

Marketing Media & Money

3 Year Anniversary Issue

4th Q. /2020



The Dirty Little Secret About Follow-up

5 Mistakes That Stop You From Getting Booked

Find Your Freedom



9 Mistakes Entrepreneurs Make and Repeat

Branding, Marketing & PR: How They Are Different and Why You Need All Three

How to Write Like a Human

Putting Proven Networking Skills into Action

The Art of Being Unforgettable: 5 Ways Standing Out Pays



A personal note from the laptop of patty



Let me start by saying Happy Anniversary! Why am I saying happy anniversary to you? Because this magazine is designed and created for YOU. When I first came up with the idea of creating the Marketing, Media, & Money Magazine three years ago, my vision was and still is to be a resource of information to help you grow and scale your business, to share what is working NOW by leading industry experts and influencers, to develop a community of collaboration and to invite you to step in to your potential and to see what is possible and ultimately to say yes to yourself.

To say 2020 has been a year we will never forget is an understatement and I am sure not one person in 2015 when asked, where do you see yourself in five years got it right. But although it has been a year of change and learning how to pivot I also believe it was a year of less doing, and more being which inspired growth and while change is not always painless, it is inevitable and hopefully inspired some amazing choices which will lead to a phenomenal and profitable 2021.

With that in mind, our experts have shared in this issue topics such as:

- How to Write Like a Human
- Branding, Marketing & PR: How They Are Different and Why You Need All Three
- Demystifying Ghostwriting
- The Art of Being Unforgettable: 5 Ways Standing Out Pays
- Putting Proven Networking Skills into Action
- Finding Your Freedom
- 5 Mistakes That Stop You from Getting Booked
- The Dirty Little Secret About Follow-up
- Clarity, Planning, and Launching Your New Company

And I have personally put together the “9 Mistakes Entrepreneurs Make (and Repeat).” I am looking forward to next year and we have some amazing things in store for you. A new format, some exciting new features, and new columnists as well. Thank you for spending the last three years with us and we look forward to the next three+ years serving, supporting and sharing what is working to help you continue to grow, scale and sustain your business.

-patty

patty "we got this" 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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9 Mistakes Entrepreneurs Make and Repeat



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 an entrepreneur is not easy. You have to take care of every part of your business, and balance working on your business and in your business both, especially when you are just starting out. And, the truth is, many of those things are not necessarily your strengths. And the sooner you are able to outsource the tasks you do not enjoy or do efficiently; the chance of mistakes will decrease exponentially. When you need to learn about every aspect of your business it is easy to make mistakes, and sometimes to keep making them over and over again. Below, I have listed the top 9 mistakes many entrepreneurs make to help you avoid making them.

Mistake #1: You must have an expensive website

While a website is critical in today's online world, that doesn't mean it has to be an expensive one. Paying someone thousands of dollars to create a website does not necessarily mean that it will bring you more customers. It is more important to focus on what you are sharing on your website and having it be a hub for everything you do and where everything you do can be found and quickly. While it is not necessary to have the most expensive website, having one that will talk directly to your ideal client and share how you are the solution to the problem they have is key.

Mistake #2: You think sales and marketing are the same thing

Marketing and sales are not the same thing. Marketing will lead you to sales, if it is done right, but it is not sales. Marketing's purpose is to get your name and your brand in front of your audience. The more you are in front of them, the better chance for them to think of you first when they are looking for your product or service.



Mistake #3: You confuse networking with selling

Networking should never be confused with selling. When you are networking you should not be selling. In fact, you should be doing almost the exact opposite. Networking is about building relationships and getting to know people and what they do while they get to know you. Your focus should be on connecting those you network with to others they may have synergy with and to become a good resource. The more you do that for others, the more others will do that for you.

Mistake #4: You think everyone is your ideal client and needs your product/service

Not everyone wants or even needs your product or service and trying to sell to them is a waste of your time and theirs. Instead you should research your ideal customer or client and then focus your efforts on networking in places where your ideal clients are and how you serve them and solve their problems. Networking is also about developing strategic relationships with people who also serve your ideal client but in a different way.

Mistake #5: You think posting on Social Media is all the marketing you need to do

Social media is a powerful tool for marketing a brand, product or service, but it is not the only thing you should be doing. You need to be marketing where your audience is. That may be specific social media sites, but it also may be at targeted conferences (virtual or in-person), digital publications such as this magazine you are reading, or podcast interviews. This goes back to researching your target audience and not only knowing who they are but also where they are.

Mistake #6: You think you don't need a follow up strategy

Not having a follow up strategy is a good way to waste your marketing and networking efforts as well as dollars. You have to follow up and you have to do it well in order to solidify and continue building relationships.

Mistake #7: You try one new thing after another and don't track or measure results

Are you guilty of trying every new marketing or networking technique that you come across? While there is nothing wrong with trying new things, you have to track your results in order to find out if each new thing works for your business or not. Not everything is the right fit for every business.

Mistake #8: You think you have to do everything yourself

This may be true when you are just starting out, however, if you continue with this thought for an extended period you will burn out and so will your business. As soon as possible you need to start delegating certain tasks out to others. Start with the tasks that are not your strengths or that are find yourself avoiding. The financial investment will be worth it because it will enable you to focus on what you do best.

Mistake #9: You don't invest in yourself or your business

This mistake is one made by many entrepreneurs and is a big one. You should always be willing to invest in both yourself and your business. This can be done by taking courses to improve your skills, hiring a Coach or even investing in people to handle some tasks in order to free you to focus on your strengths. It is necessary to make both you and your business grow and thrive. It is also important to keep in mind that you really can't ask someone else to invest in you if you are not willing to invest in you.

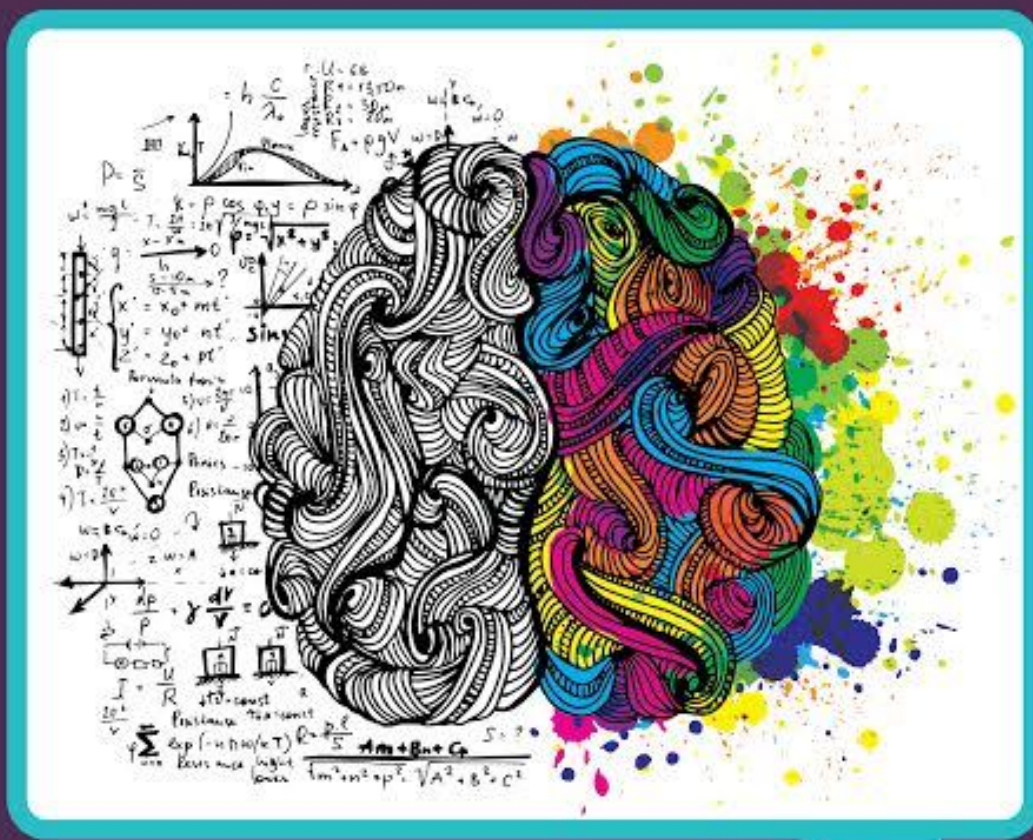
As an entrepreneur you need to focus on what is important and avoiding these nine mistakes will help you maintain that focus and not get distracted from your goals. If you have made some of these mistakes in the past, it is okay because you can make the decision to start correcting them today and get yourself back on the path to success.

"Success doesn't make an appointment but blocking time on your calendar for both marketing & monetizing will get you there... faster."

~ patty farmer

Get my eyes & my *brain* on **YOUR** business

so you make a bigger *impact* in the world and even
bigger deposits in your bank account.



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



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How to Write Like a Human



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.



In today's world, automation and speed are the big “buzzwords” for business. Get things done faster... deliver quicker... and automate everything so you can move on to the next task.

The problem with this is your prospects and customers are often left with bland emails and annoying bots. Yet in the marketing and online world there's a big push to generate copy faster so now there's Artificial Intelligence (AI) powered copy.

Yikes... because what the internet needs is MORE copy that sounds like it was written for an algorithm! Now, AI copy is supposed to “emulate humans” and crank out copy faster. It's praised for the ability to “optimize language at scale”. Which basically means it uses powerful computers that analyze all the words and sales pages on the web. And with complex programs and algorithms AI-powered copy creates unique words, sentences, and paragraphs that sell your products and services. There's just one problem with that...

Words don't sell. Sales only happen when you put the right words in the right order and evoke an emotion. But a computer doesn't understand emotion. A computer can't know what it feels like to struggle taking the stairs because their knees just won't work. A computer will never experience the gut-punching devastation of a failed marketing launch. And a computer will never understand the pride of making your first dollar.

But humans do.

Take this brilliant little paragraph created by an AI writing program for a bakery:

"We believe in providing our customers with the best in home made pastry products. Our cakes and pastries are carefully crafted to offer unique, delicious treats for every one of our guests. Our cakes are available in various sizes and shapes as well as with various flavors. Our pastries are all handmade by us, and all of our custom made and inspired cakes are freshly baked every morning. We make each of our cakes, pastries and cakes from scratch daily with every order unique."

Sure, this copy only took 4.7 seconds to create... but it falls flat. No wonder many experts say our attention spans are shorter than a goldfish... we have to read drivel like this on websites.

"It's not that our attention spans are getting shorter - our BS meters are getting better."

And we don't want to waste time on a website that sounds like it was mashed together from every other bakery site on the web.

You see, people buy from a bakery to save time and bring joy to their family and friends. I mean... how amazing is it to have homemade pie for dessert? Or to show up to a party with a cake that looks like you slaved all day decorating it? And bonus points for you if everyone wonders how you had the time to craft something so delicious.

These are the emotions, feelings, desires, and connections that we can draw on as a living being. Something that no AI or bot can replicate.

So, if computers can scour the web and compile every published word ever written to create something that falls flat... how do you write like a human and capture your prospect's attention?

Step 1: Pick the emotion you want to evoke.

People buy with emotion and justify with facts. I don't care what the emotion is, pick one that will help your prospects FEEL something about your products and services. Then, tap into this emotion yourself BEFORE you write a single word. This will help you be in the right frame of mind of your audience.

Step 2: Pick a specific person to write to.

There's nothing worse than reading an email or web page that doesn't read like it's talking to ME. But rather like I'm one of a million people that may read the same words. Yes, there WILL be hundreds - if not millions - of other people that may read the same thing... but I don't want to FEEL like I'm just part of a numbers game.

To combat this, write to a single person. Preferably someone you know. And the better you know them, the better your writing will be. Because it will help you keep your writing conversational. Which helps increase sales.

Step 3: Remove jargon and acronyms.

Have you ever received an email that uses the words bleeding edge, growth-hacking, raise the bar, or bang for the buck? Seriously, these words mean nothing and dilute the message you want to share.

Acronyms help speed up communication - but only IF everyone understands what the acronyms mean. So, unless you define acronyms before you use them (or they are widely known in the general population) assume your prospects don't know what the MTD CPU KPI is.

Step 4: Read your copy out loud.

Last, but not least, is read your copy out loud. Writing for your 8th grade English paper and writing for sales are two very different forms of writing. And sales happen when the copy is EASY to read. And if your copy trips you up when you read it out loud it will slow your prospects down... and that lost momentum translates into lost sales.

Following these simple steps will help your copy to read and feel like it was written by a person, for a person. And that's important because people do business with other people - not corporations, machines, or artificial intelligence.





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!

Marketing Tip

Focus on the life(style) you want to live and then focus your time, money, & energy on marketing your business to support that life(style).

-patty farmer





Grab a cup of coffee and catch up on any past issues of Marketing, Media & Money that you may have missed!

[Click Here](#)

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The Four Seasons of Publicity

by Christina Daves

2020 has changed the way we do business! But no one changed their messaging. No one changed how they talk to their perspective clients. And no one realized how much easier it is to land in the media because the journalists are all home, and very accessible. You might be asking yourself, “Do I really need media coverage for my business?” The answer is a resounding, “YES!” Media provides you instant credibility, instant authority, and exposes you to hundreds of thousands, even millions of potential new customers, for free. And who doesn’t want to work with the “famous” person in the industry?



All of this being said, media shouldn’t be approached as a “one and done” marketing tactic for your business. It needs to be put in your annual plan and something that is thought about daily. The term “newsjacking” has become very popular as a way to land in the media by taking a trending story theme and applying your expertise to a variation of the story. It is one of the easiest ways to land media coverage and something you can consistently do because the news changes daily.

Besides newsjacking, which involves staying in tune with what is going on in the news, planning out an annual media pitching calendar that is evergreen (topics that don’t change) is an important strategy to have in place. In order to do this, it is important to understand what happens in the media throughout the year. This will help you lay this out in your calendar and allow you to have better opportunity for success when pitching the media.

Your evergreen media calendar should be broken out into four seasons, just like the regular calendar. It is also important to understand lead times when sending in story ideas. If you don’t follow this, you’ll miss your opportunity because publications could already be closed and printed by the time you send it in. National publications are closed at least four months in advance. That means that in October you are pitching stories for the February or March editions. Also, if you are trying to land your product in a holiday gift guide, that needs to be submitted in June. Regional publications are two months out. Newspapers and television are two weeks out for lifestyle segments and of course a few days for breaking news.

Season One: January – March

This is when the media is looking ahead. This is a great time to make predictions of the market for the year. It’s also a great time to be provocative, even controversial, about your industry. If you think something is likely to happen that no one is seeing yet, now is the time to talk about it. You’ll look like a hero at the end of the year.

Pitch Ideas:

January–Trends, Predictions, Weight Loss, Organization, Resolutions, Inauguration

February–Valentine’s Day, President’s Day

March–St. Patrick’s Day, The Academy Awards®, Spring Break, Mardi Gras, Easter, Passover

Season Two: April – June

There are no major holidays or big events this time of year so it’s a good time for general stories. Light or fun stories related to spring are appealing to the media now.

Pitch Ideas:

April–Spring Gardening, Taxes, Daylight Savings

May– Cinco de Mayo, Mother’s Day, Memorial Day

June– Graduation, Father’s Day, End of School, Summer Vacation

Season Three: July – September

This time of the year is the easiest to land publicity, especially in August. Many people are on vacation. Marketing budgets are being reserved for holiday and 4th quarter. Reporters are looking for creative stories during this time.

Pitch Ideas:

July–4th of July, Summer Gadgets and Toys, Unique Family Vacation, New Laws

August–Best time to pitch

September–Back-to-School

Season Four: October – December

This is the busiest time of the media calendar and also the most competitive. Business media is looking for wrap-ups. What happened in your industry throughout the year? Business editors are taking stock of the market and the economy and how the year fared. If you aren’t a business-related industry think holiday season pitches. Did the predictions you made in Season One happen? If so, this is your time to shine.

Pitch Ideas:

October–Fall, Halloween, Columbus Day

November–Elections, Veteran’s Day, Thanksgiving, Gratitude

December–End of Year Wrap Up, Best of, Hard News, Holiday

Plan your media calendar accordingly. Prepare a strategy and see yourself in the media throughout the year. If you’d like to learn more about landing in the media, check out www.3StepstoPRSuccess.com and download your guides for PR Success.



***Christina Daves** is a publicity strategist. Through her company, PR for Anyone® she shows people how to generate exposure for their business. Christina is the author of two best selling books. Together with her clients, they have over 1 billion views and over \$100 million in sales from free publicity.*

Demystifying Ghostwriting

Have you been thinking about writing a book for your business but are wondering how you'll find the time to write it? Or, are you concerned that your writing isn't "up to snuff", so you keep putting off starting?

There is, perhaps, a simple solution: hire a ghostwriter.

Now, before you dash off and start Googling ghostwriters, there are a few things you need to know first. Let's begin by defining just what ghostwriting is, and then we'll dive deep into what you need to know before you hire someone.

What is a Ghostwriter?

A "ghost" is someone who writes in the voice, tone, and style of someone else. The most famous ghostwriter may be Cyrano de Bergerac, who penned letters for the besotted Christian to Roxane, the woman they both loved.

Romance aside, a ghostwriter is a highly trained and experienced writer who's learned how to stand in the shoes of their clients so skillfully that they can express thoughts, ideas, emotions, and arguments as well as their client can.



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.



Ghostwriters do this by asking lots of questions, reading pieces their client has written, and immersing themselves into their client's world. To be effective, a ghostwriter must also understand what is important to their client and how they view the world.

Writing a book for someone else is an enormous task which is why you don't want to skimp on vetting potential candidates.

Can You Afford a Ghostwriter?

If, after reading the above section, you're thinking ghostwriters must be expensive, you'd be right. Your ghost is saving you from sleepless nights not knowing what to write as well as tons of time, energy, and frustration—that's worth something!

But there's no "one size fits all" price for ghostwriting. Several items to consider during the pricing phase include:

- Genre and book audience
- Book length
- Work required of the ghostwriter
- Ghostwriter's years of experience (more experience equals higher rates)

In general, a 60,000-word book can cost from \$15,000 to \$75,000 or more. If you're writing a shorter book, consider writing it yourself and then hire a talented editor to take your words from good to great. One last word on pricing: don't hire a ghost who charges by the hour. You have no control of how long they'll take to write your book, which can lead to a nasty financial surprise.

Know Your Project Details

Before you begin your search for a ghost, you need to be clear about many important things including your book's mission, your vision, the job your book is to do for your business, who your audience is, and what work the ghostwriter will need to do besides writing—interviews, for example. If you don't have these bits nailed down beforehand, you'll only confuse the vetting process and reduce your chances of finding the best ghost for you.

Deciding the Non-negotiables

Now that you have your project specifications outlined, it's time to consider who your ghostwriter might be. Below are just three questions that could impact whom you choose. Consider your gut reaction to each question; your response might surprise you.

- Do you care about the gender of your ghostwriter?
- Is it important that their primary language be the same as yours?
- Can you work with someone who's non local?

Knowing what is and isn't non-negotiable helps narrow your focus and target ghostwriters who are a suitable match for you.

Searching for a Ghostwriter

Since most ghosts specialize, it's prudent to include the genre you're writing in, self-help for example, as part of your search criteria to eliminate ghosts who aren't a fit. Go a few pages deep into your search results. Just because a ghost isn't on the first two pages doesn't mean they aren't talented or perfect for your project.

Get a sense of who they are by reading their websites. There may be few if any references or book titles listed. Many times, clients request that ghosts refrain from disclosing their work for obvious reasons.

Make a list of up to ten ghostwriters you'd like to learn more about. Search their name online to see what else pops up (things they've written, comments from clients, awards) before you move to the contacting stage.

First contact can be an email with some simple questions to assess their interest and availability. If they don't answer your first email, send a second. If that one goes unanswered, you can or not to phone them. Ghostwriters aren't in short supply, so unless a person who hasn't answered is one of your top three picks, I suggest moving on to the next person.

One thing to *not* ask in an email is price. No ghostwriter worth their salt will answer that question. They don't have enough information to give an honest answer!

Vetting - Ask a variety of questions when you do a phone interview with prospective ghosts. Here are a few to consider:

- What is your book-writing background?
- How many books do you work on at the same time?
- Will I be working with you or someone on your team?
- Do you do research?
- Do you write book proposals?
- How many revisions do you offer?
- What do you need from me to get started?
- How long will the book-writing process take?
- Do you work with traditional publishing houses? (You should decide if you want to publish using a traditional publisher versus self-publish before conducting your initial search.)
- How do you charge? (Not hourly)
- What are your payment terms?
- What happens if you miss the manuscript deadline?

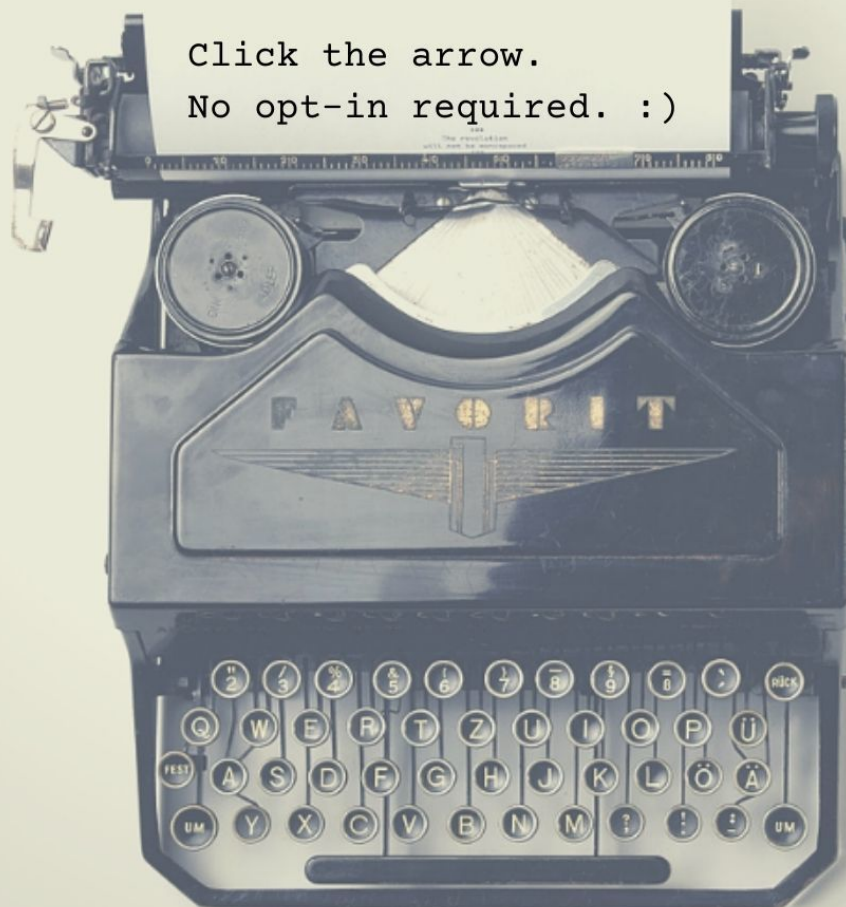
The Bottom Line

Writing a book is an exciting process and it's much more fun with a ghostwriter you like and trust. Don't rush the vetting process; be thorough during the interview phase. The right ghostwriter will make the book-writing process and the result—a book you're proud to show off) exactly what you hope for.

A GUIDE TO...

DEMYSTIFYING GHOSTWRITING

Taking the uncertainty out of
finding, interviewing, and hiring a
ghostwriter to pen your book



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.



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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The Dirty Little Secret About Follow Up



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.



There's a dirty little secret about follow ups that few are willing to admit. While we all know the benefits of reaching out to prospects several times, most aren't doing so.

Why?

Experts believe it's the process and in some cases that's true.

But where most get stuck is in the tools they use.

What experts don't talk about is how complicated the follow up process becomes when you are simultaneously nurturing a variety of relationships.

Think about how many conversations you have on a daily basis with prospects, clients, mentors, joint venture partners, referral partners, one on ones, etc. Your relationships are all in different stages and all have different needs. Not having the right tools makes it inevitable that some relationships will fall through the cracks.

So, let's talk about how the right CRM tool not only helps you solve these problems but adds revenue to your bottom line.

Qualifying your people

“Studies show that 44% of leads in your pipeline consist of the wrong people.”

That may be a hard pill to swallow, but consider this, if your sales conversion is low, it's highly likely you're talking to the wrong people. Let's understand how this relates to your business development activities.

If your client acquisition activities include email marketing campaigns, 44% of your email list will never buy from you.

If your sales conversations don't have a high conversion rate, it's very likely 44% of prospects are not a good fit.

If you're developing professional referral relationships and few are fruitful, you may be talking to the wrong people.

Solution: Knowing your ideal client not only helps you craft compelling copy to attract them, it also allows you to weed out those who are not a good fit. This also applies to building your inner circle network. Who's most likely to refer clients to you? Who's most likely to share speaking opportunities with you? What industry are they in? What problems do they solve? Being intentional about those you spend time with by identifying who you want to connect with before attending networking events and conferences. Once you know who you want to meet, create a list of questions that will help you identify you're talking to the right people. After you've developed your questions, consider where in your nurturing process to place them.

You could add questions to your scheduler for networking one-on-ones and discovery calls. You can also add a short survey to your opt-in forms. Weeding out the tire kickers saves you time and increases profitability. Remember, creating sustainable profit is all about building quality relationships.



Stop prospects from slipping through the cracks.

When speaking with business owners about their challenges, consistent follow ups is the first issue they admit having. It's a common issue most business owners battle with. Losing important post-it notes and forgetting to reconnect with leads who weren't ready, adds up to thousands of dollars in lost revenue. It's not enough to have contact information in a centralized location. If you have a CRM that requires you to manually feed it information, then you're spending a boat load of time on data entry. Manual data entry is a thorn in most business owner's side which results in them underutilizing their system. Hence, lost opportunities. It should be a pleasure to use your CRM. Like a well-designed and fully loaded kitchen, your CRM should make the follow-up process as easy and stress free as possible.

Solution: A sure-fire way to keep your follow ups consistent is to automate reminders in your CRM. With automated reminders, set up your follow-up reminders one time and never have to worry about prospects slipping through the cracks.

Increases client retention, referrals & word of mouth:

Have you made a recent purchase and the experience was effortless? It was easy to find what you needed, easy to get your questions answered, and easy to check out. Because you had an effortless experience and the product/ service was quality, you know you'll make another purchase in the future. In fact, you shared your experience with others several times.

As a customer, you want an efficient buying experience. When companies make it easy for customers to buy, it indicates to customers their time is valued. In exchange, the company is rewarded with referrals and word of mouth without asking.

Your clients are looking for the same effortless experience. No matter if you're a service provider, store owner, or speaker, your customer wants the full experience to be effortless. If you're using spreadsheets and email to keep track of your customers, it's extremely time consuming for you to create an effortless customer experience. And if you automate every process, the potential customer will feel like just another number.

Solution: The right CRM will have the flexibility to blend automation with manual touch points so you and your customer can have the best of both worlds. Below are a few over-looked areas you should consider adding automation to.

- onboarding process.
- existing services process.
- annual/ biannual review

A great CRM is capable of performing a variety of functions. It can do most of the administrative heavy lifting. Much like an executive assistant, the right CRM can manage you instead of adding more tasks to your plate. If finding the right CRM is a top priority and you want to know where to start, take this free 4 minute assessment (www.TheCRMiq.com).

Does your CRM help you
convert conversations
into CASH?

LEARN HOW
in this 3-part
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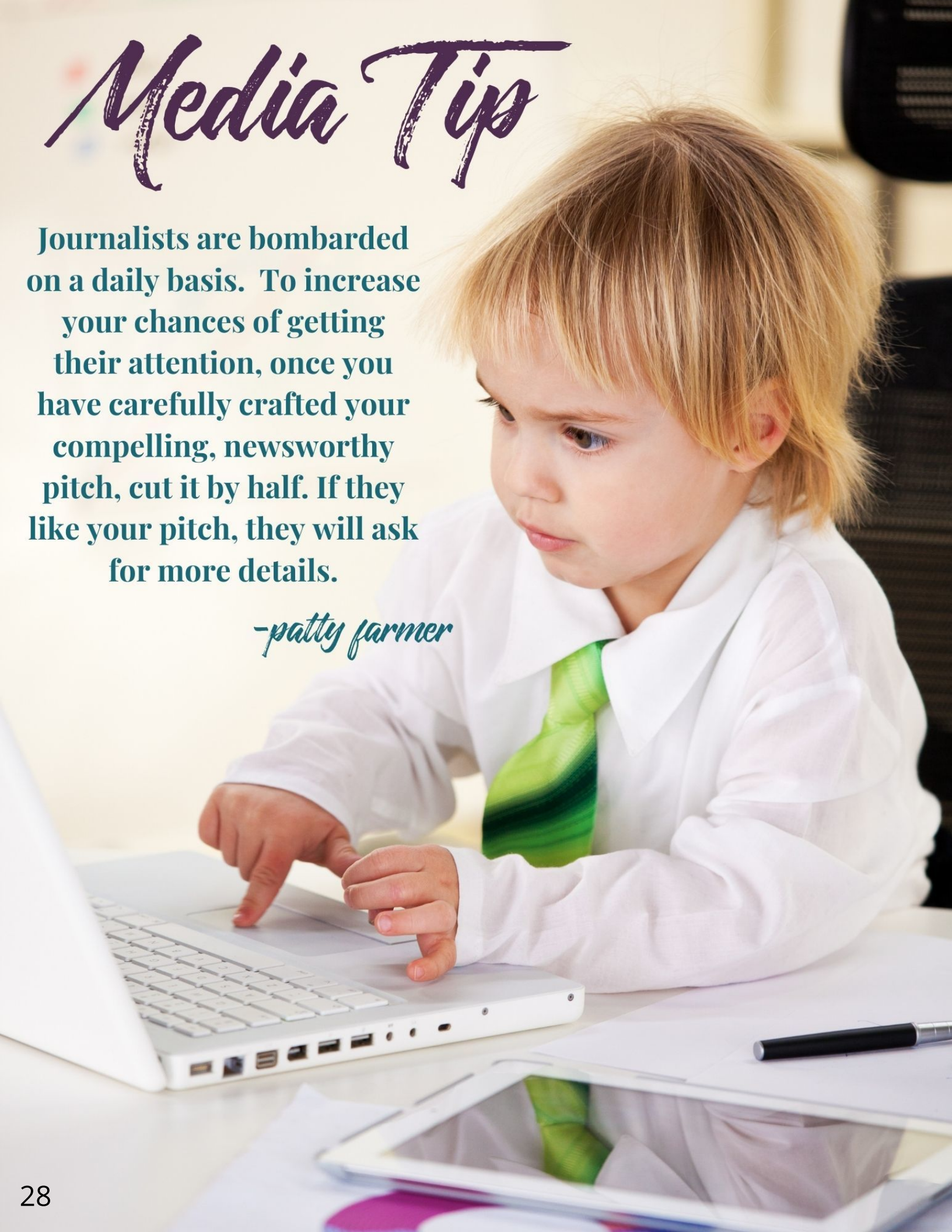


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Media Tip

Journalists are bombarded on a daily basis. To increase your chances of getting their attention, once you have carefully crafted your compelling, newsworthy pitch, cut it by half. If they like your pitch, they will ask for more details.

-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 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.



Airtable: A collaboration and project management service that works like a visually appealing and easy-to-use spreadsheet. Packed with rich features like file attachments, calendars, and reporting, the application allows you to organize anything. You will love the familiarity of a spreadsheet, and the power of a database. Streamline your workflow with powerful integrations (including both Google Sheets and Google Drive) to save you time and money.

Strategy: I utilize the templates for every use you can imagine from marketing campaign tracking to product launches and everything in between. A perfect way to have your team collaborate easily together. Pricing starts at FREE and you can upgrade as you scale your business.

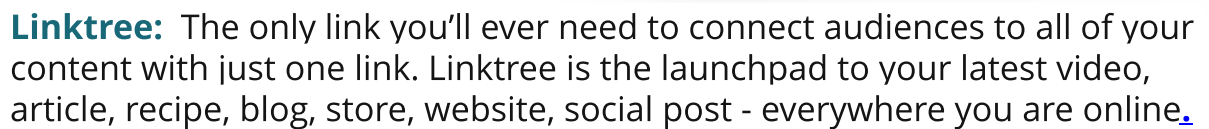


Tasty Pins: WP plugin that allows you to align Pinterest and SEO making it a very inexpensive way to optimize your blogs and other Pinterest pins to get the best bang for your buck.

Strategy: I love the ability to optimize your Pinterest description with specific keywords that will help target your audience and bring your more Pinterest traffic helping to improve your SEO not only on Google, but also on Pinterest. Better rankings equal more traffic. A win-win.



A 3D rendering of an iPhone with various app icons floating above it, including TV, Music, Calendar, Search, Weather, Photos, Camera, App Store, and others. The icons are arranged in a cluster above the phone's screen, which also displays some of these icons. The phone is shown from a low angle, emphasizing the floating icons.



#PattysPicks

31

5 Mistakes that Stop You from Getting Booked

As a Podcast Host, after interviewing 500+ guests I want to share the top 5 mistakes that stop you from getting booked as a podcast guest.

Mistake One: Low-Quality Photos

Low-quality photos can disqualify you as a potential podcast guest. If you want to be taken seriously on podcasts, invest in some professional photos. You will need a high-quality photo of your head and shoulders. This is called a headshot or a mugshot. You will send this to the podcast host in a jpg format. The best size is approximately 1400x1400 pixels with a minimum of 500x500 pixels. The photo should be clear, and the background should be simple and plain. If you have a high-quality photo that needs to be cropped, you can use Canva to make the photo the correct size. If you want to remove the background of any photo, you can use the free online service called Remove.

Mistake Two: Bloated Bios

Often, a podcast guest does not send any biographical or introduction materials to the podcast host, so the host or producer has to do online searches for information to help introduce the guest. That means MORE WORK for the host. Some people send long-winded, bloated self-aggrandized bios that require heavy editing. It is best to write a short bio of about 50 words to use as an introduction that tells the listener about you and why they should listen to you written in the third person. The **third-person** pronouns include he, him, his, himself, she, her, hers, herself, it, its, itself, they, them, their, theirs, and themselves. The shorter the bio, the better. You want to spend more time on the interview talking about your topics than about yourself.



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!





Mistake Three: No Direction, Themes, or Solid Topics

While a podcast is a conversation, it is a conversation about a specific theme or topic. A big mistake that podcast guests often make is to leave the interview questions and topics to the host. If you do this, you will be interviewed based on the hosts' interpretation of who you are and what your message is for his/her audience. It is vital that a podcast guest has some idea of what they will be talking about during the interview. The clearer you are about who you are and what your message of value is to the audience, the better. Be sure you provide the podcast hosts a "suggested" theme, topic, or list of questions.

Mistake Four: No Call to Action

Often podcast guests do not have a valid offer or reason for the audience to interact with him or her. Podcast Hosts want to provide high value to their listeners, and if you can provide a gift of true value, you can help the host provide that value to the audience. It can be as simple as offering a free advice call or a free book or short course. Giving away a gift can help you add value to the podcast, but it also gives you a tool to measure your performance and grow your email list.

Mistake Five: Not Sharing or Re-purposing the Podcast

Do you share the podcasts on which you have appeared? If not, you are making the biggest mistake and wasting your time and the time and energy of the podcast host. One of the biggest pet peeves podcast hosts have shared with me is that podcast guests don't share the shows on their websites, social media, or email blasts. If you want to get a podcast host's attention, tell them how many followers you have on social media, or how large your email list is, and how you will promote the show before and after you have appeared. Many podcast hosts will move you to the top of the list if you are someone who promotes their shows and other episodes (this means you promote the show and not just your self-promotion.)

Make a Media Kit

You can easily solve some of these major mistakes with simple preparation. If you create a basic media kit and put some thought into how you will use the podcast interviews and promote them, you are well on your way to more influence, more impact, and more income.

A good media kit will include:

Media One Sheet. A one-sheet is a one-page document that tells Who, What, When, Where, Why, and How. It is best if you focus on one theme per one-sheet.

Photos. At a minimum, you should have a high-quality headshot in jpg format. You can also add some "action" photos, so the host has choices.

Biography/Introduction. Write a short 50-word introduction bio written in the third person.

Suggested Topics/Themes. You should have a selection of topics or themes available to share with the podcast host.

Suggested Questions. For every topic you would like to discuss, write up a list of 10 or more suggested questions for the host to ask during the interview.

Contact information. Provide your name (with pronunciation), website, social media links, email address, and phone numbers for the hosts.

Testimonials. If you have some reviews or testimonials, do share them on your one sheet.

Third-Person Credibility. You can share any other interviews you have appeared in your media kit. You can use logos of media outlets with links to the show or media coverage. This adds credibility and authority to your brand.

Cover Letter or Email. If you are serious, be sure to personalize your inquiries to podcast hosts with direct references about why and how you can provide value to the podcast host and his/her audience.

If you would like to know more about how to create a media kit reach out to Tami Patzer via email: TamiSocialMedia@gmail.com



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**Women
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Find Your Freedom

In the last article I wrote for this magazine I spoke about the loss of my dear husband and how life can change in an instant. Becoming an empty nester and losing my husband in the same summer was almost too much of a burden to bear. But when circumstance arise, we have choices we can make; either we can rise or we can fall. Let us RISE and be heard!

If you have ever had life circumstances happen to you then you know how we must get up, shake it off and move on. Through life's struggles we find who we really are meant to be. We go through struggles like financial, emotional, physical, and spiritual. And when we do, we also grow. We grow into a bigger and better version of ourselves. We value life and success.

What you are doing with your personal and work life will also affect your success when it comes to values and how you value yourself for what you really want in life.



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.



One question you must come to terms with is:

Are Your Personal Values Aligned with Your Path to Success?

Having a clear understanding of your personal values is critical to your success. Without this knowledge you won't know what really matters to you, what motivates you and why you are doing what you are doing. You'll be in conflict with what you really want and your life will be unfulfilling and stressful.

If you want to be successful you need to make sure your personal values and your goals in life are aligned. If they aren't, you will struggle to find motivation and sustain the enthusiasm and energy you need to travel the road to success! Your personal values can be in many different areas: your values in life, work, family and spirituality. The best place to start to list personal values for you is to look at your values in life, you can look at other, more specific areas later. Examples of life values are things like: honesty, integrity, family and freedom – among others.

You have already seen that the definition of personal core values is simple but discovering YOUR personal values is much harder. It is so easy to confuse values with other things like beliefs. It is also very common to feel you should value something as a result of pressure from your parents and your friends when in fact it is just not a value for you.

The key is to remember that you define personal values as the things that are important to YOU. So just sit down quietly with a piece of paper and repeatedly ask yourself the question: What is important about life for me? Just keep asking and answering as honestly as you can, don't answer as you think you ought to. Write down your answers.

Everyone in this world is administered by values. You might find it interesting to know that our values and beliefs are reflected through the decisions we make to lead our lives efficiently. Positive values can be adopted at any pace of life, we can adopt certain values from our family, society or at times we just have them within us. Individually, we must make sure the value to pursue has a strong, positive and integral effect on our life. Since you move within a society it's necessary to espouse such values that meet the demands of society.

Positive values form a base for a successful life while goals reflect targets. Some basis, beliefs and deeds that drive and support the purpose of your decisions are needed by you to lead your life. Effective values always help you choose the right path to success, and it also has positive impacts on your decisions.

Twenty years ago, I dreamt of knowing and working with greats such as the late Jim Rohn, Brian Tracy, Walt Disney, Les Brown and many more. Last year part of that dream came true as I was asked to be a co-author in a book that some of these greats are also part of. It is called Success Habits of Super Achievers, which you can purchase on Amazon.

Putting your values and goals into perspective eventually do come true if you keep at it. It might take you 20 years or even 40. But if you keep working towards them in some way they come to fruition. Did life take detours during these 20 years? Absolutely. If goals aren't reached in the way you thought they would; don't change the goal, change the plan to get there.

When starting something new it can be a difficult journey but if you can keep at it, the payoff is phenomenal.

Want to start a new goal? Try Real Estate Investing.

When I decided it was time to start investing into real estate again, I took small actionable steps. I had my mind made up on what I wanted to invest in. But as time went on those goals changed but not the investing, just different types of properties to invest in.

Start making a list of what types of properties you would feel comfortable investing in. Want to do it yourself? Want to have partners? Want to invest in someone else's deal? So many ideas! This is where your values will really come into play.

Some ideas are:

- Single Family Homes
- Duplexes
- Commercial properties – mini storage, buildings, laundromats, etc
- Apartment complexes
- Agriculture
- Raw land

As my mentor Jim Rohn says:

“Success is neither magical nor mysterious.

*Success is the natural consequence of
consistently applying basic fundamentals.”*

Determination is one thing that separates those who succeed from those who don't. Take action and end procrastination! I can't say this enough: you can have the best plan in the world, but if you don't take action on it you simply have a dream. Are you self-motivated, or do you need external motivation from someone else? Hire a mentor or coach to help you get to your dreams. Go for it!

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- 25 years of experience as a business owner, real estate investor, educator and consultant
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It's been an incredible 3 years! I would like to personally thank all of the amazing experts, columnists and contributing authors who have generously shared their knowledge, strategies, tips, ideas, and resources with our readers. Also, I would like to thank all of our loyal subscribers for embracing every issue, for all of your incredible feedback and for sharing Marketing, Media & Money with your business friends and colleagues.

-patty farmer



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Ronnie Swais

Tina Dietz

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The Marketing Potential of Audiobooks: Three Questions Answered

by Tina Dietz

Audiobook sales have seen double digit growth for eight straight years, topping over a billion dollars in the US alone in 2019. Here's how to make this massive market benefit your influence and income in the nonfiction realm.

The rise of the digital era has resulted in a boom in audiobooks, and why not? People seek out audiobooks because they present opportunities to learn, be entertained and decompress while not having to look at a screen. An important feature, since 28% of Americans reported they were online "almost constantly" just last year and cases of "screen fatigue" on the rise.

Yet fewer than 20% of nonfiction authors leverage their books into audiobooks despite the fact that the audiobook industry is growing at three times the rate of any other kind of publishing. As well, production costs have dropped 50% since 2009. Why? I've discovered there are three main reasons:

1. Authors had no idea that they could dramatically increase their audience, influence, and income with audiobooks.
2. Authors didn't know that they didn't have to give away their royalties or that it was so easy to boost their marketing efforts using audiobooks.
3. Worst of all, authors didn't know their options for audiobook production or where to get started.

There has never been a better opportunity to enter the audiobook space. But going it alone is fraught with pitfalls. As a nonfiction audiobook publishing specialist, I see critical mistakes made—and marketing opportunities overlooked—time and again.

Having a partner to guide you through the process is the best way to guarantee that your audiobook is a success.

Here are three of the top questions we get asked about Audiobooks:

How do I get paid for sales of my audiobooks?

All royalty payments are made directly to you through the platforms where your audiobooks are sold, such as Audible. Those platforms provide accounting / reporting of your audiobook sales and royalties.

Royalties paid to you vary from 25% to 40% of your audiobook purchase price, depending on the platform where the purchase is made. You can also sell your audiobook independently via your website and keep 100% of your sales.

How can I use my audiobook during my book launch?

Audiobooks extend the life of your new book launch. Releasing your audiobook at the right time during your initial book release allows you to keep the momentum and excitement going.

Your audiobook content—that is, pieces of the audiobook itself—also can be used to promote your audiobook.

Pieces of your audiobook can be turned into ‘audiograms,’ and/or a killer video book trailer to share on social media, through email, and on your website.



Could I launch a previously published title as an audiobook?

Yes! Your previously launched books can absolutely be relaunched as audiobook. This strategy gives you the ability to have an entirely new product launch (with a new income stream) without having to create ANY new content. Hallelujah!

Even better, if your previously published book wasn't a bestseller and you want to give it another chance, releasing the audiobook version allows you to make that happen.

Excited yet? You can explore more with our full list of [Frequently Asked Questions](#) about Audiobooks – enjoy!

If you're podcasting (as a host or guest) to promote your book and message, you can also use your audio content in your podcast interviews or show notes.

Just like your book, your audiobook is an evergreen marketing asset that can help you share your message with the world for years to come.



Tina Dietz is an award-winning international speaker, audiobook publisher, podcast producer, and vocal leadership expert. She has been featured on media outlets including ABC, Inc.com, Huffington Post, and Forbes. Tina's company, Twin Flames Studios, amplifies the influence of leaders, experts, and companies around the globe.

The Art of Being Unforgettable: 5 Ways Standing Out Pays



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.



2020 ISN'T OVER YET! 2020 has definitely been a year to remember, but it isn't over yet. This means you still have several opportunities to become absolutely unforgettable to your clients. I once did a talk titled, *"The Significance of Your Difference"* emphasizing the importance of being unique on your business street. Entrepreneurship is a stage where you as a business owner has the leading role. When you learn to own the spotlight and perform better than anyone else, your competitors will fade into the shadows and your audience will become new and repeat clients. Seth Godin wrote the book, "Purple Cow: Transform Your Business by Being Remarkable". Imagine driving down a country road and in the middle of a herd of normal brown Jersey cows stood a bright, beautiful purple cow. There are tons of cows in the world just like there are many other businesses that do what your business does; in today's business marketplace, you need to be the purple cow to achieve optimum success and become unforgettable.

There is a sandwich shop I frequent and in the name of the restaurant they include the words "gourmet sandwiches". Before you even eat there, you already know it isn't your average sandwich place; they are gourmet, putting them in a league of their own. My favorite sandwich they serve is actually called "The Unforgettable", and that it is. If I want that sandwich prepared in a way only they prepare it, I must go to them.

I am going to show you how to create product offerings that can literally make customers come to you over your competitors, because they can only get what they want from you. In order to achieve this, you must ask yourself what you can do differently than the thousands of other businesses that sell the same product or service you do.



Make November and December of 2020 two months to remember by becoming undeniably unforgettable.

Let me show you *5 ways standing out pays* which can make Black Friday equal tons of green for you and make every day feel like the Christmas of Business.

5 Ways Standing Out Pays

1. Put Vision in Your Decisions – The difference between a good business and a great business is the precision of your vision. Create a clear and massive vision for your company and then execute it in your offerings and performance. Before making any decision whether it is product creation, marketing or something else, make sure your company's vision is a part of it. Every aspect of your business should work to make your vision and mission a reality for your customers.

2. Give Something for Nothing – If you don't already have one, you need a **Fantastic Freebie** otherwise known as a Lead Magnet. People love to receive things of value for free. Though these items appear to be free to your customer, in fact, they will pay for it with their contact information. This will help you build a marketing list and spark relationships with people who can turn into long-term customers. Other ways you can give something for nothing or for what seems to be free is through incentive programs and promotional giveaways. In the long run you can end up making more than what it cost you to give these things away and your clients will never forget the gift giving version of you. Generosity can mean increased business velocity.

3. Be at the Peak of Unique – Imagine your business niche as a mountain filled with other businesses in your same industry. Just like Starbucks® created an atmosphere around coffee and Southwest Airlines® has come to offer some of the most exceptional customer service and some of the lowest fares in their industry, you need to be at the peak of your unique. Set your business apart with great quality, outstanding service and uncommon elements to your products and services to place your business at the summit of your industry.

4. PowerPoint Your Joint – Your joint is your business operation and when I say PowerPoint Your Joint, I'm talking about using Microsoft PowerPoint® for the purposes of creative marketing. We are inundated with advertisements for the latest and greatest marketing software without realizing the phenomenal tool most of us already have I've created marvelous marketing videos, powerful presentations, and awesome advertisements using PowerPoint and you can too.

5. Resolve, Involve & Evolve – Be a business that resolves issues because customers are drawn to institutions that produce creative solutions. Engage your customers by creating a community within your business that involves them. This can be accomplished with preferred customer clubs or social media groups that give your clients the tribe vibe. Finally, it is imperative to evolve in this ever-changing world of innovative business startups. Why be a Blockbuster® when you can be a Netflix®?

I hope you have a blessed Holiday Season and a Joyous New Year, but first I hope you rock the rest of 2020 like the Entrepreneur Star YOU are.

Resolve, Involve & Evolve
to be undeniably
unforgettable!

TIME

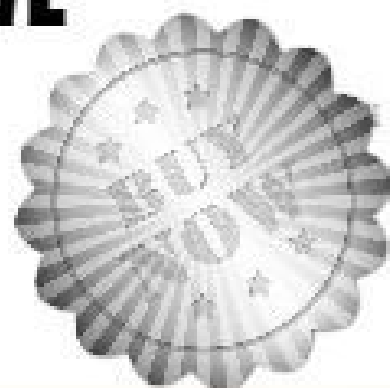
PERSON OF THE YEAR

DEE COLLINS

*Creator of The
CUSTOM BIRTHDAY BOOK*



SEND TO SOMEONE YOU LOVE
Anywhere in the US



Clarity, Planning and Launching Your New Company



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.



"You don't have to get it right; you just have to get it started."

So, you know two things, you want to create your own business and you want to serve people who you identify as your perfect target market. However, the number one question that I get while hosting one on one interviews with aspiring entrepreneurs is "what will I offer and who will I serve"?

I have done lots of research on this topic and have dedicated an entire chapter to this topic in my new book "ACT2: An Entrepreneurial Approach to the Art of Reinvention". With this topic in mind let's explore what clarity means to you.

Step 1: Defining and Living Your Core Values

What is important to you? This is not a rhetorical question. Your core values lie at the very center of who you are. If you've ever heard anyone mention their moral compass, core values provide direction for that compass. When what you do and what you value are in sync, your life is in balance and the direction and purpose of your life are easy to articulate and pursue.

In relation to unstuffing your life, once you know your core values, you can eliminate activities that don't align with them such as accumulating things that don't really serve or support you in achieving your goals, spending time on activities that distract you from accomplishing the things you're passionate about, or paid to do. Or doing things you are passionate about but not adequately compensated for, and then feeling like a martyr or growing resentful. We may at any time experience acting in opposition to our core values for any number of reasons—feeling that we "should" do something we know isn't right, or doing something we're "expected" to do, when we feel pressured or when we feel we have no choice, or even without thinking, because it's something we've always done.

What follows are some questions and a list of values. The values list is not exhaustive, but it's comprehensive. If something is missing from it, feel free to write it in.

There are no universally right or preferred answers. The right answers are the truthful answers for you. If you value something that you judge as unappealing or wrong or stupid, either shift your feeling or shift your values.

Circle fifteen words to begin with, from the list below, that most strongly express the ideas that you value.

Abundance, Aesthetics, Acceptance, Accomplishment, Accountability, Accuracy, Achievement, Adaptability, Affability, Altruism, Ambition, Appreciation, Articulation, Assertiveness, Authenticity, Balance, Beauty, Boldness, Calmness, Camaraderie, Candor, Caring, Casual, Challenge, Charity, Chastity, Clarity, Cheerfulness, Cleanliness, Cleverness, Collaboration, Commitment, Community, Compassion, Competence, Competitiveness, Composure, Conscientiousness, Consideration, Consistency, Constancy, Contribution, Cooperation, Courage, Creativity, Decency, Dedication, Democracy, Determination, Dependability, Dignity, Discipline, Diversity, Education, Effectiveness, Efficiency, Elegance, Empathy, Energy, Entrepreneurship, Environmental Concern, Equality, Ethics, Excellence, Excitement, Fairness, Faith, Fame, Family, Fidelity, Financial growth, Financial security, Flexibility, Fortitude, Freedom, Friendship, Fulfillment, Fun, Generosity, Gentleness, Gracefulness, Graciousness, Growth, Happiness, Health, Holiness, Honesty, Honor, Hope, Humility, Humor, Independence, Industriousness, Influence, Informal, Ingenuity, Inner , Innovation, Insight-fullness, Intelligence, Integrity, Intimacy, Joy, Justice, Kindness, Leadership, Learning, Liberty, Location, Love, Loyalty, Moderation, Mutual respect, Nature, Naturalness, Open communication, Openness, Opportunity, Order, Passion, Patience, Peace, Perception, Perseverance, Persistence, Personal Growth, Philanthropy, Power, Practicality, Pragmatism, Precision, Professionalism, Profitability, Prosperity, Purposefulness, Prudence, Punctuality, Quality, Reason, Receptivity, Recognition, Reconciliation, Relationships, Relaxation, Resourcefulness, Resiliency, Respect, Responsibility, Responsiveness, Righteousness, Sacrifice, Safety, Security, Self-control, Self-esteem, Self-sufficiency, Sensitivity, Serenity, Service, Simplicity, Sincerity, Spirituality Stability, Stamina, Status, Stewardship, Strength, Success, Support, Teach-ability, Teamwork, Thoughtfulness, Tolerance, Tradition, Tranquility, Transparency, Trust, Trustworthiness, Truth, Understanding, Uniqueness, Unity, Virtue, Vitality, Warmth, Wealth, Wholeness, Willingness, Wisdom, Wit, Zeal.

STEP 2: Write your answers to the following questions in a notebook or on a separate piece of paper.

1. Imagine yourself at the end of your life—no pain or drama (this isn't an acting class!), just the culmination of a long, well-lived life. Looking back, what are the three most resonant and meaningful memories that you have—good or bad, happy or sad? What are the three most important lessons that you've learned from these memories? What makes each of them so significant? Imagine you're going to share this information with the person you love the most so they might benefit from your experiences.

2. Think of someone you deeply respect and admire. Write down five qualities that they possess that most define them for you. Give examples of those qualities in action.
3. Think of a mentor or someone who has influenced your thinking and choices in a fundamental way. Write down five qualities that they possess that most define them for you. Give examples of those qualities in action.
4. Describe a time when you were particularly proud of how you participated in something, when you felt you were your best self. List the qualities that you exhibited.
5. What do you want to be remembered for?
6. If resources and access were not obstacles, what would you choose to do with your life?
7. What do you love to do, what makes you the happiest, what are you most passionate about?
8. What do you want to accomplish in the world?
9. What do you want to give back to the world?

Now, of the first fifteen words you selected, and of everything else you've written above, what are your top five values?

STEP THREE: What are the five qualities that you cannot imagine living without, that's how essential they are to who and how you want to be.

Write them in your notebook. These values are at the very center of who you are. And that's most definitely not stuff.

Aligning with your core values. Now that you know what's important to you and have a clearer understanding of what you value, it's time to put those analytical skills to use on something practical.

If you value love and kindness and find that you're mostly scared and resentful, how do you get from here to there? What are the choices you need to make to shift your conscious or unconscious stance from one of resistance to one of receptivity? How do you let things go that you don't value or don't serve you to make room for and embrace the things that you do value and will serve you?

There are no universal answers to the above questions. What I believe are universal tools for discovering the answers are open-mindedness, willingness, honesty, and quiet reflection.

You don't need to become a monk to sit still long enough to hear something beneath the constant chatter of your mind. Five minutes of doing seemingly nothing besides sitting quietly and reflecting on the answers to the questions above (as well as others that may start to come to you once you begin this process) can quiet your thoughts down enough to reveal more direction.

Please try it now. I would love to hear your thoughts and comments on these exercises, please feel free to reach out to me with feedback or if you have any questions.



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Branding, Marketing and PR: How They Are Different and Why You Need All Three



Eddie Reeves

Eddie Reeves is a partner at Vianovo, a boutique consultancy that counsels companies, causes and public figures on high-stakes brand, policy and crisis issues. Founded in 2005 by a bipartisan group of leading political strategists, the firm has offices in Austin, Dallas, Ft. Worth, Washington DC and Mexico City. Through its investment group, Vianovo Ventures, the firm partners with early-stage companies and investors. The best way to connect with Eddie is via LinkedIn or visit his website.



There's a good deal of confusion over terms like branding, marketing and public relations, with many people using them interchangeably. While they are obviously related, they are not the same – and understanding the differences will help you use them to your greatest benefit.

In a nutshell, branding is the objective, marketing is the strategy to help you achieve that objective and public relations (PR) is a tactic to help you execute that strategy. Let's dig a bit deeper into each:

Branding

Your brand is the full expression of your organization—the public's perception of the basic identity of your business not just how you look, sound, and act, but how they expect you to look, sound and act tomorrow. Ultimately, your brand is your reputation.

Contrary to popular belief, your brand is much more than your logo. Your brand is the unique position your organization holds in the mind of your prospect or your prospect's influencer. Understanding this basic truth is one of the most important determinants of your success.

Take Nike, for example: Of course you recognize the swoosh, but the Nike brand experience is about a lot more than just that ubiquitous logo. What makes Nike "Nike", is the meaning that's been carefully built into that symbol—and every other brand touchpoint—over time.

Nike has spent hundreds of millions of dollars and four decades linking itself to the feeling of not just athleticism but invincibility. And it's the promise that you, the consumer, can own a piece of that experience by aligning yourself with the brand by buying their products.

The best brands tell a cohesive story throughout every touch point. Their vision, values, story, voice, and visual identity all align to create an experience that customers will learn to recognize and expect over time. That means keeping things positive, staying true to your roots and reminding your customers why you are uniquely positioned to make their lives better.

Equipped with a solid brand foundation, you're ready to start thinking about the tactical ways you share it with the world.

Marketing

Marketing is the strategically designed and carefully executed program of activities aimed at achieving your brand objective. Your marketing program is the tangible execution of your brand to build the engagement and trust that drives sales.

It's how you communicate your brand, products, and services to generate leads, convert leads into prospects and prospects into profitable customers.

Here are some common examples of marketing in action:

- Email marketing (nurture or drip campaigns, newsletters, etc.)
- Social media campaigns
- Networking events
- Seminars / webinars
- Search engine optimization (SEO) / content marketing
- One-pagers, brochures, and other pieces of printed collateral
- Digital, print and broadcast advertising

Your company's marketing efforts should be shaped and informed by the foundation of your brand. But marketing campaigns, which are often more "seasonal" or timely in nature, are the perfect place to test out various messaging approaches to see what works best in terms of inspiring action.

Your brand's story should tell the world what your company stands for. Your marketing efforts should influence your customers to try, buy, download, share, etc.

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Public Relations (PR)

The Public Relations Society of America defines PR as “a strategic communication process that builds mutually beneficial relationships between organizations and their publics.” My simpler definition: PR is strategically sharing meaningful information in ways that build credibility.

At its core, PR is about engaging and building trusted relationships with key audiences. One of the most powerful yet little understood tactics, PR helps organizations generate positive perceptions (and/or counter negative ones) through carefully managed stakeholder relations.

PR is also a valuable outlet for messages intended to advance your agenda or relay your point of view on a timely topic. Again, the time-sensitive nature of PR—which often revolves around the media and news cycles—makes it the perfect avenue for responding to pertinent issues as they arise.

That said, your brand still influences your public relations strategy. Every press release, podcast, social media update or blog post should be aligned to and guided by your high-level story, messaging, and visual identity system. Having a cohesive PR strategy that ties back to your story helps build trust. And in times of uncertainty or change, that level of stability can be crucial for retaining customers.

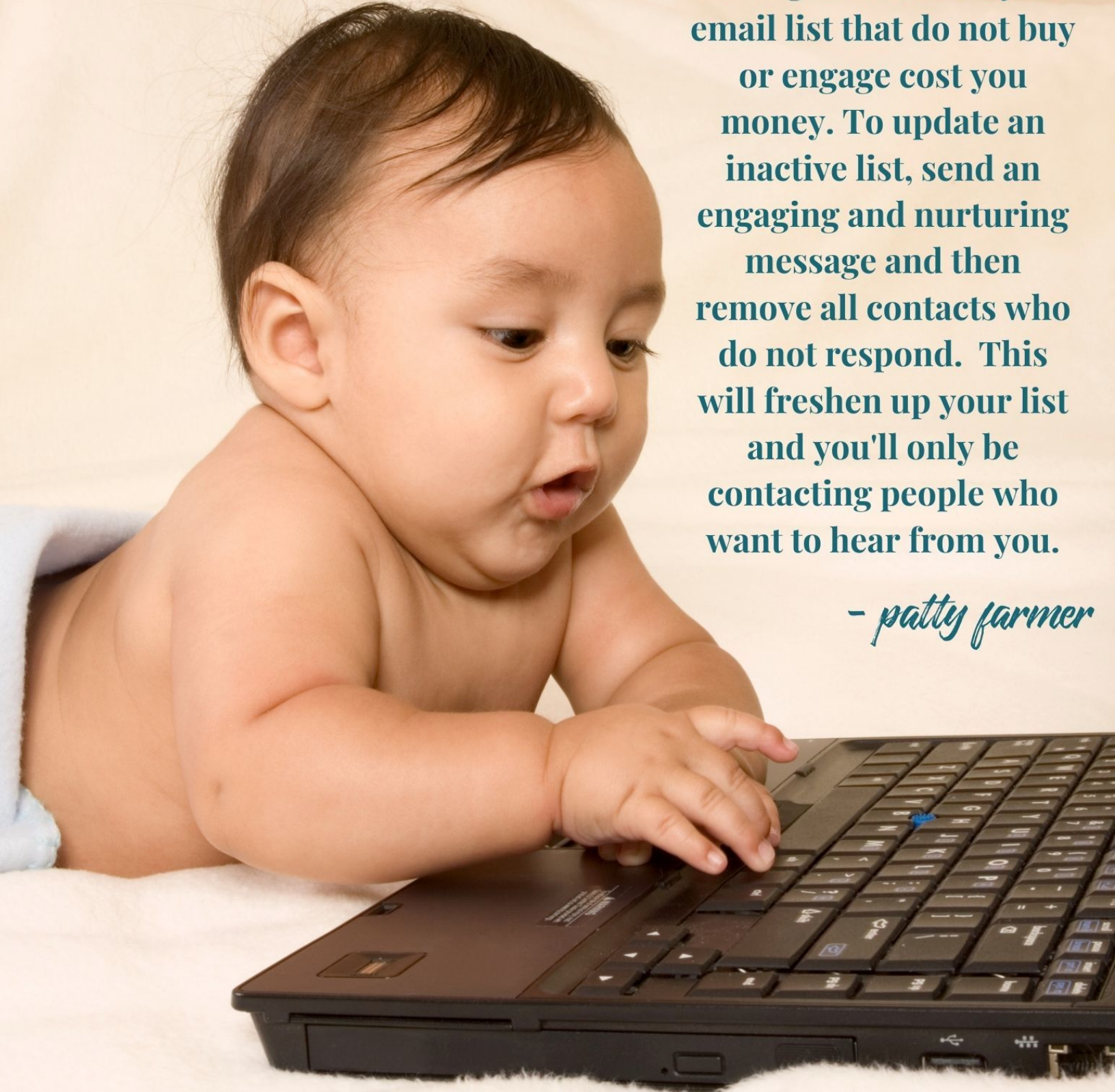
Conclusion

While branding, marketing, and PR serve different functions, they are all vital elements in the best organization’s strategic communications efforts. Putting all of them to work for your organization is the smart route to take to maximize your results for your customers and your bank account.

Money Tip

Having contacts on your email list that do not buy or engage cost you money. To update an inactive list, send an engaging and nurturing message and then remove all contacts who do not respond. This will freshen up your list and you'll only be contacting people who want to hear from you.

- patty farmer



An important message from patty farmer....

It's with a very heavy heart that I share our Columnist, Gina Estrada has lost her battle with cancer. Her articles mentored us on the power, benefits and rewards of networking and helping each other. Gina was a very dear friend of mine and was a person like no other.

She was one of the most caring, positive and loving women in my circle, no matter what the circumstance, she always showed up so full of creativity and possibility. Every idea I ever shared with her, her answer was always "I'm in". From being one of my columnists in the magazine, being a guest on my Podcast, to being a part of my Millionaire Mastermind she gave value and served with everything she had.

Gina also opened my eyes to some of the things that now enrich my life. From a new love of pressed coffee, to the Morning Miracle book, and the 5 AM Club, my life was beautifully impacted as a result of our friendship.

Above all, when you were with Gina she made you feel safe, seen, heard, validated, empowered and inspired and I now strive to give those same gifts to others in my life and business.

Even while fighting her own battle with cancer, Gina continued to make a difference in the lives of other people. She wrote a book called, **START HERE, A Guide Through the Cancer Journey**. Her book was a gift to help you and/or your loved one through cancer diagnosis, treatment and emotional healing. You can honor Gina and allow her to continue to help and support others by picking up a copy of her book for anyone you know with cancer.

Her last article is on pages 58-59. I'm going to deeply miss my dear friend. She will always be in my heart and life forever.

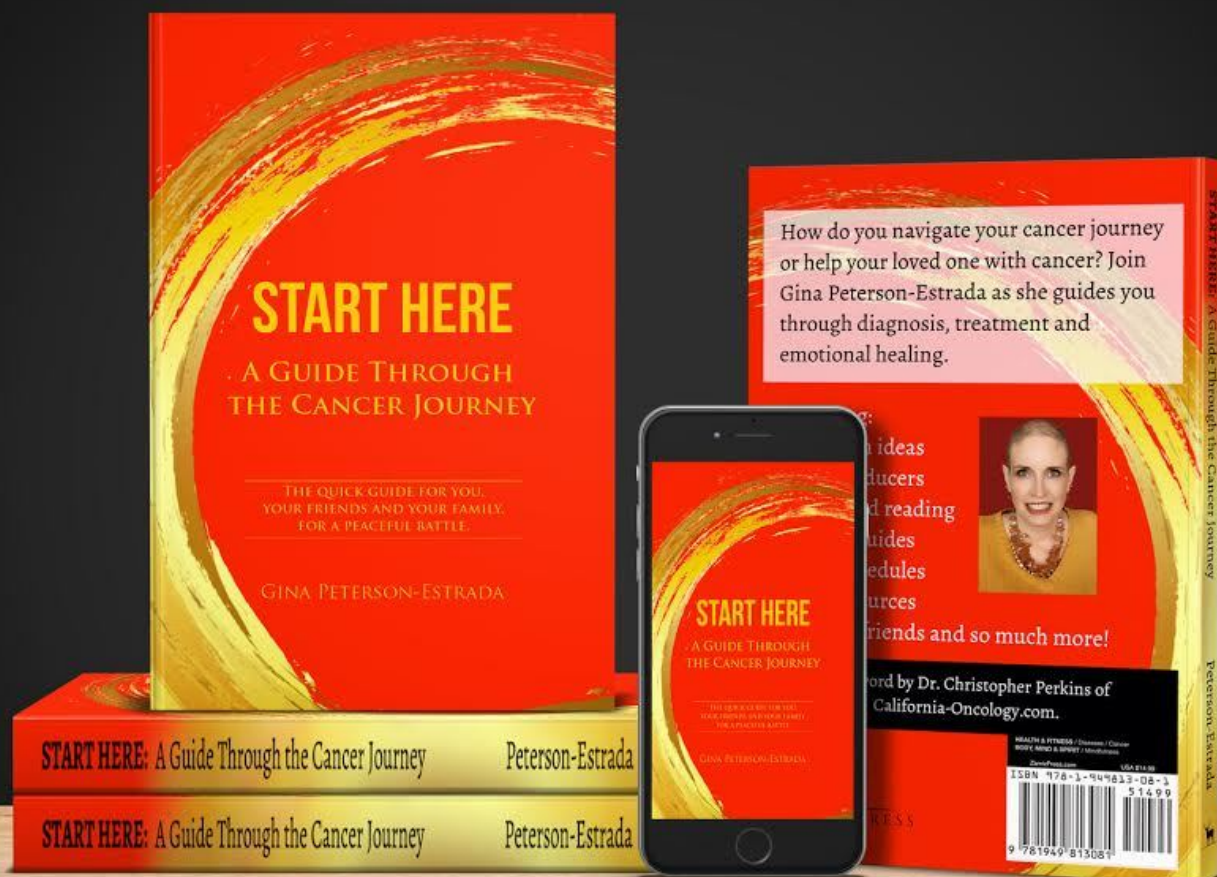
-patty



While fighting her own battle with cancer, Gina continued to make a difference in the lives of other people. Her book, *START HERE, A Guide Through the Cancer Journey* was written to help you and/or your loved one through cancer diagnosis, treatment and emotional healing.



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Putting Proven Networking Skills into Action (a recap of 2020)



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 believed we need more women joining the ranks of 6-figure income earners. For that reason, she 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 shared her secrets of how she did it all.

Forever in our hearts!

I believe hearing great information not only is a great idea but a necessity in order to take action on that information. In this article we are going to recap the year but have fun along the way.

We kicked off the year learning **Are you getting a Return on Investment in your Group or Organization?** The free download was a spreadsheet with all kinds of ideas and sample reach-outs in order to maximize your investment in a group or organization. All you needed to do was a little homework on your organization on member benefits then drop it into the free Excel spreadsheet and then into your calendar.

Next, we moved into **Networking Your Way to Financial Freedom**. The focus on this article was TIME. I want to remind you of this quote:

"The only thing I can't buy is Time." ~Bill Gates

Time is key in networking. Showing up EARLY can make a huge difference in your pocketbook. Do you want comfort of cash? This quarter's gift was **Don't be Over-Networked and Underpaid**.

Thirdly, we moved into **10 Lessons on the cost of NOT having a Networking Plan**. This is really about becoming a Center of Influence in your physical community, not just your online community. Remember the Center of Influences in your physical community know people all over the nation. This physical network is worth its weight in gold.

How do you ask for an introduction without risking the relationship?

As a Networking Expert, I hear this question a lot. The quick answer is, begin each meeting with a gift. For purposes of this question, the “meeting” here is asking for an introduction. Since I don’t know whether or not you are seeking to ask for this introduction from your friend in person, on the phone, or social media or other electronic format, I’ll choose “e-mail” as my example here: People in general like to help others so I take the direct approach—just ask. If you are professional and have good rapport with your friends, they will want to help you. You don’t have to worry about judging whether or not they will help.

Scenario: Let’s say your friend is in the solar business and you are seeking an introduction to one of his/her clients. Here is what I would do as an e-mail reach-out.

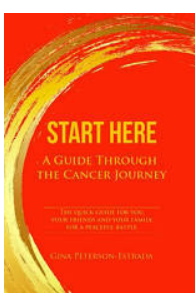
Dear Friend,

It was good to see you at the XYZ event the other night. Thanks for sharing your story about the.... I found it fascinating that someone could... (SMALL TALK, BUT BE GENUINE)

I ran across this article on SOLAR and thought you might enjoy reading it. I had no idea that solar...(MAKE A REFERENCE SO THE READER KNOWS YOU ACTUALLY READ THE ARTICLE) (THIS IS THE “GIFT” IN MY EXAMPLE). I need help and thought you would be the perfect person to ask for an introduction.

At this is the last article of 2020, I would like to take a minute to introduce myself. I am Gina Estrada, Estrada+Associates and Co-Founder of Espress0Brain which is everything networking. I built my Financial Services practice by becoming a Business Networking Expert, Author, and Speaker.

I manage a team of four Advisors and two Assistants. We serve 3,000 plus clients nationwide. We have over \$100 million dollars in Assets Under Management with 46 years in business and we have seen IT all. The it comes to setting and reaching goals whether its finances or networking. Most people spend more time planning for a two-week vacation than they do for what could be a 30-year retirement or add a zero or zeros to their income.



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A Special "Thank You" to our 2020 Columnists



Dr. Kate Dow



Eddie Reeves



Lisbeth Tanz



Bobbie Maloy



Tami Patzer



Deneene Collins



Tamara Burkett



Jo Hausman



Toni Kaufman



Gina Estrada

Forever in our Hearts!

A woman with long, wavy dark hair is smiling warmly at the camera. She is wearing a grey button-down shirt. In her right hand, she holds a white ceramic mug with the letters 'pf' in a teal script font. In her left hand, she holds a black tablet. The background is a soft, out-of-focus indoor setting.

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