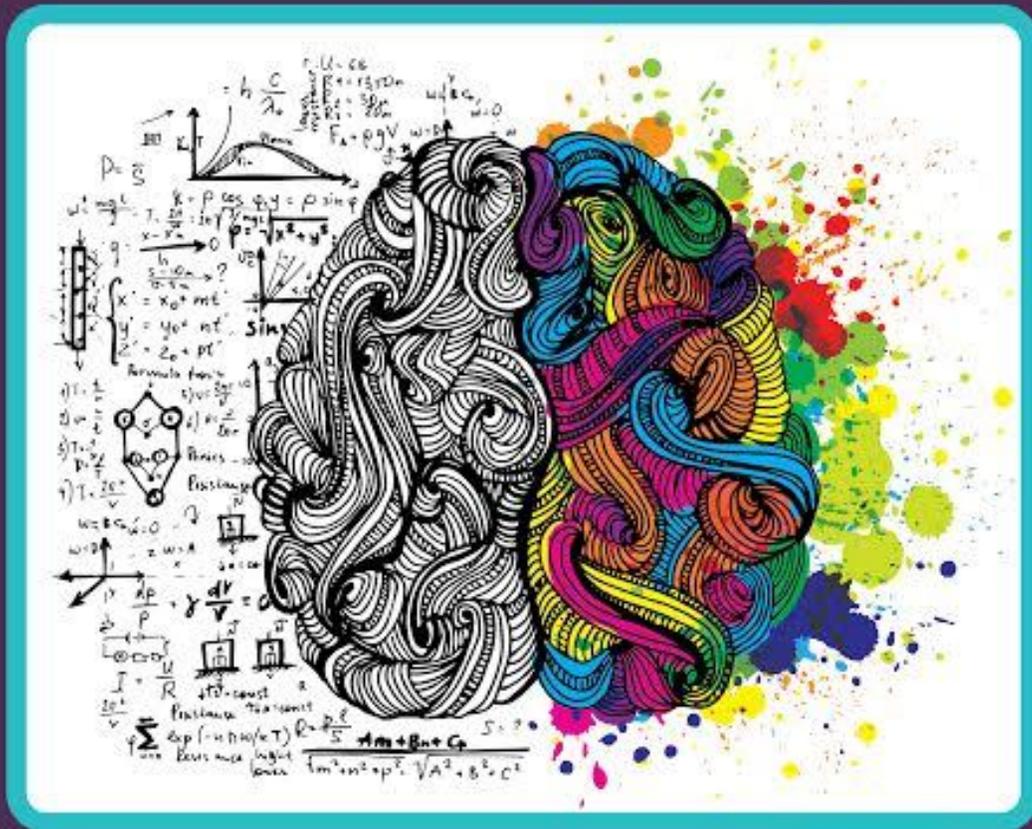
*-patty farmer*



# Get my eyes & my *brain*

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**bigger** deposits in your bank account.



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Discovery  
Session with  
*patty*

My passion is helping you design the  
*lifestyle* you want to live, and build  
your business to support that lifestyle,  
**NOT** the other way around!! *-patty*



plug in. power up. get paid.

Book your free  
discovery call **TODAY!!**



# *Up Close and Personal with Elaine Lindsay*



## **What does success mean to you?**

Success is a compilation of joys in the different areas of my life: Success on the personal side is always making time for family, friends, travel, speaking and learning in equal measure, and tons of laughs with my BFF, the hubby (40 years in Aug) and our little Caylee @TheDivaChi. Success on the business side, is a full roster of well-chosen ideal clients with whom I love to work and who are always open to new ideas.

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

Believe in yourself and your vision, do it...NOW...do not wait for the ideal time, weather, perfect copy, site etc., DO IT: then if you fail, pick yourself up, and as my friend Nurjahan says, have a failabration and do it again.

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

I so love the integration of all things digital. Back in 2011, I started to see the bigger picture emerge, I believed that SEO, social media and websites and blogs would all eventually have to work together. Google made important changes to search and starting in 2012 and my predictions began to coalesce as search became semantic. The search engines were now looking at the full context of web pages. It was hard to explain what I did for business because at the time, SEO, social media and websites all had different people doing different things. No one was talking to each other much less looking at the whole picture of a business, digitally. I saw the possibilities in approaching it wholistically. I couldn't NOT serve it that way. To me it all mattered TOGETHER.

Taking it to the speaking level took a bigger aha.' It was more about my personal story, and in early 2013, at a weekend event, I learned that opening up my story was not dangerous. In fact, embracing my tribe and allowing us to lift each other up meant we all could succeed and the lessons from my personal journey were woven into my business journey thus allowing me to better empathize with my audience and be vulnerable in a very authentic way.

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

Business owners, entrepreneurs need to be more adaptable and more open to change. They need to let go of the old ways and dive head on into this new age. Technology is changing and morphing at light speed. Aligning ourselves with multiple generations in business can give us a better understanding of what the needs of our customers will be going forward. Boomers, millennials, Gen X and the latest generation, GenZ, all have much to learn from each other. The businesses that are open to that learning, will be the ones to adapt to the changes that are happening around us as I write this.

We choose how we deal with what is happening around us. Going forward it makes sense to choose to be flexible, to adapt to the formats and apps that are all around us. The smart businesses will incorporate these options in order to better serve their customers.

We now have the ability to open up dialogue on everything that must change, on everything in business and life that must unite us all, simply as humans. Living, loving, working, collaborating and serving under one banner - human to human. Leave the judging to the dog, cat and pony shows.

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

I would most like to sit down with Sir Richard Branson. Since the early days he too reinvented himself in so many areas. Seeing his confidence gave me something for which to aim. He triumphed and failed and did it again and again.

I didn't choose a female CEO, as they always seem to have the same underlying confidence issue, like me, that seems to plague most women. It's like an inner naysayer that seems more pronounced in women. Whereas, in men like Sir Richard Branson, the confidence appears to be the driving force.

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

I learned early on that giving up was not an option I could live with. Don't get me wrong, I have tried and failed at many things. I would always dust off and try again, something different usually, yet always something. With huge gaps in my business journey, I have had to reinvent myself many times. Every day is a chance to start over, start anew. Being of service, adding value for someone else, if only a smile, is the greatest feeling in the world.

I believe that all small biz, entrepreneurs and solopreneurs can be the authority in their niche. You don't have to be a corporation or a huge company to be the best of the best in your area of expertise. When you serve to the best of your ability, consistently add value, and respect your clients, everyone wins.

### **What keeps you awake at night?**

I want to try everything. I want to know how to... I want to know why? I'm always thinking about what else is possible.

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

No one is an island. Asking for help and showing vulnerability is not weakness.

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

Writing my book, and applying to present at conferences.

### **What is a common myth about your industry?**

You need to have a profile on all the social channels. That is the furthest thing from the truth. You NEED to be on the social channel or channels where your ideal client hangs out. Having a wealth of social profiles simply increases your workload and you will not be talking to those who are open and eager for your message/connection/engagement.



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

For decades, I believed, after all my traumas, I was only my scar. I was not valuable or could have an expertise due to never going to university. This lack of confidence colored all I did and over time cost me clients. It took a really long time, and a lot of work with coaches and mentors for me to learn to embrace confidence in my abilities. Now I confidently have my knowledge and expertise with those I serve.

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

Believe in yourself, develop confidence... the rest will come with time

*"Live in the moment. It's trool-y all you have."*

~Elaine Lindsay

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

- Maxwell Maltz- Psycho Cybernetics
- Napoleon Hill - Think and Grow Rich
- Victor Frankl -Man's Search for Meaning
- Mari Smith - The New Relationship Marketing

The following are books within which I am featured...

- Understanding Social Media
- Solving the Social Media Puzzle
- Social Media Myths Busted

## What do you love most about your business TODAY?

The excitement of clients when they are getting found faster in search. It's so much like finishing a really big puzzle. When those last pieces fit in place and you can see the whole picture!

## What's next for you?

I'm looking to spend more time on stage, melding my business talks with life lessons and 'My Gotta be a Pony in There Somewhere' Attitude!



*Elaine works with the 45+ savvy, small biz entrepreneur, to level the digital playing field. Using Integrate & Optimize Method© for all your digital properties. Harness the leading edge strategies for your online properties. Get more social proof & better serve your audience. Be more visible in search, when you get found fast and first!*

*ElaineLindsay.com*



# Get Found, Fast and First In the SERPs: Be Google's BFF in your Niche

*by Guest Author, Elaine Lindsay*

Website, blog, social media, podcasts, video, and of course search. All of these areas can either help or hinder you and your business in getting found fast and first in the search results. Did you know there are more than 4.2 billion websites and that's growing as you read this article. With so many websites clamoring to be seen, how can YOU stand out?

It makes sense that most entrepreneurs want to be the Coca Cola of their niche: Not everyone drinks it yet everyone knows the name! **Good placement in the search results, speaks to your INFLUENCE. Page one in the SERPs can translate into REVENUE. And it can set you as the AUTHORITY in your niche.**

You can be the smartest, the best, the most credible in your niche- and yet, if **you're lost in the depths of the search results**, prospects will never know what you offer, and they won't have the opportunity to benefit from you, your products or your services.

**In fact, your competition is taking your money when you're not found first in search results!**

Yes the search results are a huge part of how prospects can 'see' you online. For instance, when you Google something, how often do you scan past the top few results, the first page? Do you ever go deeper? Your customers are no different - they only check the top entries of search results on page one. It only makes sense for you to position yourself, so that you are the first one your prospects find when they are searching for what you offer.

## **Start with the basics:**

Google wants to return the best, most relevant, quality answer for each user query. Therefore, make your online properties: website, blog and social media, consistent, relevant, and complete. Presenting the best answers to those user queries that relate to your niche.

Here are 3 useful tips to assist you in giving Google exactly what they are looking for: The best, most relevant, quality answer for those user queries.

## **Consistent Information Throughout Your Digital World. (Optimize)**

No matter what your platform you use, you will optimize each one to reflect the identical details so that you stand out from the competition.

Your foundational details must be the same across all of your online profiles. That is your name/company name, your address (if you are a bricks and mortar business) /email (if you are a virtual business) and your phone number. Get all the OPTIMIZATION you DESERVE from your Social Profiles.

## **Video is no longer an option. Video helps with your authority, your relevance and your influence.**

Video increases your engagement and your **Know, Like, Trust** factor. Optimize **ALL** your videos: with your keyword phrases and branding. **WHY?** Google is the number one search engine. And the number two search engine is - wait for it - YouTube (owned by Google). No matter where you make your video, on any social network you can later add it to YouTube.



### **Get all the OPTIMIZATION you DESERVE from your Videos.**

All of Your Online Properties: Connect the dots! (**Integrate**) in order for your ideal customer, your prospects to find you and follow you it is important to be sure that all of your social channels, your website, any blogs (that may not have the same URL), and GMB Listing are all connected.

Create a Google/Excel sheet to maintain your list of social media profiles, groups, business pages, and guest spots in which you have appeared. These should be listed on each of the above mentioned URLs, as this makes it easier for your audience to follow you, find your website etc. These links also make it easier for the search bots to know the extent of your online presence.

### **Get all the OPTIMIZATION you DESERVE from your Integration.**

These 3 tips will help you to shine which will show the search bots, your intent, your relevance, and your authority, in your chosen niche. Being the most relevant answer for which Google and other search engines are looking to present as the top answer to each user query.

*Learn more about Elaine and connect with her by visiting her website: [ElaineLindsay.com](http://ElaineLindsay.com)*

# Write Your Book When the Time is Right

If you haven't yet heard that "you need to write a book for your business," then you must have been living under a rock for the past several years. The push for business owners to write a book (or books!) to show their expertise, give advice, and attract new clients/customers is everywhere. It's exciting to think a book could catapult you into new business heights and put you in front of your ideal audiences. But just because you can do something doesn't mean you should.

What happens if you write your book too soon? Yes, it's possible to write a book before you—and your business—are ready. The result can be a painful experience that doesn't net the expected gains and causes extreme frustration for you and anyone supporting you in your book-writing efforts.

When I'm coaching an author, I don't just focus on the book idea and the requisite information to include. I also discuss their readiness to write a book. I ask a lot of questions including:

- How long have you been in business?
- Do you have the required knowledge to write your book?
- Further, do you have enough information to write a full-length book?
- Do you have the time to spend writing?
- Do you feel comfortable writing long-form copy?
- Who are you writing your book for? Do you understand that audience?

These questions come from my years working in an industry that can promise amazing results that don't always materialize after a business owner's book is published. What I'm talking about has nothing to do with author platform or marketing. The issues I'm referring to are much more basic and often overlooked.



*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.



## Meet Jack\*

Jack had signed up for a book-publishing program to write a book for his business. He'd never written a book before and was trying hard to follow the program. Given that the only book coaching or detailed book-writing instruction was “write an outline and then write your book, Jack did the best he could. Through effort, he pulled together a manuscript, but he knew it was subpar. It was at this point that he hired me to help him “fix” it.

Through our conversations, I learned he'd been in business less than five years. He had the knowledge he needed to run his business, but felt he lacked enough experience to write a full-length book—or at least the length that was “required” for his program. He also had a busy family life, which meant he had to squeeze writing in wherever he could. Writing in this way caused him to lose focus and his train of thought within and between chapters. His manuscript also lacked chapter transitions and was in the wrong order. But the most egregious issue was that he was targeting his book to an audience he had zero experience serving—higher-end customers he didn't yet attract.

It was this last issue we tackled first. He admitted he wasn't comfortable aiming so high, but he was doing what was suggested to him in the program—focus on the goal he wanted to achieve. Jack figured that he should want higher-end clients, so, with the instructor's blessing, he began writing a book for a group he knew nothing about.



He wasn't familiar with the issues higher-end clients dealt with, making his book hit or miss in its relevancy to that audience. He had hopes of leveling up his client base, but, as we talked further, he wasn't ready to do that yet. I explained that writing a book to an unfamiliar audience whose issues you don't understand was likely to miss the mark and damage his reputation. It was a hard conversation to have, but he needed to hear the potential problems he'd cause by writing a book that wouldn't serve anyone, not even his current clients.

We then discussed his writing skills. He wasn't a bad writer, but he needed time to perfect his abilities before he could jump into a full-length book. He needed to study other writers he admired—not to copy them, but to learn from them.

I gave him an exercise to use with a current business book he was reading. I asked him to "read with intention." The goal of reading any business book is to glean the information shared in its pages, so I encouraged him to make notes of the information he found useful. I also asked him to record phrases used by the author he liked and study the book's structure, noting what he liked/didn't like about it. When he finished the book, we discussed his notes and the epiphanies he had about his own writing. He then repeated this exercise with another book on his list.

After absorbing our discussions and his business book reading, Jack was ready to re-envision his manuscript. He reordered the material and revised it for his current ideal clients—people whose needs and problems he knew and served well. By refocusing his efforts on a population that he understood, he realized he had more than enough material to fill a book. The result was a manuscript he was proud to call his own.

It may sound sexy to say you're a published author, but if you write the wrong book or try to write one before you're ready, it won't be a book you'll be proud of. I've heard more than one author say, "I wish I'd written a different book."

Consider your personal and business readiness before you invest in a book-writing program. Answer the questions that accompany this article to put you on the right track. Go in with your eyes wide open and only write your book when you're ready.

*Your wallet and business will thank you.*

\*Jack is a composite client.



# *Is now the right time to write a book for your business?*

**The questions below will help you assess whether now is the right time for you to write your business book.**

## **1. How long have you been in business?**

Generally, you'll want to be in business long enough to truly understand your business, your ideal clients, and what you have to offer before you jump into writing your business book.

## **2. What audience are you writing for and how well do you know them?**

Write your book for the people you know best. Attempting to write to an audience whose quirks, needs, and desires you can't fully appreciate yet will backfire on you.

## **3. What will you write about, and what is your expertise?**

You can't research your way to a best seller; you must have concrete knowledge of your topics to sound credible and informed. Readers will see through any attempt to acquire unearned authority.

## **4. Do you have enough material to write a full-length book?**

A full-length book is at least 30,000 words, usually more. You can write a shorter book, of course, but if you don't have enough words for even a 25,000-word book, now might not be the right time to pen your book.

## **5. Do you feel comfortable writing long-form copy?**

Books are more than just blog posts strung together. Researching how to structure and write a nonfiction book will support your writing and take some of the difficulty and mystery out of it.

## **6. Do you have time to write a book?**

Writing a *good* book takes time. If you have many competing priorities, consider whether now is the right time or not. Be honest.

# Marketing, Media & Money Podcast

Are you tired of spending your time and MONEY chasing strategy after strategy only to discover what worked 10, 5, or even 2 years ago is not working NOW?

Things shift fast in the online space and if you're not keeping up, you're getting left behind. It's time for something different...

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.



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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I really believe that you can give a lot of value in your newsletter that will promote you to people who talk about you.

*Ilana Jankowitz*



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# Are You Overthinking and Sabotaging Yourself?

Do you ask for too many people's opinions before you make a decision?

Do you end up getting too much data and then overwork a project seeking perfection and miss your deadline?

Do you worry and obsess you will make the wrong choice?

This may be a sign you are overthinking.

## ***What does that mean?***

Overthinking is defined as thinking too much about something or for too long that is becoming more harmful than helpful.

Overthinking is considered a national epidemic among young and middle-aged adults but is rarer among older adults: 73 percent of 25-35-year-olds overthink compared to 52 percent of 45-55-year-olds and just 20 percent of 65-75-year-olds.

In a study by Nolen-Hoeksema and Zaje Harrell, they found that women are significantly more likely than men to fall into overthinking and to be immobilized by it: 57 percent of women and 43 percent of men are overthinkers.

Overthinking can appear in different ways. Some people endlessly deliberate when making a decision and then can struggle with questioning their decision for days and weeks. Some people are anxious and worry about what others are thinking, attempting to read people's minds. Others get stuck in worry mode trying to predict the future or ruminating on the past.

As a person, this habit is exhausting, painful, and limiting. As an entrepreneur, it can get in the way of running your business, and sabotage your success.

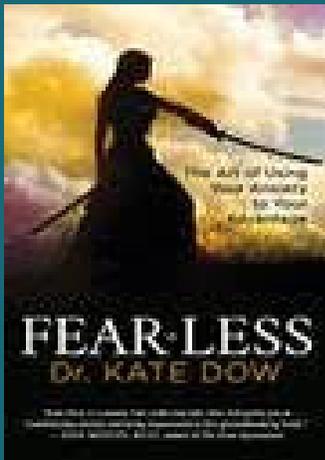
*"There is nothing in this world that can trouble you as much as your own thoughts."*

~Power of Positivity



*Dr. Kate Dow*

**Dr. Kate Dow** is a business leadership speaker, author, educator, and coach. She helps women entrepreneurs and CEO's elevate their transformational leadHERship capacity for sustainable success in their businesses, lives, and communities.



## ***How do we end up there?***

I believe the world we live in has fostered this kind of mental condition for people by prioritizing the thinking mind to a fault. It promotes reason over intuition, and logic over insight and awareness, which are the qualities of feminine *leadHERship* that balance us and are sorely missing.

This emphasis on the mental dimension has produced a society that is disconnected from our bodies, hearts, and spirits, causing us to be less grounded, self-aware, resilient, and resourced.

When we spend too much time in our head we struggle and suffer from worry, indecisiveness, obsessing, and anxiety.

Overthinking can also originate from self-doubt, and insecurity that comes from low self-esteem, or past experiences of trauma.



## ***What Does it Lead To?***

Overthinking contributes to stress, low self-esteem, overwhelm and distress, and health issues.

According to WebMD, chronic worrying can affect your daily life so much that it may interfere with your appetite, lifestyle habits, relationships, sleep, and job performance.

It gives rise to mental health problems, that can bring about major depression and persistent anxiety — especially in women, which impacts the immune system and heart health.

Nolen-Hoeksema's multi-year research program shows that overthinking leads people — especially women — to focus on negative memories of the past, depressing explanations of the present, and hopelessness about the future.

In the business world, this reliance on our mental logic promotes stress, comparing, competing, and relentless striving that result in poor problem-solving.

What we call Analysis Paralysis interrupts productivity, efficiency, and effectiveness. In other words, it costs us time, money, value, and success. Most of us don't even know we can access other ways of being that can help us navigate the multitasking, decision making, and overload differently.

## ***How Can We Change It?***

Whenever we want to change something, we need to become more aware of it first. This is the feminine *leadHERship* model that change comes from within and then impacts how we show up in the world.

In my book **“Fear-Less: The Art of Using Anxiety to Your Advantage”**, I offer many ways to work with and transform these mental habits. Here is an example.

1. We start by observing our mind and thinking processes and look at our tendencies to overthink.

When does it happen, in the morning or evening? Where does it occur, at home or at work? How often per day? What is the outcome?

2. Then we can be curious about what might this be coming from. Does it happen when I'm tired? Or after I fight with my partner? Or is it more prone around my cycle when I feel more anxious? Or is chronic and related to unaddressed past events?

3. We begin to practice awareness skills that get us out of our thinking state and more into an embodied state.

a. Breathwork: Deep breathe for a few minutes focusing on your breath mindfully.

b. Grounding: Vigorously move, shake, walk stairs, or do jumping jacks for 5 minutes.

4. This is a beginning. Seeking support to unlearn this pattern and address what is underneath is important and suggested.

## ***What can keep us from getting help?***

“I don't have the money.” Money is always the first place our mind goes into resistance. But take a moment and think about how much you spend on non-essentials every week. And more importantly, how much money you are likely losing in your business due to this problem.

“I don't have time.” Which is kind of ironic since we know overthinking zaps our available time every day. If we got the support we needed, we would have more time than ever, because we would be thinking clearly, efficiently and effectively, instead of procrastinating and analyzing.

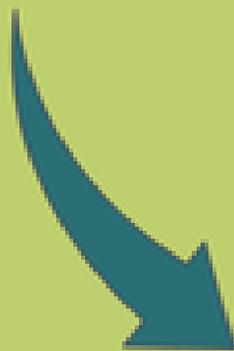
“I don't want to change.” This is a normal resistance to fearing change more than the known—even if the known is seriously harming us. I promise you, shifting this mental habit is going to help you feel more at ease, with confidence and satisfaction.

“I don't know where to go.” Well, this happens to be my expertise and if that is not possible, I will offer ideas of places to find the support you need.

The takeaway I hope you receive from this article is that overthinking is harmful and likely sabotaging you, your health, and your business. It is possible to change and empower yourself, with clarity of mind, confidence, life satisfaction and success.



STOP OVERTHINKING,  
START SUCCEEDING



*Yes! I want my  
FREE Discovery Call*

*Dr Kate Dow* 

[WWW.DRKATE.CEO](http://WWW.DRKATE.CEO)

# Have You Identified the Bottlenecks Hurting Your Business?

In an era of mandated social distancing and complete economic disruption, business owners have been forced to rapidly adopt new ways of engaging with consumers. This new reality has caused a shakeup in brand loyalty resulting in new opportunities to capture the marketplace. A great shift is taking place right now. Consumers are purchasing products and services that are available and align with their beliefs.

If you have noticed the opportunity to propel your business forward, you're probably upgrading your marketing strategy. But is your current CRM able to support your new strategy? If you're already in CRM search mode or thinking about it, here are a few things to consider.

*"A good tool improves the way you work. A great tool improves the way you think."* -Jeff Duntemann

In any profession, having the right tool allows you to effectively perform critical tasks. Whether it's high speed internet or a planner to manage projects, a great business tool makes it easier to conduct business. A CRM is the single most important tool to scale your business. The right CRM helps increase productivity, enhance customer relationships, and predict revenue.



*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.



Just as your central nervous system controls most functions of your body and mind, CRMs do the same for your business. They have come a long way from being a one-trick pony to being able to fulfill a variety of functions, from setting reminders to identifying at-risk clients. The CRMs of today can integrate received information, as well as coordinating and influencing all activities in your business.

### CRMs can accomplish a myriad of things, including:

- Lead generation
- Identify at-risk or top clients
- Targeting / Segmenting
- Customer journey metrics
- Reminders / Alerts
- Social media tracking
- Client team support

With thousands of options to choose from, selecting the right CRM can be like trying to find a needle in a haystack. When searching for a CRM, most business owners start with comparing features without considering what support they need. This complicates your search by making it difficult to choose the right system. The real question becomes: How do you need it to support you? If you're searching CRMs, here's a **Support Tools List** to consider:

- Internal & external communication tool
- Client service tool
- Information delivery tool
- Process reduction & automation tool
- Business development tool
- Relationship management tool



Selecting the right one may be overwhelming. Don't choose one based on popular vote, because there's no such thing as *one size fits all*. Essential feature requirements will vary, as each business has its own specific customer relationship needs.

Your CRM selection is personal. Which software will best serve you depends on your specific business objectives and resources. Most brands promote themselves as the best solution, without taking into account varying business models. Businesses and management teams process information differently, select a CRM according to your specific needs.

When searching for a CRM, you should first identify bottlenecks in your business that you want to correct with your CRM. Superoffice.com suggests you ask the following:

- *What are the most inefficient processes in our business and what do we want to improve?*
- *What operational process and workflows do we lack and need to add?*

- *Who in our company is going to use CRM? How many users do we need?*
- *What other software do we want to integrate with a CRM system?*
- *What is our budget?*

Purchasing a CRM is a long-term commitment. All the time and effort you spend learning and entering precious customer data takes a great deal of work. So, face it: you're basically putting a ring on it. It's like dating; you want to choose the best one for you.

If you've done your due diligence to find "the one," it's imperative you remain committed to customizing your system. The sooner it's customized, the more likely you'll achieve the desired results. Whether you develop your CRM or pay to have it done for you, having a checklist is essential to a winning deployment.

Your set-up checklist should include integration of your email, social media management tools, website, and additional software. Other item requirements on your list are adding email templates, sales and follow-up processes, importing of contacts, creating tags, customizing data fields, and automating functions. The more comprehensive your checklist, the more stress-free your business will become.

When a CRM is fully optimized, you begin to streamline your business and its processes. You know where important information is located and you can access it quickly, as needed.

Consider how this approach would change your business relationships and positively impact your revenue. The right CRM can and should enhance how you connect with your people.

Your CRM should make it easier to conduct business. You're in a relationship with your CRM, so expect to spend time with it every day. If it's properly set up, you'll use it to set daily priorities and quickly find where you are in the sales process with every qualified lead. The amount of time you dedicate to your system depends on how well you want it to guide you and your business's performance.

CRM is not about technology. It's about maximizing long-term customer value through appropriate and measured customer relationship management processes. Companies who focus on delivering a remarkable customer journey during these uncertain times are the ones who will win. At the end of the day, your business is nothing without your customers and choosing to invest in designing the customer experience from the first interaction onward is key.

There's a tipping point in growth when having a CRM becomes advantageous. Could you scale your business without one? Yes. Is it possible to have a thriving business without a CRM? Yes. Is it probable? No.

Implementing a CRM is undeniably a business best practice. It provides business owners with vital insights to make better business decisions and reduces growth glitches. Your business's success rate is dependent on selecting and routinely using a CRM.

# What has your CRM done for you lately...



**95% of businesses only use 10% or less of their CRM.  
Your system can do more for you than you realize.**



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# Media Tip

Use unique #hashtags to create awareness of your brand and popular #hashtags to get found on social media platforms.

*-patty farmer*



# Marketing, Media & Money Tips



plug in. power up. get paid.

*Yes! Send me free tips*



# 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.**

**#1 Hio Social:** Hio powers in-person & virtual events people love due to it provides amazing event experiences for the attendee's and sponsors. Hio app users are able to drive ticket sales from the Hio app users and offers two virtual event formats on their event software & app.

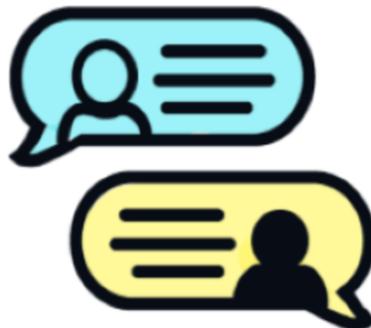


**Strategy:** The Hio networking app allows attendees to swap contact information, make introductions, and even has pre-scripted follow-up emails. It includes the tools you need to engage, retain, and delight your attendees & sponsors.

**#2 Post Deck:** Post Deck allows you to create all of your social media content with three simple steps. Coming up with content is hard. Gone are the days of spending HOURS creating your social media content. With Post Deck, using your phone OR your desktop, you will have HUNDREDS of copy-and-paste posts of photo ideas, conversation starters and even video prompts that you can instantly use and schedule that have been proven to convert, are tested and tried, and they work across all niches.



**Strategy:** Being able to create post ideas in 3 simple steps will save you time and money. It will even allow you to randomly generate new ideas by hitting the refresh button which can be used to create headlines, subject lines for emails and blog titles too.



# Reviews You Can Use!



**#3: Descript:** A podcast tool and so much more Descript allows you to record, transcribe, edit, and mix as easy as typing. From meeting notes to multi track editing, Descript is the powerful, flexible, and easy to use home for your audio and video.



**Strategy:** I love the ability to edit recording in real time with live transcription. Descript will work with Zoom recordings, meeting notes and will even organize your materials allowing them to be logged and searchable within minutes.

## #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.

# Podcast to Publishing: 7 Secrets to Use Your Podcast 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!



In 2016, I got mad at God!

I had embraced the podcast world and had interviewed more than 150 people for Business Innovators Radio Network. That is approximately 600 or more hours of prep time, interviews, transcriptions, and one-on-one conversations with people from around the globe. I was interviewing people at no charge (free) with the hope that they would become my client for my publicity services.

*Some did.*

*Most didn't.*

The reason why many of the people did not buy my services had nothing to do with the value of my services, but with the perception perpetrated by so called "podcast gurus" that people can get interviewed and get huge marketing value for "free."



The truth is that the only way you will ever get huge marketing value from being a podcast host or a podcast guest is to leverage it over and over again with media exposure programs, paid advertising and promotions, leverage tools, and organic sharing.

Back to why I was angry with God! I was going broke giving away my time and services and the value of providing a platform for people who were using me for their marketing gain.

“God!” I screamed with all the angst, frustration, and passion a desperate person has when they realize that if they don’t get some cash flow in the door that they have to go get a J-O-B!

“God, please give me an idea, so I can make some money, so I don’t have to go get a job!” To be honest I may have even threatened God with some well-chosen swear words. This was Thursday afternoon.

By Saturday morning, I woke up happy and I had an idea. I was going to write a book and call it “Women Innovators: Leaders, Makers, and Givers—Women Who Make A Daily Difference.” I quickly typed up a Facebook post and told any woman who was interested to send me a private message. To my surprise, the messages started pouring in. By Sunday night, about 24-30 hours later, I had 64 women raising their hand and sending me money via PayPal to be included in my new book. This is how Women Innovators: Big Message, Big Mission, the podcast radio show was born.

In a few short weeks, those 64 women were all International Best-Selling Authors and were featured in the first 10 volumes of Women Innovators as well as versions of Big Message, Big Mission and The Feminine Journey to Success. Today many of those women still tell me that those interviews are working for them as marketing tools four years later. Think about the return on investment when one podcast episode can be used and repurposed repeatedly.

**Below are some tips you can use to leverage your podcast interviews as a host or guest.**

1. SHARE! This is the most important thing that most people never do. They don't share the podcast to their social media platforms repeatedly. The secret is to reuse and repurpose it FOREVER.
2. Get the recording of your podcast episode and upload it to your website as part of your media page. You can get the mp3 downloads or embed codes from nearly any platform.
3. Transcribe your episode and use it as blog or social media content.
4. Write a press release and distribute it for every podcast you produce or appear on. This will grow your online footprint wide and deep and provide tangible results including cash flow and new and repeat clients.
5. Turn your podcast episode into a book or multiple volumes of books.
6. Use tools like <https://www.headliner.app/> to share snippets of your interviews.
7. Use repurposing tools such as <https://repurpose.io/> to repurpose your content.

If you utilize just one of the above tips, you can create more impact, influence, and income from any and all of your podcast interviews whether you are a host or a guest.





**Text TAMI to 64600**

**Are You Ready  
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Guest?**

**Tamara "Tami"  
Patzer  
Certified  
Publish and  
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Facebook.**

# Turning Your Passion into Profit



*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.



Have you ever asked yourself these questions? What is my passion? What is my purpose in this life? These 2 questions should be the essence of your being. When asking people what their passion and purpose is, they squander; they become silent; they wonder; they worry, and they stop believing in what they could be doing with their life. Instead of taking action and making it their best life possible.

In 2001 I married my late husband Jim. He was the man of my dreams, blond hair, blue eyed handsome man. He had dreams, passion, purpose, and the desire to do and be better. Unfortunately, he also had a disease that eventually took his life. When we first married, he was in remission of his Hepatitis C and you would never know he had been sick. He did well for several years until 2007. I then started noticing changes in him such as not wanting to work as much, sleeping more, feeling sick and nausea. The day after Thanksgiving in 2007 he was diagnosed with non-alcoholic end stage liver disease from the Hepatitis C. Those were scary and challenging times.

Jim and I both agreed we wanted to own rental properties and have passive income coming in for our financial future. We also knew that passive income from businesses and rental income would help offset our other expenses. In 2004 we started investing in single family homes and in 2005 I started my own virtual assistant business; long before social media was introduced. My virtual assistant business was a blessing! I was able to be with my son while he was still in school and attend his school and sporting events and be with my husband during his illness.

After Jim's diagnosis and with him unable to work, we had to make some decisions about our financial future. I continued my virtual assistant business but decided to sell the single-family homes. It was a tough decision but now with all the financial burden on me, it was time to step back and take care of the family. My virtual assistant business thrived and did so well I was able to bring on 10 virtual assistants to help me. Sometimes, we need to take a step backwards in order to move forward.

Unfortunately, Jim passed away July 17, 2010; one day before my birthday. My world was crumbling and all I could do was hold on, inch by inch, moment by moment. That summer Cody graduated high school and had major jaw surgery, our garage was broken into, my washing machine broke down, my computer crashed and 3 weeks after Jim passed, on the hottest day of the summer, my AC gave out. Can you say summer from hell? That is what I thought of that summer. But even with all of that, I still gave thanks for my years with Jim, and him being the best step-dad to Cody.

Now it was time for me to pick up the pieces. The pieces of a past life and new life mixed together. We never know when our lives will be disrupted. In our current environment, our lives have once again been disrupted. Are you noticing a pivot in your thinking? Maybe you are ready for a change? What are you doing to stay motivated?



new life

After my husband passed away, I knew it was time for me to take my life back and there were going to be changes. These are some of the questions I had to ask myself every day to keep myself motivated:

- Are you happy with what you are doing now?
- How can I make a difference in this world?
- Who can I help?
- What is my passion?
- What is my purpose?
- Who do I want to be 5, 10 and 20 years from now?
- What legacy do I want to leave for my child and future grandchildren?
- Who am I now that I am single?
- What do I still want to accomplish?
- How can I make passive income and travel?

One thing I knew for sure is that a paycheck was not my passion. Financial freedom was my ultimate goal!

Stop thinking a paycheck will secure your dreams— it won't. The focus of most people is money—as in a job— trading time for money. This kind of thinking, although embraced by the masses and accepted as conventional wisdom, is a severely limiting mindset.

The problem with trading time for money is you are limited by the number of hours in a day. In order to experience true financial freedom, you must change the way you think about money, and money in relationship to time. Start thinking about how money can be working for you.

Real estate investing is the single most powerful avenue for creating wealth. It's a natural fit for women, yet few have entered into this field. Why? I think mainly that is because women simply are not aware of the powerful potential real estate investing holds for them. The truth is, with a small investment of time women can open the door to the dreams they hold most dear: college education for the kids, a secure retirement, and time to savor life.

In 2012 I returned to real estate investing on my own and continue to invest today. I closed my virtual assistant business in 2015 and now do coaching, real estate investing and development. Mindset is key!

*"Success is something you attract by the person you become." –Jim Rohn*

The difference between breakthrough success and mediocrity is largely one of mindset. Your mindset will form and nurture personal boundaries you will not readily want to traverse. A negative mindset will not help you gain momentum for a wonderful future. **Defining your passion and purpose and backing it with a plan is the key to profitability.**

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# The Hidden Secret to Automating Your Success

## The Secret is Out...

The title of this article, “The Hidden Secret to Automating Your Success” is the subtitle for my recent book *Muscle Memory Millionaire*. After years of ups and downs operating various online businesses, I finally discovered how to make success a natural part of what happens to you on a daily basis. In this article, I will be sharing some of these principles with you and some other discoveries I have made that I believe can help enhance your business and the profits you make.

After I hit the #1 Bestseller spot on Amazon in categories like Starting a Business, Entrepreneurship, and Business Mentoring and Coaching, people started to take notice as to how my concept was changing the entrepreneurial landscape. We experience muscle memory all the time. It is what you do when you have done something so many times it becomes automatic to you.

A surgeon that has done a specific surgery like an appendectomy hundreds of times can do it with their eyes closed because their hands automatically know where to go. I’m using muscle memory as I type this article and my fingers automatically go to the keys of the letters I think of in my mind. It is so powerful, and it can change your life.

The secret I am sharing is how to apply muscle memory to your business. You do this by creating habits to improve your business and increase your success daily. Once you’ve done them so many times you will begin to experience automated success.



*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.



What you need to decide now is what the daily activities you're going to do will be. I recommend starting what I call the Muscle Memory Development Workout. Your Muscle Memory Development Workout has five parts that must be done daily. Make sure you write down and keep track of your workout in a notebook or three ring binder.

### **The five elements of the Muscle Memory Development Workout are:**

- Written daily goals
- A written plan of action designed to achieve the daily goals
- Daily action put towards your goals
- Past reflection and future planning
- Mental nutrition and visualization

Before you start practicing the elements of your daily muscle memory workout there are a few things you should do first.

### **Do these things first:**

- Clearly identify your "WHY"
- Create a Vision Board around your "WHY"
- Create a time budget that will help you achieve the goals fueled by your "WHY"

For more information and directions on this subject you can get the book here on [Amazon](#).

Before I move on to some other secrets, I cannot wait to share with you, there is something I want you to remember:

*"We need to understand how our minds work so we can work our minds better." ~Jim Kwik*

### **You Are a Secret That Needs to Be Told**

A secret is something not known or seen by others which is why you are a secret that needs to be revealed. You know things that others don't know because of your personal and professional experience and education. Sharing these things can help you expand your business and become more profitable.

### **Three ways to share your secrets, story and/or expertise with the world are:**

- Create and sell an online course
- Publish and market a book
- Gain exposure through speaking in online and offline venues

## The Amazing Secret About Membership Sites

One last secret I would like to share with you is something I stumbled across while operating in the habits working to automate my success. I was in a Facebook group for an online business I work and began to post simple marketing videos I made using Power Point and other graphics for the members to use. I wasn't trying to sell anything, I was just trying to help people. I received so many likes, comments, and requests for my materials I couldn't respond to everyone individually. This led to the creation of a website where they could download most of the marketing materials for free. I then decided to make it a membership site giving members access to unlimited free downloads monthly, a monthly newsletter, access to a private Facebook group and quarterly live online training sessions.

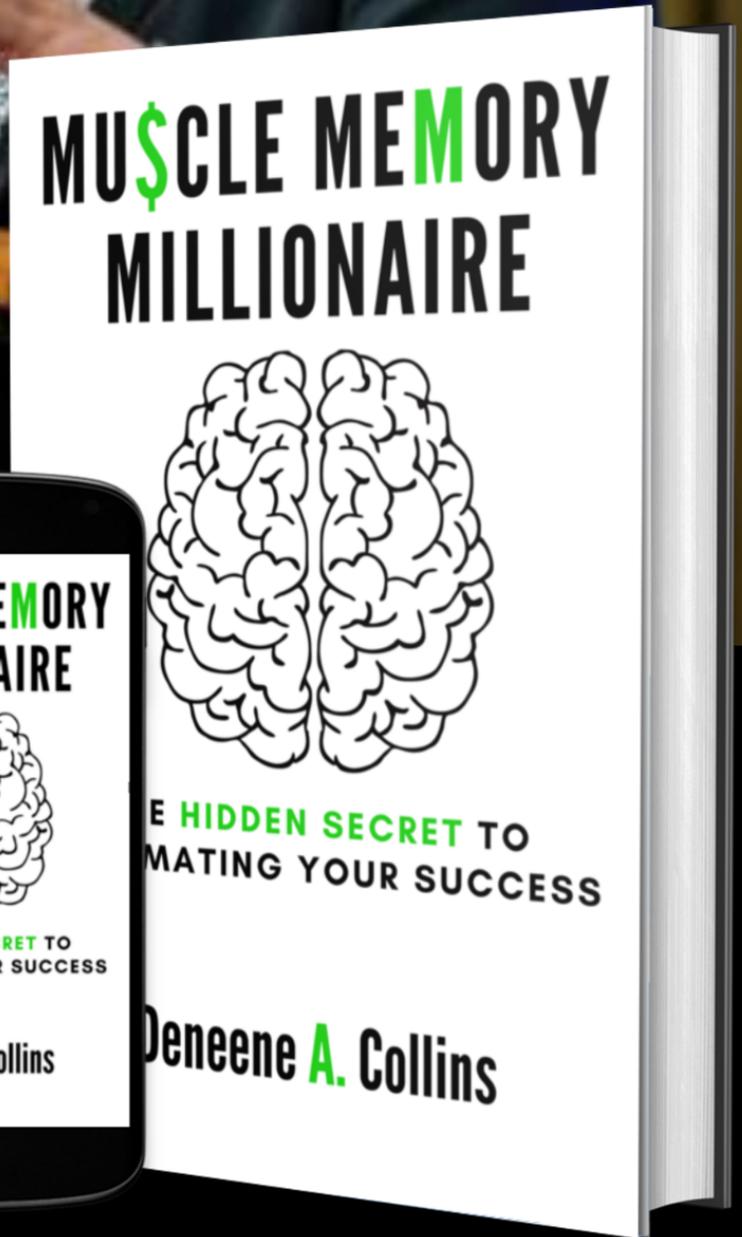
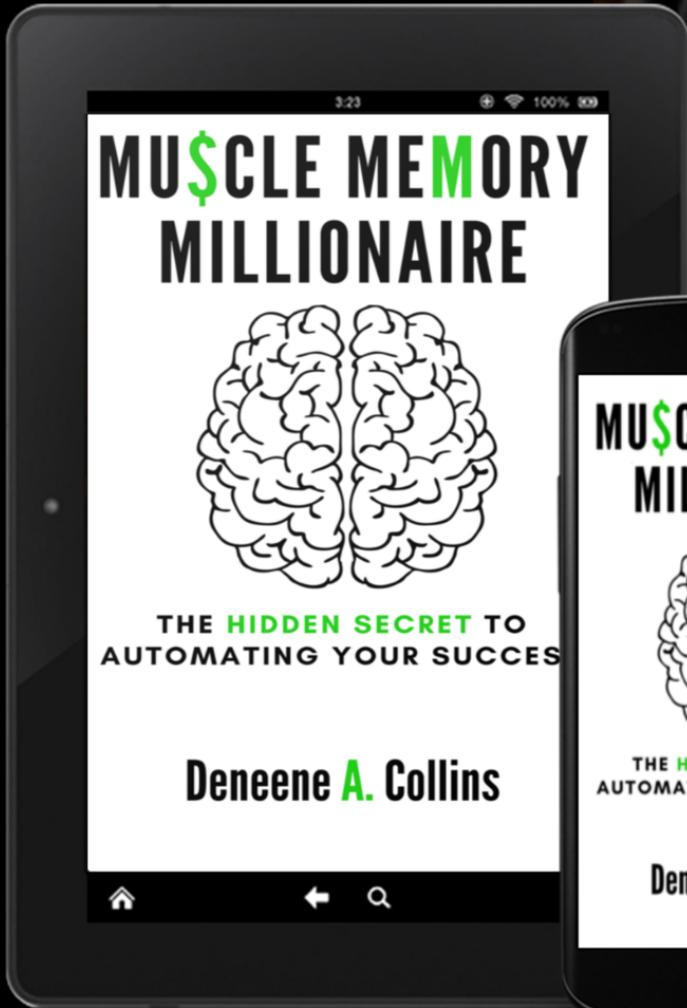
You can get a membership site on GoDaddy and have it ready within a few hours. With 1,000 members at only \$10 a month that is \$10K a month on autopilot.

*Definitely a way you can automate your success!*



# I Speak Life!

BOOK ME NOW!



# Are You Camera Ready? Get the Media Coverage You Deserve



*Toni Kaufman*

Three time International #1 Amazon Bestseller: Author, ACT2: Your Show Must Go On, Muscle Memory Millionaire, and Game Changers 4, CEO, KDDM, Inc. TXFilmworx, Host, The World- Class Mentors

Toni had the honor of being on the presidential transition team to bring home former President George H.W. Bush and served as his personal technology instructor and staff support manager. Toni presented and was known as a technical evangelist for Microsoft products. And, she was honored as Top 10 Women in Computing.

Toni's productions and casting background (in English and Spanish) are famous for her discovery of international talent and beauty across the televised game show industry.



There are few things in the business world better than a great article, TV spot, or getting exposure for your business, your products, or your services in the digital world.

But getting media coverage? It is not as easy as it sounds. I have been in the media business for years and the days of issuing a press release and getting picked up are long gone. If you want coverage of any type – whether you're pushing for TV, print, magazine, blog, podcast, or the elusive "recommended by" type of press, you need to know how to play the game.

You need to know how to pitch your business, and you need to know what myths are holding you back and keeping you from success.

Myths like...

- You must have a gimmick
- You must hire a publicist
- You must invest thousands of dollars

You also may have heard that once you get media, once you crack this code, once you get featured in just one publication, your business will be unstoppable.

But without understanding media and how to make it work for you, it will not launch your business to new heights. The fact of the matter is media only works for your business when you work at getting media.

Since you are reading this article, I am guessing you have tried to get media in the past.



Maybe you have tried to do it yourself by responding to queries on HARO, or maybe you have hired a publicist who didn't deliver. I want you to know if you tried and failed to get press, it's not your fault. There is a lot of information out there about getting more media, and a lot of it can be confusing, or downright misleading.

Maybe you've been feeling like you just can't get press, like the media isn't interested in what you have to say, and that by not getting media, your business — the business you've been pouring your hopes, dreams, energy, and money into — will be destined for failure.

I want you to put those feelings aside. I want you to set aside that fear of failure. You can do this. You can get more media attention. You just need the right system and the right person to explain it to you. I'm going to give you a few tips on how the media works, what you absolutely must (and must not) do to get more press, how to connect with reporters, and how to set up your own media strategy without hiring an expensive publicist.

As a Producer, Casting Director and as an Entrepreneur, PR is in my blood. One of my first jobs was producing and directing over 5 hours a day of local origination programming for one of the very first cable TV outlets in Texas.

I have been featured in many publications and appeared on television hundreds of times. No matter what I do in the world, I find myself coming back to wanting to help people become better at public relations and dealing with the media. But I have never packaged up my years of experience and all my knowledge, until now.

Let's start with the understanding of how to get press, this is where it all begins. Powerful principles about getting press should be at the core of your mission, and this lesson alone will set you light-years ahead of your peers. Don't forget the power of finding the right opportunities. There is so much media out there nowadays, that you could literally spend every waking minute pitching every reporter in the world, and not get through 5% in 50 years. The key to the right media opportunity is relationships.

You want to make the perfect match between the story you are pitching, and the reporter/producer/editor who is going to cover it. That is not easy. There are steps and there are people who do this everyday for a living. My goal was to find those people and figure out how to help them. One of my mentors told me to always start with a spirit of **How can I help you?** That simple question is absolute magic to a struggling producer who is tasked with finding the right guest for their show to keep ratings up and make their directors happy.

This is the heart of your media strategy. If you don't have good, solid media contacts who trust you, who will take your call, and (most importantly) who trust you not to waste their time, you'll never get the publicity you seek.

You also have to decide what opportunities are best for you and your business, so you stop wasting time chasing ones that don't matter and focus your energy where you'll get the biggest return on your time.

The days of throwing all your media hits, photos, and contact information into a binder down at Kinko's are long gone. Media kits are digital, virtual, live in the cloud, and should be personalized to each reporter. It is a lot easier to do than you think once you know the basics. Once you've cultivated your media relationships, you must know the best possible ways to give the reporters the information they need to help them do their jobs. You need to make it as easy as possible for them to craft the best story about you possible.

Your media strategy is where you put everything together so you can walk out the door, ready to reach out to the media and get the coverage you're seeking – the PR that will lift your business, (and you) into the stratosphere.





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Multimedia Specialist  
[Toni@standoutme.com](mailto:Toni@standoutme.com)*

# Do Press Releases Still Work? Of Course They Do -- If You Work Them Right!



*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 I've heard it once, I've heard it a hundred times: Press releases are passé. Press releases are outmoded, outdated and simply ineffective.

## **Malarkey!**

Press releases remain a powerful element of any public relations strategy – even in the digital age. Infact, they can be an even more useful marketing tool these days, when marketing content is king.

No, press releases aren't dead, and yes, press releases do work, but only if used correctly. They work – but only if you work them!

## **The primacy of pitching**

So, let's start with a basic truth that precious few PR pros will tell you, even though they know it: Press releases by themselves are not going to result in much – if any – media coverage. Your release might get picked up on the website of some remote news outlet, but it's not going to make much of a difference for your business.

The biggest quality AND quantity of press coverage of your company will come from a direct pitch to a journalist from a PR pro who has a relationship with that journalist or with someone whom that journalist trusts. Just like in the rest of life, in working with the media, relationships rule. Anyone who tells you different is simply not leveling with you

But just because direct pitching is primary doesn't mean that press releases aren't useful. They are, but only when used more strategically.



**A good press release helps shape the story you want a reporter to write. Once your PR pro successfully garners a reporter's interest, the press release helps them write their story - it gives them quotes to use, data points to pull from and key messages to include.**

Think of your press release sort of like a road map for the reporter as they write the story. According to Cision's 2019 Global State of the Media report, when asked what type of content they want to receive from brands, 71% of journalists said news announcements and press releases. So yes, reporters do read them, and I can tell you first-hand that they still sometimes pull content verbatim from the press release.

**A good press release will serve as an important piece of marketing content that will help underscore the value of your product or service on additional marketing platforms.**

Your press release can and should serve more duty than just a communication vehicle to journalists. You should post it on your company news page, use it to form the basis of an interesting blog post, link to it on your social media platforms, etc. I have on many occasions successfully landed podcast interviews for clients by sending a press release as a teaser or had other influencers reference our releases as part of broader business stories.

**A good press release signifies to your stakeholders a healthy, credible, and growing company.** One of the smartest strategies is to send your press releases (only occasionally) to a wide list of people involved with or interested in your industry. The purpose of this is not so much to promote a specific service or product, but rather to continue to position your company positively.

After all, if your company were struggling, it probably wouldn't be issuing announcements of developments like new products and services, new hires or new deals.

**How to get your release read?** Okay, so assuming we agree that press releases still have an important role to play, how do you write a press release that gets read?

**First, ask if it warrants a press release?** Is this topic actually newsworthy? What real difference will it make in the life of what real person that the journalist cares about? You might think your snazzy new website is worthy of front-page Wall Street Journal coverage, but, it's not.

**Include data or a statistic in the headline of your press release.** Simply put, it will perform better. Numbers indicate to the reader that the release includes, well, news.

**Say good-bye to jargon.** Reporters, consumers, and pretty much all rational humans hate mumbo-jumbo. Some of my favorites that creep up in press releases: "data-driven," "exclusive," "groundbreaking," and "state-of-the-art."

**Subject lines are everything – but know your audience.** When emailing your news release to a reporter (which is the best way to send it), do something different: Try including an emoji (I'm serious, it works – we've seen higher open rates), but don't try it with the reporter known for being old-school or stodgy.

**Employ a clear call to action.** Whether this is access to your website, a sign-up sheet, or contact information, always end your press release with a call to action. Never leave your readers digging to find more information. In a time where attention spans are shorter than ever, have it readily available for them at the click of a button.

**Keep it short.** I used to advise that a one-page release is preferable, two pages are acceptable. No more. Keeping it to one page not only serves the time-starved reporter's purpose, but will make it much more likely that she or he will reach out to you for an actual conversation if they are interested in your story.

So, the next time you hear someone say press releases don't work, don't believe them. What they are really saying is that **they** don't know how to make press releases work.

*They may not, but now you do!*

# Money Tip

Having an effective pricing strategy when creating new products or services is key to increasing your sales volume.

*-patty farmer*



# Click to Connect



*Patty Farmer*



*Eddie Reeves*



*Gina Estrada*



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*Dr. Kate Dow*



*Tamara Burkett*

# With Our Columnists!



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*Jo Hausman*



*Deneene "Dee" Collins*



*Bobbie Maloy*



*Toni Kaufman*



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