

Marketing Media & Money

1st Q. /2021

5 *Marketing Trends You
Can't Afford to Ignore*

**It's Time to Build
Relationships
Differently**

**Live Streaming
Video Content Ideas
for Businesses**

9 **Myths About
Sales You Still
Believe**

**Did Your
Health Goals
Lose Steam?**

3

**Reasons Paid
Ads Fail to
Get Results**

**Is Sponsorship
Still a Thing?**

Meet Tanya Smith:
Getting You Noticed with Video

A personal note from the laptop of patty farmer...

Let me start by saying Happy New Year! And while I know last year was a volatile year filled with chaos, challenges and a lot of changes AND because this magazine is designed and created for YOU, I asked our NEW columnists for 2021 to focus on new ideas, and strategies to help you make this year your best year ever. My vision has always been 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 into your potential and to see what is possible.



With that in mind, here at the Marketing, Media, & Money headquarters we are starting the year with some new changes ourselves. We have 11 NEW global influencers and industry experts who will be columnists this year with a defined focus and collaborative vision. Make sure to check out the “Meet the Columnists” page where we also listed the expertise so you know what you can be excited about what you will learn from them.

Our columnists & guest experts are sharing in this issue topics such as:

- 9 Myths About Sales You Still Believe
- Want to Be on Top of Page 1?
- Live Streaming Video Content Ideas for Business
- It's Time to Build Relationships Differently
- Is Sponsorship Still a Thing?
- A Book Is NOT a Glorified Business Card
- 3 Reasons Paid Ads Fail to Get Results
- The Mindset of a Profitable Speaker
- Did Your Health Goals Lose Steam?
- Franchise Ownership: Own Your Future!
- Make a SPLASH with Your Content in 2021
- Less Networking. More Connecting
- Confidence Secrets for Business Success
- Give a Voice to Your Dreams

And I have personally put together the “5 Marketing Trends You Cannot Afford to Ignore.” I would love to hear from you, and have you share with me what marketing trends you are planning on implementing. So, please feel free to reach out and let me know, my inbox is always open.

And another exciting addition we have this year is we also have a Sponsor for the first time and want to welcome the EXACTA Corporation and look forward to having them as part of our community. Stay tuned to learn more about them and how they plan to serve.

-patty

patty “profit not pivot” farmer
Editor in Chief, Marketing, Media & Money



Need More Clients (and Cash)? And More Bank Deposits?



I can fix that!

patty "it's time to go to the bank again" **farmer**

YES! I want more clients & cash!



50-52



8-10



34-36

facebook



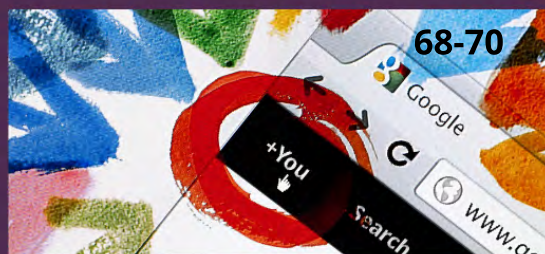
64-66



30-32



46-48



68-70



22-25



16-18



54-56



42-43



60-62



38-40



12-14



72-73

Table of Contents

Letter from the Editor, Patty Farmer.....	2
Table of Contents.....	4-5
Meet & Connect with the Columnists.....	6-7
5 Marketing Trends You Can't Afford to Ignore.....	8-10
Make a Splash with Your Content in 2021.....	12-14
It's Time to Build Relationships Differently.....	16-18
Marketing Tip.....	20
Meet Our Sponsor, EXACTA.....	21
On the Cover....Up Close & Personal with Tanya Smith.....	22-25
5 Live Streaming Video Content Ideas for Business.....	26-27
Marketing, Media & Money Podcast.....	28
Join the Marketing, Media & Money Community on Facebook.....	29
Did Your Health Goals Lose Steam?.....	30-32
3 Reasons Ads Fail to Get Results.....	34-36
Less Networking, More Connecting!.....	38-40
Is Sponsorship Still a Thing?.....	42-43
Media Tip.....	44
FREE GIFT from patty farmer.....	45
Confidence Secrets for Business Success.....	46-48
A Book is Not a Business Card.....	50-52
Give Voice to Your Dreams.....	54-56
Money Tip.....	58
Free Bird RVs.....	59
Franchise Ownership: Own Your Future!.....	60-62
9 Myths About Sales You Still Believe.....	64-66
Want to be on Top of Page 1?.....	68-70
The Mindset of a Profitable Speaker.....	72-73
FREE! Lifetime Subscription to Marketing, Media & Money Magazine.....	74

Connect with Columnists



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Marketing & Media



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Content & Creativity



Tamara Burkett

Relationships & Tech



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Health & Wellness



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Community & Connections

2021



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Voice & Communication



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Franchise



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Sales & Leadership



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Social SEO

5 Marketing Trends You Can't Afford to Ignore



patty farmer

Publisher

Marketing & Media

Patty Farmer is a Marketing & Media Strategist, International Speaker, Podcast Host, Event Producer & Magazine Publisher. She works with 6-figure entrepreneurs who are experts in their field to help them fully identify their expertise, their market (tribe), gain massive visibility, package their knowledge, and position them in the marketplace to leverage the media and create marketing strategies that are profitable...not painful.



With the unpredictability of 2020 now behind us, it's time to look ahead to 2021 and examine the current marketing landscape and decide what trends we want to embrace and add to our marketing toolbox. Suffice to say that when entrepreneurs, small and medium business owners and even marketing experts were asked 5 years ago; "Where do you see your business in five years?" that none of them got the answer right.

2020 was chaotic and volatile and held unprecedented challenges to say the least, and while some of the trends which were predicted pre-pandemic did end up emerging, others didn't at all, and with most of us pivoting in some way, the marketing landscape for 2021 is full of new ideas, predictions and strategies about what we can expect and what we should implement.

Conversational Marketing will be key.



In the past, marketers focused on keyword driven blog posts and content was king, but it was a Google based strategy and in today's business environment relationships are the currency of choice. The reality is your potential customers AND your strategic partners are craving real connection and conversation. And while artificial intelligence is and will be even more a driving force in 2021 marketing needs to begin with a conversation.

Chatbots will continue to be an important part of digital marketing.



Surveys show chatbots power over 85% of customer service requests due to their ability to provide responsive service 24/7, answer simple questions and respond instantly to inquiries. Chatbots are like having your own AI-based virtual assistant that can automate repetitive tasks so you can focus on revenue generating action items. Many marketing agencies are incorporating chatbots into their funnels and connecting with their ideal clients via Facebook Messenger and other AI-based technology.

And as I shared above, conversational marketing uses targeted messaging and **chatbots** to engage with people when they are on your website so utilizing both in your marketing will increase your results and your revenue.

Cross-channel promotion and integration will expand and grow.



Incorporating multiple channels in your marketing strategy will be much more effective than just using one or two platforms. Just as people prefer to receive information in different ways such as email, phone, text, video chat etc. it is important to remember when marketing, that each channel can trigger different responses on each platform. Some may trigger an emotional response while others may trigger a more data driven response and your voice will and should be different on each platform as well.

"Marketing without data is like driving with your eyes closed."

~ Dan Zarrella

Video Marketing will continue to reign as one of the top marketing trends.

Video is by far one of the most popular ways customers want to learn about products and services, intake, and digest new information, learn new skills, accelerate business growth, and gain an edge over competitors. And now with so many more options than just YouTube, we can now do live broadcasts or make a video post from Facebook, Instagram, and LinkedIn. Creating and incorporating video continues to be one of the most important digital marketing strategies in 2021.



A few interesting video marketing stats:

- Viewers claim they retain 95% of a message when obtained via video. (Social Media Week)
- Video ads were the #1 way consumers discovered a brand they purchased from. (Animoto)
- 80% of marketers say video has directly helped to increase sales. (Wyzowl)
- Tweets with video attract 10x more engagements than Tweets without video. (Twitter)
- The optimal video length for engagement on Facebook is between 2 & 5 minutes. (Social Insider)

And lastly, my personal favorite... Relationship Marketing

Forbes defines relationship marketing as "... a strategy designed to foster customer loyalty, interaction and long-term engagement. It is designed to develop strong connections with customers by providing them with information directly suited to their needs and interests and by promoting open communication."

And while I certainly agree, for the sake of this article I am going to be sharing how *building relationships*, and specifically building relationships with others who serve your "ideal buyers" in a completely different way can be your most productive and profitable revenue stream AND, in my opinion, you will enjoy it the most if you do it right. For example, I am in the marketing and media industry so for me building relationships with experts who do branding, graphic design, copywriting and web design are a few of the industries where we can serve and support each other by doing intentional introductions and referrals. I call them my "power partners". Rather than selling to each other, we refer to each other and collaborate on projects such as co-hosted workshops, Facebook lives, webinars, and stages too. Relationship marketing is where I get over 80% of my clients and they come from both collaborating as well as direct referrals. I believe the best way to promote yourself is by promoting others, so who do you know that serves your ideal clients that you can serve and support and start building a mutually beneficial relationship with? This will result in a win for each of you and your clients as well.

#Strategy: Pick just one or two of these and start taking action and you will see your results, revenue and relationships increase exponentially.

"No matter what you do for a living, we are essentially all in the same business. The relationship business." ~ patty farmer

~~NO!~~ You CAN'T pick my brain,
but you CAN rent it.



Get my *brain* on YOUR business
so you can attract (and convert)
more of your ideal buyers!

Click to book a 30
minute "rent my
brain" session



plug in. power up. get paid!



Make a SPLASH with Your Content in 2021



Sarah Schwab

Content & Creativity Expert

Sarah Schwab is the Founder and President of Content Creation Coach and a speaker on the topics of Content and Creativity. She is the host of the "Inspired & aMUSEd" podcast and the author of the Amazon #1 Bestselling book "Content That Dances." Known for her unique approach to content strategy, she has created hundreds of blog articles, produced videos, online courses, webinars, e-books, and more. She believes in the power of content and creativity to spread your message, grow your business, reach more people and make a bigger difference.

Content, Content, Content. You hear the word all over the place. There are new platforms and tools popping up all the time. How can you possibly keep up with it all? And is it really helping your business? Let me simplify it for you and help you make a real SPLASH with your content this year!

Two Types of Content:

When I use the word "content" I mean something specific, so let's start with a definition...*Content is either written or spoken and builds a relationship with the audience by providing value.*

Not everything people call content deserves that word. Much of what they're talking about is copy, and it's its [important to understand the difference.](#)

I break marketing content into two categories: Nurturing Content and Catalyst Content. Each type of content can take several forms and serves a specific purpose. To understand how it works to grow your business, let's look at each type of content in the context of a strategy I call "The Waterpark."

Content Marketing Strategy: The Waterpark

Unlike stagnant models like a "pipeline" or single "marketing funnel," a waterpark is an engaging platform that has several places for people to both enter and exit, and plenty of things to keep them busy along the way.

Catalyst Content, the first type of content, is what brings people into your waterpark. It's something that requires people to sign up, download, or show up in order to engage with the content. It is sometimes called a lead magnet, although Catalyst Content can take many forms.



Forms of Catalyst Content:

- E-book
- Virtual event
- Video series
- Challenge
- List (25, 50 or even 101 things)
- Audio recording
- Webinar
- Public Speaking Engagement
- Collaborative event or summite Lazy River!

These are just some of the options. With Catalyst content, you can get creative! Think of this content like a ride at the waterpark. It could be a twisting slide, a surfing wave or a giant funnel. It's the attraction that gets people to say "Yes! I want to check this place out!"

Once you have a ride in your waterpark, you'll use your marketing channels to drive people there. They sign up and read or watch or listen to the content. Some of them will be ready to take the next step like having a conversation with you, buying a program, or hiring you. Yay! But many of them won't be ready yet. We all know that the sales cycle takes time. Sometimes 6 months, 12 months or more. Many of the people who come into your waterpark really like what you shared and are likely to hire you in the next several months. But what do you do with them in the meantime? You put them in the Lazy River!



Nurturing Content: The Lazy River

The second type of content is Nurturing Content. It's what you share in order to keep the people in your waterpark moving forward. It must be created on a consistent basis – somewhere between every week and every month. Every time they hear from you, it deepens their relationship (or it should!). This is why nurturing content is so important in establishing your expertise and your perceived value. If you are sending annoying e-mails or sharing empty posts on social media, it's not actually helping your cause.

Offering some value, even a small nugget, through your nurturing content gives your followers and prospective clients a sense that you have a lot to offer. Common forms of Nurturing Content include written blog articles, video blogs, and podcast (audio) episodes.

When you get into a habit of creating content on a consistent basis, it impacts your social media presence, your e-mail marketing, and your SEO (Search Engine Optimization). It builds visibility, drives traffic and increases awareness about you and your business.

Imagine an active Lazy River full of happy, qualified, educated prospects. Excellent! Although it's a little strange thinking about your prospective clients in their bathing suits! But our goal isn't to have lots of people in the Lazy River. So, the question is, how do you get them out? Many businesses get stuck in a cycle of nurturing content, e-mailing, and posting, but don't seem to get clients from it. Why not? That's not what the Lazy River is for. In order to get people out of the Lazy River and engage with you at a higher level, you need another waterpark ride!

Catalyst Content: Waterpark Rides

Go back to the list of Catalyst Content options and create a new opportunity for people to engage with you. Maybe this time it's a seasonal challenge. Or perhaps you partner with another business to co-present a webinar and expand your audience.

Each time your waterpark expands, you attract more people in. Some will come out as paying clients, and some will go into the Lazy River until next time.

Look at your current online presence and ask yourself whether your waterpark is dynamic and engaging. Do you have a consistently flowing lazy river? Do you consistently offer fun rides to bring in more people and make offers?

**Join me for a Free Content Planning Workshop on Thursday, February 18th
and make plans to create a big splash with your content this year.**



Need a better, more strategic,
highly effective online
presence?

Join me for a **FREE**
Content Planning Workshop

SIGN UP NOW



Content Planning Workshop

Free Online Event

Thursday, February 18

12:30 Eastern (11:30 Central)

CLICK HERE TO SIGN UP



SARAH SCHWAB

www.contentcreationcoach.com

It's Time to Build Relationships Differently



Tamara Burkett

Relationship & Tech Expert

Tamara Burkett is a CRM consultant, virtual meeting producer, speaker and author. She fully believes in the power of personal connection to motivate, inspire, and educate. Tamara Burkett knows that authentic relationships are the lifeblood of a thriving business. Through her consulting and training company, Tamara helps entrepreneurs and small business owners identify and onboard the system best suited to help them scale their business. Using the results of her signature 5-point personalized assessment Tamara's clients are able to quickly automate their backend systems and start working on what matters.



If I were to contribute a single strategy to the success of my company, it would be business development. Just one fruitful relationship has the power change the trajectory of your business. It could open the flood gates of opportunities from introductions to joint ventures and beyond.

Chances are you have someone in your network who's tremendously contributed to your business in numerous ways. You may even have a few colleagues and mentors who fit this description, but what if your entire network contributed to your business success?

Pondering this question triggered a domino effect of changes in how I initiate, and nurture relationships. The results have catapulted my company to new heights. Yet, like most achievements, challenges in multiple areas in my business operations ignited a search for truth. I needed to understand my reality in depth in order to guide me to the solutions. It all started with a major problem with networking.

Have you ever ended a virtual connect thinking of ways you could've better utilized the time?

It happened several times before realizing I was filling my days with coffee connects that went nowhere. And it took having several more pointless meetings before identifying why I was not getting the results I desired. At the time, networking was my primary lead generation activity. Although my calendar was filled with several one-on-one meetings each week, I still struggled with meeting sales goals. I was tired of being busy and broke. Meeting new people was no longer exhilarating and bitterness began to rear its ugly head. All the insights and introductions I freely gave were not being reciprocated. It was time to change the trajectory of my business or start job hunting.

*"Every problem lies an opportunity
waiting to be discovered."* – John Adams



As excruciating as my new reality felt, I reached a pivotal point on my entrepreneurial journey. One that many experts shrug off as a severe lead generation problem, but that's short sided. The issue ran deeper than lead generation. Sure, dead-end coffee connects played a major role in a lack luster pipeline, but something else was missing. The root problem was hidden beneath my struggling sales numbers and qualifying process. Solving this challenge would be a game changer and allow a bigger vision for my business to be uncovered.

So, if this article resonates and developing quality relationships is a vital part for your 2021 plans, continue reading. I'll share strategies and tips for building relationships and leveraging technology to generate revenue.

"The richest people in the world look for and build networks, everyone else looks for work." -Robert Kiyosaki

Pointless coffee connects results from a breakdown of two critical processes, identifying your target market and intersecting sectors and a qualifying process.

Target Market

You've heard it a thousand times I'm sure. Creating a client avatar is one of the first rules in marketing. Writing compelling content is just one benefit of specifying who you serve. It's the foundation from which you qualify leads, build alliances, and create new products. Taking the time to define client characteristics will save you a lot of heartache and money in the long run. When it's done well, your avatar becomes a shrinking target, meaning it should evolve and increase in detail over time.

By developing a deep understanding of those you serve, adjacent vendors become easy to identify. Adjacent vendors or peers who serve the same market as you will see value in building a relationship with you. So find vertical and horizontal vendors to initiate a conversation with. For example, health and wellness coaches who work with women between the ages of 30-45 could form alliances with divorce attorneys. With at least 50% of marriages ending in divorce, divorce attorneys would have regular interactions with women who want a health and wellness coach. “74% of consumers identify word of mouth as a key influencer in their purchasing decision.” (Ogilvy Cannes)

Who can you build an alliance with? Try this:

- Create email templates that include links to articles, blogs, podcasts, and books to share with your network. Make sure you keep the template short and simple. Store templates in your CRM and continue to add templates as your content assets grow. Next time you need an excuse to reach out to someone, look through your email templates!
- Brainstorm professional services that are likely to interact with your ideal client (think major life events and needs of your clients before and after they need you). Once you have a list, 3-5 is good enough, search for them on LinkedIn. You may already be connected to people who fit your criteria. Initiate a conversation!

Qualifying who you meet with.

The key to reducing or eliminating dead-end coffee connects is to qualify people before committing to one on ones. Qualifying peers is just as important as qualifying leads. The goal is to have coffee connects where both parties are sharing their stories, providing insights and determining a next step is warranted. If you want to build a network of professionals who all contribute to the success of your business, you must be intentional about who you associate with.

Try this:

- Think about those peers in your network who you absolutely love and wish you could replicate. What characteristics do they possess? Why are they so valuable to know? Write a list of ideal characteristics and demographics you want your peers to have. This includes possible referral partners, strategic partners, etc.
- Develop a list of qualifying questions based on the list you created above. Think of where to store questions for easy access during conversations. Does it make sense to include questions in your scheduler?

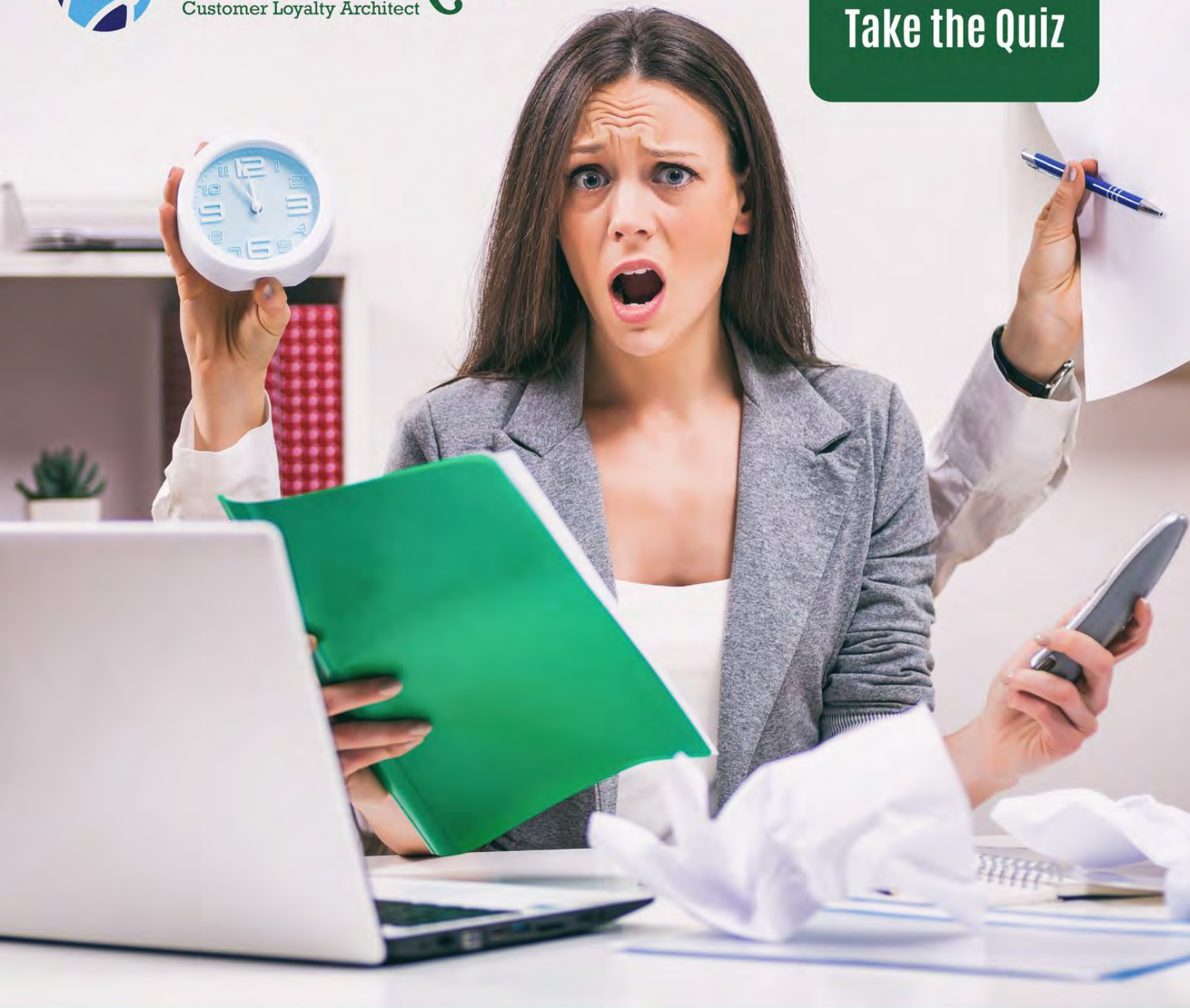
Want to fortify your business?

By focusing on business development, the function of networking evolves to support your business in a wholistic way. Intentionally creating a community of intersecting companies and industry experts would feed your company in a multitude of ways. By expanding your view to think long-term, you can build meaningful connections that will fortify your business in times of uncertainty and create sustainable revenue.

What has networking done for you lately?



[Take the Quiz](#)



Do your business relationships add to your bottom line?

Marketing Tip



“When marketing to your ideal client, it is important to remember that they are buying your expertise, a solution to a problem and a way to shorten their learning curve and get them where they want to go. Faster.”

-patty farmer

“Where’s dad’s Will and his DNR?
If only this estate plan was organized!”

Introducing
Family
Organizer
Plus

Show Me How!

Easiest to store and find important records from anywhere, any time.



Up Close and Personal with...

Tanya Smith

What does success mean to you?

I realize it looks different for everyone, but for me, success is having the freedom to make choices about life and business without sacrificing the things you want or need. I'm a huge believer in time freedom, so the more control I have over my time the more I feel accomplished.

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

Experiment. Give yourself grace and time to figure out the answers to what will become the core of your business. Decisions about understanding who your ideal client is, what boundaries you need to create in personal & business life, and how to showcase your best offers almost always change with experience and time.

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

A woman approached me at the local mall and asked me what it would be like if I could walk away from my cubicle and have the freedom to work the way I wanted. She was offering me a cosmetic sales opportunity and though that didn't work out in the end, she planted a seed that made me curious about running a business.

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

I think that entrepreneurs should be ready to adapt and be open to make creative changes when it makes sense. What we saw with the COVID quarantines is that some businesses survived because they took their services and transformed them to fit the situation - i.e. onstage conferences became onscreen summits, etc.

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

Daymond John has always been one of the people I most admire. His personal story resonates with me, as a kid growing up with a fierce desire to upgrade his situation. Every time I hear him speak, I love how honest and helpful his advice is for up-and-coming businesses. He doesn't hold back, and I respect that.

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

My daughters are watching me to see how I respond to tough situations. They are influenced by what I've been able to overcome and it matters to me that I show them a model of grace and resilience, because so many people give up. I hope they are encouraged to work through any challenges because of what they see in me.

What keeps you awake at night?

Thinking of my what's next. How can I do better or improve on what I'm doing. My live stream show has been going on now for a year and a half. I want to do things better, but without breaking the 'working' formula.

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

I had to learn that not everyone wants the best for you. There will always be other people who offer advice. The key is to discern when to take it, or when to follow your gut.





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

Stepping up my business to go all in. I've had a tough time previously turning over work, but in order for me to escalate the business, I recognize that I need to delegate more. I'm bringing on a team member to whom I'll outsource some of my administrative tasks.

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

Feeling that I needed to lower prices and undervalue my capabilities. I know that I tend to give away a lot of information without charging what that content is worth. I've spent time with a pricing strategist to help me research and build greater confidence in my business model.

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

Keep track of every accomplishment. Journal each success and every lesson. It will give you some incredible milestones to look back on so you can celebrate how far you've come.

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

- The Power of Intention by Wayne Dyer
- The Magic of Thinking Big by David J. Schwartz
- Chillpreneur: The New Rules for Creating Success, Freedom, and Abundance on Your Terms by Denise Duffield-Thomas.

All of these books focus on mindset, which is the beginning of success.

What do you love most about your business TODAY?

Freedom to create the kind of content and community that I choose, at a pace that is right for me.

What's next for you?

I am rolling out a series of courses this year based on 6 principles for getting noticed with video. I'm also waiting for my new quiz funnel to be finalized so that new leads can find my Let's Go Live Challenge, a monthly live video program I share to help service providers start livestreaming in a 'safe space'.



5 Live Streaming Video Content Ideas for Business

by Tanya Smith



Feeling stuck coming up with topics to do live stream videos? Video streaming is one of the fastest-growing marketing methods businesses can use right now to get in front of their audiences.

Video engages viewers in a simple way that helps them feel as though they know you. Trust and credibility build through the transparency of a more personal conversation where those watching can see and hear you talking. Video has become a great substitute for what used to be chats 'across the table'.

But one hurdle that may keep you from trying to do more live videos is the common question, "what should I talk about?". As a business, it's important that you avoid the habit of going live without a game plan. You need to be clear on your live stream content and have endless sources for possible conversational moments.

Whether you're planning to do more live stream videos on Facebook Live, YouTube, or other streaming pages, the following ideas might be just the jumpstart you need.

5 Live Video Content Ideas

Below is a shortlist of ideas that are simple, yet effective, for business conversations in your next live stream video.

1. Frequently Asked Questions

FAQs are an excellent way to help the audience with your most common inquiries and sharing your answers will give you a simple way to manage your time. Instead of responding to one off submissions to your customer service messaging system, you can provide prospective customers with answers in real-time. Try to collect at least 5-10 questions from your customer base in advance or peruse your website's knowledgebase for questions most often asked.

2. Video Reviews

Your opinion can offer great information for viewers who may be seeking to purchase a product or service you have already tested. Whether you love or hate it, consider sharing your organized thoughts in a live stream so that those who watch feel more informed and prepared before pulling out their purse. I often do reviews of software and various apps I enjoy using for my business. Some are video related, and others are designed to simplify the backend of my business. These are often the most watched and liked videos, by loyal followers who trust my perspective.

3. Interviews

Another form of live video content that can help you position yourself as an expert in business involves interviews. Either you are interviewed on camera, or you are interviewing someone else in a business that complements your own. This offers your target audience a chance to get to know you and the colleagues you spend time with. Consider inviting guests to talk about topics that support and complement your area of expertise in your next live stream.

4. Live Demos

Live demonstrations to teach certain skills will almost always be well received by niche audiences. How to train your dog to sit or how to cut the perfect cake slices can be fully captured by video in a way that even the best-illustrated book or blog post cannot. Even if your business is one in which you teach a process, you can deliver a demo of your steps in detail through screen sharing a slide, a mind map or even walk through an Excel spreadsheet.

5. Inside Scoop

One final way we'll cover in this article is inside scoop. Who doesn't want to get the 'exclusive inside scoop' on something of interest? Try doing a live video tour of your business, share an insider peek into new product creation, and offer 'behind the scenes' content to your audience. With all these ideas for live video topics, you will not run out of content for some time. Talk about any of these topics in your next livestream to create engagement and grow your social fanbase through video.

"The wonderful thing about doing live streaming video is you get to embrace imperfection and simply share your message." ~ Tanya Smith



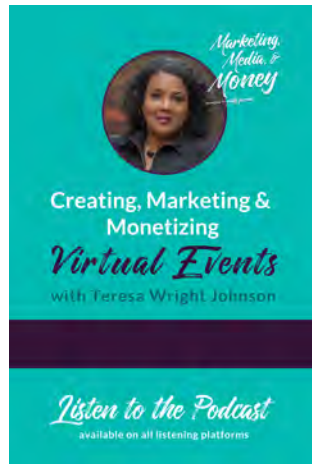
TANYA SMITH

Tanya Smith is the founder and Chief Content Strategist at *Get Noticed with Video*. She is on a mission to take the mystery out of on-camera & live stream video, making it practical for service providers to build their social influence and serve more people. [Click here to learn more and to connect with Tanya.](#)

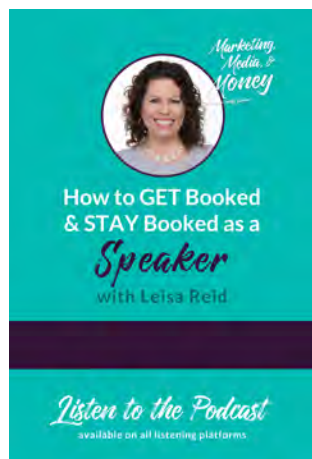
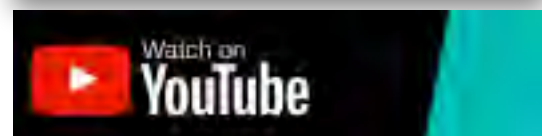
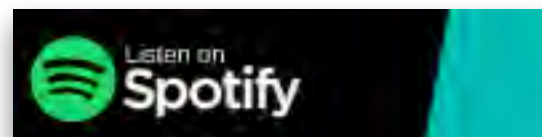
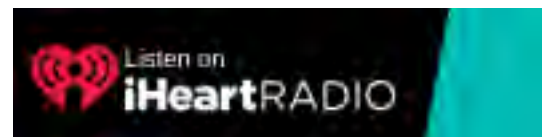
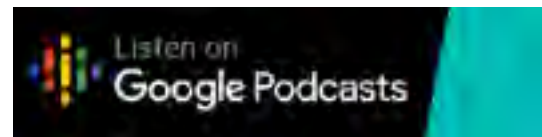
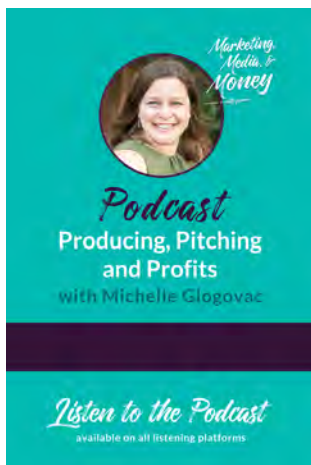
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Chrystal Rose

Health & Wellness Expert

Chrystal Rose is a multi-preneur and health & wellness expert. She is the podcast host of the Self Love Breakfast Club, an author, speaker and her boutique Rebellia is dedicated to helping women who struggle finding clothes to fit their athletic bodies. Her coaching business includes XL Nutrition which helps busy people reach their fitness goals in a sustainable & balanced way. She also offers a deeply different approach to internal wellness with her self-love life coaching program for leaders. Chrystal is obsessed with helping others feel really good about themselves in every aspect of life.



Did Your Health Goals Lose Steam?

It happens every year. January 1st brings a clean slate and people tell themselves that this is the year they will get healthy. They join a gym, find a diet that promises success and commit to drinking a gallon of water a day. By mid-February they are either burnt out, frustrated by the lack of progress or more than likely, both.

Sound familiar?

I'll tell you this – it's not your fault. It has nothing to do with motivation or willpower. Studies have shown that 95% of diets fail. That leaves just a 5% success rate!

Our brains have been hardwired to believe that reaching our health & wellness goals should be fast. We are told that diets are miserable and that we can't have certain things if we want to lose weight or be healthy.

That's just not true. Not only can you get to where you want to be—whether it be weight loss or to achieve specific health markers—but you can also keep the weight off and maintain those health markers. You can also do it while eating things you love like doughnuts, pizza or drinking wine for example.

Here are 5 ways you can have your cake (literally) & eat it too.

Baby Steps

Tackling every way in which your health is lacking all at once is tempting, but it's also why you will eventually lose steam and give up. To most it makes sense to dive in headfirst with 6x a week workouts, a hardcore diet, a supplement regime, a new shiny water jug to carry around, an app to measure your steps and on and on and on. All this does is create overwhelm, which leads to burnout, which leads to quitting and not doing *any* of these things.

Instead of doing it all at once, pick ONE thing to start with, give yourself a couple weeks and then move on to the next. The first thing you choose should be the easiest possible thing for you to do.

So, if that is moving your body for a minimum of 30 minutes 3x a week, start there. If cleaning up your diet is easiest then begin with that. There is no one-size-fits-all approach here. Starting with what works for you will lead to easier integration for the next thing, will last longer and is less likely to end with you being burnt out.

Sustainability vs Speed

Everyone wants to get there fast and thinks they are failing when they don't. Your health however, is a marathon and not a sprint. Anything you do to reach your goals quickly will not last, simply because it's not sustainable. Most diets are engineered so that you drop a lot of weight in the beginning so you believe it's working. Most don't realize that this is water weight, not fat. Fat takes time and consistency to lose. So, when you hit that plateau (which is really just the end of you losing water) you get frustrated and impatient.

We are not machines. Real lasting results happen with consistency and patience, not perfection and speed. You are more likely to reach your goals and maintain them if you operate at 80% consistency than if you try to be perfect and throw it all away when you make a mistake.

Reframe Progress

Most people measure their progress by weight and get frustrated when the scale won't move. Having a one-dimensional view of progress will fail you every time. Because there are so many factors that contribute to our day to day weight fluctuations, it is sort of crazy that so many people rely on that one factor.



Your weight fluctuates daily due to sodium, hydration, hormones, muscle recovery, digestion and so on. If you eat out for a meal and the next day your weight is up – no you did not put on X pounds of fat. The increase in sodium caused you to hold water. If you have a hard workout and the next day your weight is up, it doesn't mean your hard work isn't paying off, it means that your muscles likely needed to take on more water for recovery. Measurements, photos, noticing how your clothes fit, increased energy and health markers are great ways to view progress from a multi-dimensional angle.

True Moderation

Every diet, whether it be for weight loss or health starts with a list of “you can't have's.” You are told carbs are bad. Fat is bad. Foods are demonized if they aren't considered “clean.” This is all a sham and it keeps you in the diet loop.

The truth is that you are able to reach your goals and still eat the things you love. Most of us have the all or nothing mindset so if we “cheat” on our diet with a cookie, we will eat the entire box because we already blew it. The reality is that if we had eaten the cookie and just moved on with our lives, it wouldn't have thrown us off course in the slightest.

Ask for help

There is this belief that we have to do things on our own but helping each other is what makes the world go round. You help others with *your* business, right? And you've likely hired someone to perform tasks for you that weren't your strong suit, so how is this any different? If you are struggling with your health goals there are a number of ways to get help and receive support. Ask a friend in a similar position to hold each other accountable. Subscribe to an online program that has a community that you vibe with. Hire a coach that will help you get to where you want to be faster than you could on your own.

If you've lost steam with your health goals, it's totally okay to get back on the bike and go slower this time. It may not happen overnight, but next January could look a lot different if you stay the course.

“If you are struggling with loving yourself and what you see in the mirror, know this: you do not need to be fixed. You are not broken and you are not alone. You are perfect just as you are. You don't need to change, but maybe your belief does.” –Chrystal Rose



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gimmicks and all of
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Michelle Bridger

Facebook Advertising Expert

Michelle utilizes Facebook & Instagram ads to make BIG dreams come true. Clients come to her looking for a collaborative approach in order to achieve their mind-blowing goals. She and her team have brought in \$26 million in revenue for clients, and are a powerful force in managing ad accounts. Leading with strategy and a customized approach, she's generated life-changing results for her clients. Michelle and her team aren't just focused on leads; they've got their eye on increasing sales throughout the entire funnel. Michelle is the strategic partner orchestrating client success seamlessly from start to finish.



3 Reasons Ads Fail to Get Results

Are Facebook and Instagram ads still the best advertising game in town? Yes!

Despite daily changes, turbulent shifts and controversy, Facebook is still *by far* the best, most profitable and scalable advertising platform on the internet. Period.

It is THE link that can connect your business to an ENDLESS STREAM OF BUYERS. But...that endless stream of buyers can become a dry, dusty riverbed of disappointing results when the 3 Cs are not present.

Without the 3 Cs you could feel like...

- "Facebook ads just don't work for my offer."
- "My target market is not interested."

Or worst of all...

- "I won't be able to grow to the level I dream of."

I'll go over the 3 Cs in detail below, but first let's dispel the common myth that targeting is the most important element in ad success. Yes, targeting is important, but from my experience of running over \$12 million in profitable Facebook and Instagram ads, getting the 3 C's correct is the foundational step on which ALL success rests.

Ads fail when your offer is not Clear, Compelling, or Congruent - the 3 C's.

1. Is your offer CLEAR?

"3 seconds. That's how long you have to grab your audience's attention and present a clear offer." ~ Michelle Bridger

Webster defines the word "clear" as: *"free from obscurity or ambiguity, easily understood: UNMISTAKABLE".*

Surprisingly, often, it's hard for business owners to evaluate their own offer objectively. Aside from guessing, how will you know if your ad isn't clear?

- A high bounce rate on your landing page,
- A low click-through rate (link CTR), and/or
- A low landing page conversion rate

are all telltale signs that your ad and landing page may not be clear.

Here are some questions to ask yourself that will bring clarity to your ads. These questions seem basic, but almost every time we audit a new client's ad account, we find issues in the clarity of one or more of these areas. It would be well worth your time to really dive into these questions and make sure your offer is easily understood.

- What is it?
- Who is it for?
- What is the big promise or transformation that will take place?

With every new client we bring on, we perform a deep dive into their offer as Step One, and if need be, we help them clarify the messaging around *what* they're selling and *who* they're selling to. If you're having trouble making your ads clear, a second set of eyes is often needed.

- **Action step** - Run your offer by your colleagues and best clients, those who will give you honest feedback that will help you clarify the messaging where needed.

2. Is your offer **COMPELLING**?

You're brilliant. You've been deep in the trenches honing in on your expertise. Your offers are not just good -- they're great! But your potential customers will scroll right by your ad if your offer and copy are similar to everyone else's.

The first and strongest step in building compelling ads often does NOT require a whole new offer or angle, but simply a better, more compelling title. The title of your offer makes or breaks your results.



Try this formula:

"How to" + add a colon and a benefit statement. (e.g. *"How to Troubleshoot Your Facebook Ads: More Revenue More Profit"*)

Or...

Try making the second part of your headline a list. (e.g. *"How to Avoid Disappointing Results: 3 Reasons Ads Fail"*)

Notice how adding a number to the title makes it more specific and magnetic.

What to look for in your data? A non-compelling offer will have a low Link Click Through Rate (Link CTR).

- **Action step** - Try strengthening your title by using the formula above.

3. Is your offer CONGRUENT?

There are two parts to creating congruent ads. Each part is just as important as the other. Firstly, the ad copy needs to mirror what they will see on the landing page. If someone gets to the landing page and it does not match your ad, your bounce rate (the percentage of visitors who click away from your page without performing an action) on the landing page will be high.

Secondly, each step in the funnel needs to make sense as the next logical step, not just something added on as an afterthought. For example, if you include an upsell or downsell in your funnel, it needs to help them use the original product faster, better or with more ease.

Here are some examples:

- recording of the training
- customizable template
- grocery list for the purchased recipes
- audio of the book... and so on.

For these reasons, our agency carefully reviews all copy in the funnel. We construct ad copy that clearly identifies the offer and mirrors the landing page, while simultaneously drawing in the ideal client and repelling those that are not a fit. It's a win-win!

- **Action step** - Revisit your landing page and ad copy, adjusting as needed to be sure they mirror one another. Walk through your funnel upsells and downsells. Do they make sense? Are they congruent?

While there are many elements to successful Facebook ads, copy that is Clear, Compelling and Congruent is the foundation on which all Facebook and Instagram ad success rests. It is the key to connecting your business to a steady stream of BUYERS.

RUNNING FACEBOOK ADS?



DOWNLOAD

THE FACEBOOK ADVERTISING CORE ASSESSMENT

You'll discover where to **focus your efforts** in order to **strengthen your offer** so that you **bring in more sales and more profit.**

→ [CLICK HERE NOW TO DOWNLOAD](#)

Less Networking, More Connecting!



Danielle Woolley

Communication & Connection Expert

Danielle leads a community of connectors who creatively navigate life and business together in ways that they are seen, heard and supported by being themselves. She is driven by the sharing of knowledge and experiences, as well as giving back to charities as a part of everything that she does. When Danielle is not engaging in community or working at her full-time job, she enjoys spending her free time doing arts and crafts, traveling, supporting animal causes, and hanging with her husband and their rescue cats, Loki and Thor, in nature or at home on the Jersey Shore.



Let's forget about the word networking for a minute. When you think about connection, what are some things that come to mind? For me, it's sharing experiences, feeling supported, and the ability to be myself. When you show up authentically it touches people in ways that make them feel seen and heard and part of community. It's comforting to know other people going through the same experiences as you. When you focus on truly connecting on a human level, and not just networking in a transactional way, it encourages people to be open to opportunities to collaborate and support each other both personally and professionally.

What about social?

Social Media, when used respectfully and with intention, can lead to meaningful relationships that positively contribute to your life. When you network or use social media to post in 50 groups and run, or tag 99 people on every post, or send a scripted message out it puts walls up around the very people that you are trying to collaborate or do business with.

Allow me to share a few experiences...

Several years ago, I was SO excited about a project I was working on that I made sure to post 3 times a day (during peak times of course) and messaged every single one of my thousands of friends on my Facebook list. At the time, I just assumed that because I am a kind and supportive person, that people would just ignore it or say no thank you if it didn't speak to them. Oh, was I WRONG! I got nasty replies, I had people block me, a group of very immature guys from high school reported my posts and even created a secret Facebook group to make fun of me. I was mortified, embarrassed, upset, and felt violated. What I didn't realize at the time was that others felt as upset by my messages and posts as I did by their responses! (Except the immature bullies, they were just mean.)

The lesson? It takes time and effort to build a real relationship with people, and even then, it's not always appropriate to go into a pitch, and it's never ever ok to copy and paste something to 3,000 of your closest friends.

In another experience, I reached out to a person that I never met before to say, “Hey! We’ve never met before; can you please stop tagging me in all of your posts?” This person responded with kindness and asked to learn more about me. From there we had a conversation, which led to building a relationship, and we have collaborated on events and we support each other on everything now. With that said, I’ve reached out to several others who tag me in things not relevant to me and they don’t even bother to reply and have never made an attempt to get to know me. I assume they don’t know any better but they eventually get unfriended or flagged as spam.

What can we do differently online?

Connect, engage, support, share, like, and send messages of encouragement. Be authentic and share your challenges along with your wins. Audit your existing groups and communities and make sure they are worth your time and energy and if so that you are actively contributing and engaging in them. If something is no longer in alignment, or doesn’t work with your schedule, it is okay to let it go.



Just say no to collecting a ton of business cards that sit in a pile, no to fire hosing what you do all over every person you meet and no to things that don't energetically align with who you are as a person. Be present, be curious about what others are up to in the world and see how you can support them, not just asking, "What do you do?" Leverage hobbies and interests, not just as things to talk about with people but doing them more yourself! These are a few simple and creative ways to connect with others in your day-to-day life.

A few questions to ask yourself...

If you aren't feeling connected, or are struggling with building real relationships, start by checking in with yourself. What makes you happy? When is the last time you were in nature or did something creative? When you are more aligned with yourself, it's easier to not only connect with others, but also to attract those who share your vibe. If you just show up to an event or online meeting to collect people's info and leave, guess what kind of people you will wind up attracting to you?

Be intentional in your life. Be open, give back, play, create, and listen. Only speak or comment to engage or to add value and not just to be seen. Rather than going out to network because you "have to" think of it as seeking to connect with potential power partners and people you can collaborate and do awesome things together with. The right people will value collaboration over competition.

Andrea Trank of Heaven Lane Creations, who I met through an online women's networking group and have built a relationship with virtually, said it best in my online space for creatives to connect and collaborate...

"True connection requires us to be our authentic self. It is about collaborating and cooperating rather than competing." ~ Andrea Trank

So, as you are scrolling through your social feeds or attending in person or online events, I invite you to engage with intention, talk about things that make you light up, connect to community, get involved with creative endeavors, help others, listen to your energy, share your knowledge and experiences, and most importantly be yourself. Take what resonates with you and see what other ideas it gives you for connecting both in person and virtually. I would love to hear about the amazing connections you make as a result.

Remember, less networking, more connecting.

**A space for women to
creatively navigate life
and business together.**



>>> Collect Experiences Not Things <<<

LED BY DANIELLE WOOLLEY

Is Sponsorship Still a Thing?

by Charmaine Hammond

You may be wondering if sponsorship is still a thing given the pandemic and its impact on businesses and brands. While the impact is real, sponsorship is still a priority for many brands, even if the sponsorship opportunities look different than in the past.

Many sponsor seekers, entrepreneurs, nonprofit organizations, and charities are wondering how the current pandemic situation is impacting funding, sponsorship, and brand partnerships. In fact, I hear many people saying that brands are pulling back on sponsorship or do not have funds.

For some, that is the case. Many businesses and brands have been hit hard by the pandemic causing tremendous ripple effects. However, in our conversations with brands and funders, I am also hearing that they are continuing to get behind, collaborate with, and sponsor projects that help them with their marketing goals and meet their objectives.

Companies can't just stop marketing. For many brands, sponsorship is an essential pillar of their marketing strategy.

Sponsorship is still a thing!

What's important to know as sponsor seekers is that you may need to be:

- more **creative**
- more **collaborative**
- and much more **focused on the deliverables** and ROI for the brand.

As you build relationships with brands, ensure that you are asking lots of questions to understand what matters to sponsors right now and over the next year.

- What are the **messages** they want to communicate to the audience they are trying to reach?
- What **audiences** are they trying to impact and reach (in what ways and for what purposes)?
- What are their **goals** around sponsorship? Sales? Reach new audiences? Brand awareness?
- What types of **engagement** would they like with their perfect audience (who also happens to be your audience)?
- How do they **measure success**? What **objectives** need to be achieved?

When connecting with potential brands and sponsors, use words like:

- partner
- collaborate
- create an experience for the audience
- directly connect you to the audience you are wanting to build relationships with
- meaningful activations



Brands are looking for ways to **get connected** with an audience; they are less concerned about the places you will put their logo. While logo placement is important, it certainly does not achieve brand objectives.

For example, if you are watching a movie that features a brand/logo, see a promotion on public transit, or see a sponsor slide/banner at an event, do you immediately go to their website and learn more or buy a product? Likely not.

If sponsors are looking to meet their marketing objectives through sponsorship, you must have more to offer the brand besides putting their logo everywhere. How do you find out what they need, value, and would like to see in terms of sponsor recognition and engagement? **You ask them.**

If you ask questions, really get to know what they need and what is meaningful to them, use collaborative language (we, let's, us, together, partner), and invite them to share what could work for them, you have a much better chance of a yes.

In fact, we often explain sponsorship as a puzzle. If you go to a brand when the puzzle is completely put together and you just have one or two pieces left to fit in, it really becomes a "yes or no" opportunity. Whereas, if you go to partners while putting the puzzle together, they can co-create with you and find more meaningful ways to be an active sponsor. Sponsors can also help identify where they could pull in other resources (e.g. other departments, their media and social media team, swag, etc.).

Check out the related blog we did on some of [the many ways to recognize partners](#).

Focus on asking brands and businesses about what type of engagement, recognition, and experience they value in our current pandemic climate and beyond! Understand their objectives and be open to their ideas. Remember... sponsorship decision makers have experience with different projects, activations, and with different sponsor seekers. You don't have to have all the answers; you do need to be good at (and open to) asking questions, thinking creatively, building relationships, and delivering on commitments.



CHARMAINE HAMMOND

Charmaine Hammond, CSP, has been in the speaking industry more than 20 years, is a 5-time bestselling author, and appears as a frequent guest expert on media and podcasts sharing her unmatched speaking, sponsorship, and entrepreneurial experiences with business owners looking to expand the reach and impact of their projects. [Click here to learn more and to connect with Charmaine.](#)

Media Tip



“Create a targeted strategy for each social media platform that your ideal clients and/or strategic partners are active on and provide consistent and relevant content to increase engagement.

-patty farmer



Is your marketing *profitable* or painful??



patty farmer

Marketing, Media & Money Biz Quiz

- Would you like to discover a breakthrough in your business?
- Are you sick of trying strategy after strategy from "gurus" yet still not seeing results?
- Would you like a simple answer to the question "Where should I focus my time and energy to attract highly-qualified, ideal clients?"

If so, click on the link below to take this quick Marketing, Media & Money Biz Quiz.

We've designed it to:

Assess your systems for bringing new prospects and clients into your business

Help you see exactly where you're "on target" and where you need to make changes

Provide you with some "next steps" to create that breakthrough in your business.

Once you take the assessment, check your inbox right away. Not only will you receive your resulting score, you'll also get some important "next steps" based on where you are in your business today.

My personal promise to you is that you will come away from this experience feeling clear, inspired, and ready to take powerful action to grow your business and reach your goals.

Take the Quiz Now



plug in. power up. get paid!



Confidence Secrets for Business Success



Melinda Van Fleet

Confidence Expert

Melinda Van Fleet is a multi-passionate success coach, speaker, writer, and business consultant who helps individuals as well as teams, develop confidence to believe in themselves, take action and get results. Melinda believes many women are stuck and not living their best lives - and they can! Utilizing her over 25 years of experience building businesses, and her passion for working with people, Melinda teaches women real life tools they can use to improve their confidence, relationships, increase productivity, and approach each day with a sense of purpose.

"So much of starting a business or affecting change, is the confidence and courage to simply try." ~ Simon Sinek

"I want to start an App." My husband, Ryan, Good Karma Sportfishing, said this to me in the middle of Covid-19. My eyes grew wide, and my heart skipped a few beats. *What? Build an App for Good Karma Sportfishing? Where did this idea come from?*

March 13th (fittingly, Friday the 13th, that's how I can remember) was the last day of charters before they closed "the stretch." The stretch is the only road into The FL Keys where we live. We realize we are not alone but shutting down our business was rough and nerve-racking. We have built Good Karma Sportfishing to where he has a fishing charter every day. Business aside, fishing is my husband's mental escape, and his clients love and look forward to their charters with him. So reluctantly and with heavy hearts we said, "Good-Bye" to all charters on the calendar from March until who knows when?

And now, he wants to build an App? We have no clue how to build or have anywhere near the technical skills to figure it out ourselves. I searched online for books, courses, YouTube videos and apps were a never-ending rabbit hole.

Saying I felt the task was daunting is an understatement. *Where do I start on this new project? Is this a good idea? How much will it cost? Will it be yet another idea that we try and possibly doesn't work out?*

These were all thoughts racing through my already busy mind. *Did I need one more thing to have on our financial plate?* There have been a few ideas that didn't pan out in the eight years of business. *Would this be another casualty?*





I started to do the homework. First thinking we could do it ourselves. Laughable. I was wrong with that thought process. Luckily, through the power of networking and connections, a fellow speaker friend knew of a company that worked to build and sustain Apps. We learned building an App is a long-term strategy, but we dug in, and a few months later, confidently launched on August 1st.

In retrospect, most people would have passed on the idea. I can imagine intense discussion and tension leading up to them passing. I understand why but, I don't subscribe to it. Taking action and accomplishing something is how you move forward.

Notice, I didn't say 'try'. We did; we did not try. Try can often be an excuse for failure. "Well, we tried." Have you used that saying or heard someone else say that? If so, maybe now you may think of it from another point of view, and perhaps even it will become nails on a chalkboard like it is for me when I hear it.

When you take action, even if it doesn't lead to 100% success, at least you moved forward on something. During the same time, Ryan launched his fishing courses. We didn't follow the traditional course launch funnel system that a majority of other coaches follow. Ryan confidently followed his intuition on what felt right for his audience and his style of teaching.

However, two courses didn't get the traction the other courses received. At first, Ryan felt a bit crushed, as if his audience did not appreciate his hard work and ideas. As we worked on moving through his mindset, we watched the sales for two months, and gave equal promotion to all the courses.

Finally, we looked at each other and said, "It's the price point! These two courses are inexpensive, and the anglers don't think they offer enough value." We decided to bundle the more inexpensive courses and raise the price. Our theory was correct, and the adjusted course sold well. The next course we added was an even higher ticket, and it's been the best seller to date.

The key is to work to create momentum, which will direct you to your next step. All those steps compound over time, generate success, and build confidence. Here are three tips Ryan and I discuss when we decide to take action in our business:

1. What is it you wish to accomplish? What are your goals and dreams? Surprisingly, a lot of people don't know. Are you one of them? Take some time to think about what you are looking to achieve.
2. Recognize the voices in your head. Do you need to talk it over with someone? i.e. Your spouse or partner? Get some clear feedback and help. Understand the mindset and any limiting beliefs. Work towards getting to the bottom of why you are stuck.
3. Do the research, develop a plan, and move forward.

The example I shared about the App is a long game example. We have a strategy to add various elements, look for sponsors, and charge for various functions. However, building the audience for the App and adding in more functions that customers would pay for takes time. We are OK with this.

When we look out in 2-5 years, the Good Karma Sportfishing App could be an excellent income driver let alone add value to our audience. Apps are the wave of the future as many people don't want to have to think about remembering a business URL. It's easier for people to click on a nice little thumbnail on their phone. I know I feel that way when I go to order food on my way back to The Keys.

If we didn't have the confidence to take the chance now, long term, not having moved forward to create the App would be considered a loss. And I don't feel like saying, "Good-Bye" to that.

"Your only limit is you."

Is Your Lack of Confidence Crushing Your Goals?

Don't Let This Year Pass You By
I Can Help!

Use my **Believe & Take-Action Daily Guide**
to build your confidence in order to gain
happiness and success now!

YES!

Send me
the free
guide now!



Confidence Coach, Speaker, Author
Melinda Van Fleet
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A Book Is NOT a Glorified Business Card



Tara R. Alemany

Book Publishing Expert

Tara R. Alemany is a multi-award-winning author of seven books. She is also a speaker and publisher, as well as a serial entrepreneur. Although she's started many businesses during her career, her favorite is Emerald Lake Books, which she co-owns with her best friend, Mark Gerber. This boutique publisher specializes in working with positive people to integrate a book into their marketing or sales funnel to build their business. In her spare time, Tara leads a writers' critique group and is a winemaker, a military Mom to 2 young adults (one of each), and is owned by a black cat.



Have you ever heard someone describe their book as a glorified business card? Some speakers and coaches hand out their books at conferences and events like stickers at a pediatrician's office or lollipops at a bank.

However, a book is so much more than a glorified business card. Let's take a closer look, and I'll show you why.

A business card typically contains a lot of useful information *about you*, especially if a person wants to get in touch with you. It may have your:

- name
- email address
- phone number
- website
- photo
- product info
- social media handle
- and more!

Every detail on the card is about you and your brand. Yet an effective book, one that can successfully help you grow your business, is more *about the reader* and the problem they're looking to solve than it is about you.

A business-building book:

- clearly identifies the reader's problem.
- outlines some possible solutions.
- shares why certain solutions are better than others.
- tells a bit about you and how you discovered or developed your preferred solution.
- demonstrates how other people just like the reader have used the solution themselves.
- invites the reader to give the solution a try.
- provides additional resources they can access to learn more.
- encourages them to get in touch with you if they need more help.

By the time a reader has finished a book you wrote about your topic of expertise, they've formed a few opinions as well. They've decided whether they:

- like your style.
- trust your information.
- believe your solution could work for them.
- can do it on their own.
- want more help.

When someone who has read your book does reach out to you for help, you're probably talking to a prospect who already knows, likes and trusts you, and who is familiar enough with your methods to believe your strategy is right for them. In other words, you're talking to a warm lead. The only real question at that time is: Which product or service is right for them based on the investment they're comfortable making?

When I say that a book is more than just a glorified business card, there's more to it than that. It's not just about the content!

Did you know that the top three search engines people use to learn new things and find solutions to problems are Google, YouTube and Amazon? Hopefully, you've already taken steps to show up in Google and YouTube, but how will you rank in search results for people who need what you have to offer when they're looking on Amazon for a solution? You need a visibility strategy to show up there too.

And that's where writing a book comes in. When your book is clearly written and positioned to solve a potential client's specific problem or pain point, solution-seekers for that particular problem will find your book.



They may have never heard of you before or may already know you well, and Amazon has just jogged their memory, reminding them that you may have a solution. But when they are searching for a book to help them achieve something they're interested in and your book shows up, you're meeting them where they're at. And that's not something that a business card can ever do.

Books can also be written to solve specific issues in your business. Do you want to build your mailing list? Establish your authority? Generate more leads? Produce more revenue? Have more productive conversations with prospects? All of these things can be accomplished when you strategically write a book to address those needs.

You can even sweeten the odds of being discovered by lesser-served communities if you release your book in more than just eBook and paperback formats. There are relatively few books produced in large print and audiobook formats. As a result, if you produce your book in those additional formats, you increase your book's odds of being discovered.

Don't make the mistake of thinking that large print is only for older folks. Many Baby Boomers and visually impaired readers appreciate large print because it reduces the strain on their eyes. And audiobook sales continue to increase each year. People love to listen to them while busy with other things, like commuting, exercising and doing chores.

I don't know about you, but at times I've had stacks of business cards tucked away in various places in my office that I never touched again. Eventually, they were thrown away along with the dust bunnies they'd collected. Maybe a few of them were scanned first, but most of the time, they weren't.

Yet a book can be the start of a carefully designed plan that funnels a reader from the pages of the book to working with you or buying your products. Adding bonus materials for which they have to opt in allows you to build your mailing list and nurture that relationship until such a time as they are ready to buy from you.

Unlike the one-way communication of a business card, a book can stimulate engagement and a real conversation between the reader and an author. And two-way conversation is crucial to building a solid foundation between you. **So, the next time someone tells you that a business-building book is nothing more than a glorified business card, remember... It is so much more!**

A book is so much more than a glorified business card. Unlike the one-way communication of a business card, a book can stimulate engagement and a real conversation between the reader and an author. –Tara R. Alemany

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Tara R. Alemany

PUBLISH WITH PURPOSE

Give Voice to Your Dreams



Stephanie Bonte-Lebair

Voice & Communication Expert

Stephanie is a classically trained singer turned voice, presentation and sales coach. She moved to New York City and performed in operas, musical and cabaret before creating her business, The Empowered Voice. For over 20 years, she has helped singers, speakers and business professionals leverage their voice for more influence, authentic connections and increased sales. Founder of Empowered Business Networking, Stephanie also trains business professionals in her proprietary Power Partner™ process to create intentional partnerships that open doors. Whether performing on stages or speaking in the boardroom, Stephanie's mission is to help people be the voice of their passions.

I was wearing a foam green ballerina tutu, white tights, and holding a wand with a star on top, little ribbons waving in the air. I sang a solo set to the tune of "Twinkle, Twinkle, Little Star". The parents of the kindergarteners clapped happily when I was done. After the concert was over, several of them told me what a wonderful voice I had.

I felt special – and noticed.

This was the first moment I recognized the power of my voice. This moment sparked a dream - a dream of singing and being in the spotlight.

As I grew older, I followed this dream - singing in choir, becoming Drum Major of the marching band, landing leading roles in the school musicals, receiving a Masters in Vocal Performance from Illinois State University, singing in Italy, moving to New York City and performing on stage, becoming President of the Board at a local theater company, starting my own contemporary A Cappella group, "Drop the Mic".

This has all led to creating my own business helping entrepreneurs find and use their voice to make a bigger difference in the world.

Your voice affects every single interaction you have, and it is not just your physical voice that matters.

- You have an inner voice that talks to you all day long.
- You have a physical voice that shares those thoughts with others (consciously and unconsciously).
- You have a written voice that is reflected in your marketing materials, your blog, your social media posts, your emails, etc.

How are you using your voice to fulfill your dreams?

A couple of years ago, I started asking myself if I made the right choices along the way. Should I have left New York City? What would my life be like if I had stayed there instead of getting married and starting a family?





This led me to a creative project I never dreamed I would tackle. I wrote my own one-woman musical called “Stage Dreams - The Musical” complete with 9 original songs.

In this story, I go back to New York City to audition again. As I wait in the audition holding room, I re-live some painful memories of my childhood that open my eyes to how far I’ve come and how powerfully I have used my voice to create the life I truly desire.

In writing this show, I used my voice to heal my pain and to keep moving forward toward my current dream – to continue make a difference with my voice as a singer, a trainer, and a leader in my business.

My journey includes singing – but I find that this process of uncovering your voice, using it, and allowing yourself to share your truth is necessary for all of us in business.

Our authentic voice draws forward our ideal clients – those who we are meant to support. It also allows us to create the business and the life we desire.

So how do we find our authentic voice? How do we give voice to our dreams?

Based on my journey, I created the Empowered Voice Method to help get you started.

1. Tap into your Spiritual Voice/Inner Voice

Uncovering this voice is about slowing down and focusing within long enough to hear it. We are often so busy; we don't give ourselves time to feel our feelings. Where are you feeling stuck? What energizes you? What are you doing to manage your energy as you go through your day? I use different journaling techniques to slow down and tap into my inner voice. This helps me create clarity on my next steps and to receive guidance. Use whatever techniques work for you such as prayer, meditation, long walks, bubble baths, exercise, etc. If you are using these activities intentionally (and not just as an escape), it's a great first step to connecting to your inner voice.

2. Tap into your Physical Voice

Your speaking voice creates energy that touches people. What kind of energy are you sending into the world? When someone sees you speaking, do you look confident? Does your body language match your message? Make sure you are taking deep breaths to support your sound when you speak. Try to keep your throat open and relaxed to minimize fatigue. I want everyone to love the sound of their own voice. Finding a good voice coach to assess you and give you physical warmups will help you develop good habits.

3. Tap into your Mental Voice

These are the words you choose to use when you communicate. Powerful communicators are intentional with their words and the format of delivery. Do you want to entertain, inform, or influence? Who is your audience? What values do they hold? A powerful methodology I use to write marketing copy and create influence while speaking is B.A.N.K. This is a personality-based communication tool that has been scientifically validated to predict someone's buying behavior in less than 90 seconds. I can speak to a room full of people and create a balanced presentation, or I can tailor my conversation to the individual in front of me based on what they care about most.

Finding your voice is a journey, not a destination. As I discovered in "Stage Dreams", your dreams are meant to guide you to that next project and opportunity. You might even be surprised along the way. What's most important is that you are willing to discover that voice and use it every day. That unlocks the power of giving voice to your dreams.

"If you can dream it, you can do it." -Walt Disney

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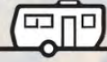
Money Tip

“Thinking of marketing as an expense rather than an investment in your business can cause a fundamental gap in growing your business and bank account.”

-patty farmer



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Franchise Ownership: Own Your Future!



Meg Schmitz

The Franchise Expert

Meg Schmitz is a franchise consultant with over 30 years experience helping people who want to own their own business, guiding them towards the franchise business models that are a perfect fit for them. Meg works with corporate refugees, executives, entrepreneurs and investors who want to go into business for themselves, but not by themselves.



I am struck by the unparalleled enthusiasm and optimism moving into the new year. Redefining ourselves is a common theme on January 1st, and for many in 2021 that will include scaling new heights by trying something new. My favorite memory, and most rewarding outcome as I review my past annual goals, was starting a business with a franchise system that created financial freedom for myself and my only child.

My favorite saying is “take the leap” and NOW, this year, is a great time to do just that. If you have ever thought about Being the Boss, and not working for one, franchise ownership is an excellent way to make the transition into self-employment.

But wait... NOW? Yes, now! This year of Work from Home is the best time of all! Let me give you some insights that you won't read or hear about in the news.

Franchise inquiries grew substantially during 2020, largely because people working from home had extra time and interest in exploring opportunities to generate additional income. Why franchising? Because every franchise concept is tested and proven, the owners benefit from support systems already in place, and consumers rely on predictability and stability generated by a formula that can be implemented and replicated. Think about your next Big Mac and the order of ingredients. Now THAT is rewarding experience with every bite.

During the course of last year, some interesting trends emerged. One trend was that franchise concepts that are deemed ESSENTIAL were thriving, and revenues were growing at an amplified pace. [For example](#), virtual business services and tutoring grew 600-800% year over year. Other growth sectors include Mother Nature and human forgetfulness, especially around the house.

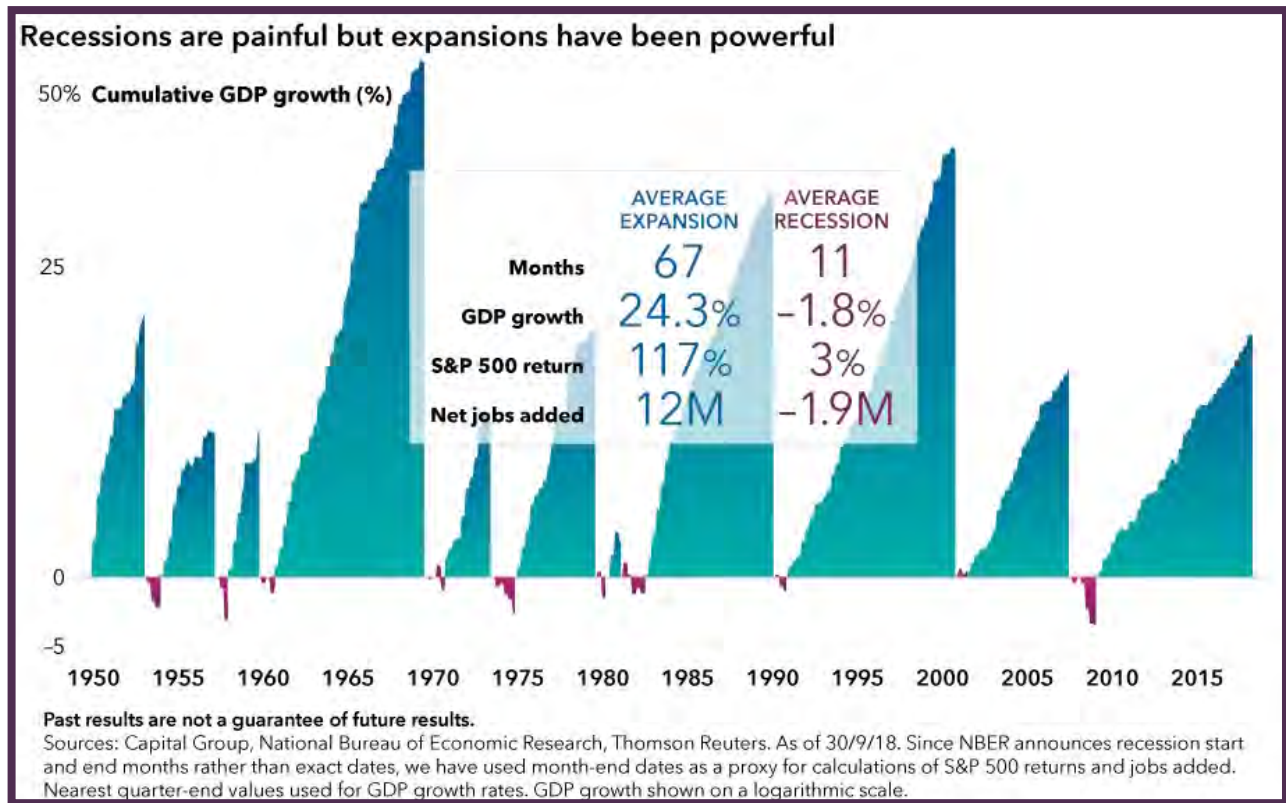
Those events usually require immediate attention. Locked out? You need to get in! Storm damage? Your insurance company will make sure your problem gets solved. Thanks to the pesky Coronavirus, air quality, sanitation, and decontamination services all proved to be in high demand.

Another trend that is stunning is that WOMEN are entering into franchise ownership faster than men. Why? Because there are no ceilings, no limits, no gender inequality in business ownership. Women do exceptionally well with guidelines and routines, leaving them with more time to execute for success than building from scratch. Driven people like a target, a goal, to know what works so we can arrive at success faster. An analogy: don't send me to the grocery store to buy ingredients for a German Chocolate Cake... give me the recipe first so I know what to buy and in what quantity, and I will present you with an excellent outcome.

In 2020, Millennial and Gen X women created more than [50% of the buyers](#) of franchise concepts. And the trend continues to grow with women older than 55, as Baby Boomer females continue to invest in themselves at a faster rate than ever in history. Boomer Women have had more years to amass and save money, and have more free time to themselves to stretch their wings once parenting responsibilities wind down.

So, now that you are curious, what constitutes a good investment in a franchise? How does one know what to look for? Frankly, there have been a lot of losers historically, but much more stability came in the years following The Great Recession. In 2008, as the economy tanked, many industries were decimated and businesses were lost. Non-essential spending was trimmed to record lows, and only the strong survived. There is nothing like a good crisis to stimulate innovation and resilience, and strong franchise companies have a huge incentive to make sure franchise owners survive. Survivors during this period included business services, home services, health and wellness, child and elder care and enrichment. See the trend? These are the same industry segments that are proving to be resilient NOW.

A stunning fact is what happened to [consumer spending](#) following each of the last 12 recessions. The number of franchise businesses that have survived every recession is equally impressive. In this graphic, we can see how strong and long the economy expands following downturns. While perhaps not the sexiest business models, further examples of "survivors" include service-based businesses for the home or office (flooring, window treatments, window cleaning, home renovation, residential/janitorial cleaning), automotive, beauty/wellness, health care and fitness.



A common misperception in franchising is that you have to invest a lot to make a lot. That is untrue. Some of the most expensive investments, like Culvers, take a lot longer to break even and become profitable than lower investments that have far less overhead, inventory, and payroll. In 2020, there was a surge in service-based franchises that not only broke even in less than six months, but the net income to the owner was over SIX FIGURES. And that is based on an investment of \$100,000, not \$1 million.

What do Gold Standard franchises offer? In my definition, a Gold Standard franchise provides a proven system, an infrastructure of support from CRM to marketing to sales, a clear value proposition to the consumer, employee handbook and operations manual for consistent and predictable execution. Important to you is the culture of leadership and experience in developing and leading franchise systems. Also important is that the leadership knows the type of owner profile who will be most successful, given the industry segment, management of employees and customer retention.

If you are looking back on last year with any shred of dissatisfaction, isolation, or career stagnation, look for positive resources to help you move forward.

As a friend of mine said...

“Franchise ownership gives you the chance to be in business for yourself, not by yourself, with a lot more security than you’ll find in a job that benefits someone else.” ~Debbie Harris, PI Media

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TOOK THE LEAP



into franchise ownerships by tuning into my podcast.



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Wesleyne Greer

Sales & Leadership Expert

With 10+ years in sales & leadership, Wesleyne understands being at the top of her game. Having managed multi-million-dollar teams, she marries her love for sales and her passion for coaching at Transformed Sales. Wesleyne has a strong track record for driving revenue through sales, marketing, and ongoing customer support. Through her process, she empowers, coaches, and transforms sales managers into confident sales leaders. She understands that sales leadership requires both coaching to develop leadership skills and outside the box strategies to ensure everyone on the team becomes a sales superstar with a singular focus for her clients—more repeatable sales.

9 Myths About Sales You Still Believe

Sales are among those things that appear so simple for those who are good at it and insight fear in those who despise it.

I am going to address 9 of the biggest myths in regard to selling and leading sales teams. I have closed multi-million dollar deals myself at this point in my career and led sales teams where everyone hit their quota each month. I have learned these lessons the hard way — but you do not have to.

Myth 1: Closing sales deals must occur face-to-face.

The majority of organizations' most significant expenditures are salaries that are followed up by travel costs. I don't travel nearly as much as I used to but still manage to close many deals on an annual basis. Screen shares, webinars, and phone calls are just as effective, and they are 1% of the expense. Travel is one perk for sales folks that has a low return on investment for companies.

Myth 2: Top salespeople do not prospect.

A few salespeople work diligently at the grind; therefore, they may get to a cushy role in which sales deals are handed to them. Salespeople who are "above" prospecting are also above doing whatever is necessary to be successful within their role. Top salesmen/ women never cease in prospecting.

Myth 3: The best salesmen or women are extroverted.

Top salespeople are seldom the life of the party. At the highest level, in sales, you need a yes, fast no, or opportunity in the future — and not new friends. The top salesmen/ women are focused, driven, and very protective of their time. Deals, revenue, and real prospects are challenging to create if you care a lot more about being likable.





Myth 4: Salespeople are overpaid.

The top salespeople ought to be some of the highest-paid folks in the company. They're willing to risk their salary on their capability of closing sales deals. This risk/reward trade-off will earn them the right to earn good money. An organization must have revenue to survive, and enterprise salespeople make 1 percent to 5 percent of their revenue.

Myth 5: Salespeople just care about money.

Leading sales professionals are mostly mission-driven and extremely purposeful. Leading salespeople only can be a success if they believe in their service or product. Sales attract people who are motivated by money, but top sellers are zealots who believe in their service or product's value. Only a real believer can close at the most incredible level. On a scale of 1 - 10, people in sales should believe in every service or product they sell at a 10. If the people on your sales team do not, that's the main hindrance to their success.

Myth 6: People in sales aren't patient.

Some deals can close quickly, and some may take years. Professional salespeople can manage sales deal cycles with substantial complexity. The role is going to require an excessive quantity of calibration of when to pull back, as well as when to push. Sales is mostly an exercise in the management of people.

Myth 7: Sellers just care about closing deals.

Top salespeople are noticeably clear on business goals and will not do a sales deal only because it'll earn money if it is terrible for the business. Professional salespeople are intrapreneurs — they operate a company that is within a business.

Myth 8: The best salespeople make the best sales managers.

This is rarely the case. It will require a vastly different skill set to be a solid individual contributor than it will be to manage other sellers and succeed through them. All too often, companies view management as the following step for top sellers, and it's frequently the incorrect use of their skill set.

Myth 9: Lack of success in sales is not your fault.

Sellers frequently blame their sales support, marketing, uncommitted customers (often overinflated pipeline value estimates), necessary product enhancements, and several other things. When it comes to sales, you either have results or reasons; however, you cannot have both. Selling is binary: You accomplished your goal, or you did not. It is just that simple.

Here is a bonus: Successful sellers are going to be successful anywhere.

The most challenging truth for any company to accept is that success in sales is seldom translatable. Top salespeople are the most difficult folks to recruit because a superstar in one place might be a total flop in another. Success is a blend of several factors, including leadership, market opportunity, product, and timing. Sales do not exist on an island.

The majority of firms believe in the myths mentioned above, and that is why they are struggling with revenue creation. Just because most people think something works a specific way does not make it accurate.

"The definition of insanity," according to Einstein is, "repeatedly doing the same thing and expecting a different result." Yet, in reality, it more than likely stemmed from 12-step plans such as Alcoholics Anonymous. The worst addiction within today's business environment is "hopium". Kicking that hopium habit means accepting reality. And only by accepting reality can we change it.



Debunking Myths About Sales You Still Believe

Time to Sell Differently and Transform Your Sales

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TRACK TO HIT
YOUR
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Elaine Lindsay

Social SEO Specialist

Social Optimization Specialist. Admiral of the S.S. Optimization * Your Digital Lifeline on the Online Seas... Answering your S.O.S. Elaine works with Entrepreneurs 40+ to achieve more Visibility ONLINE. She gets you found fast and first in search results! * Elaine believes INTEGRATION is KEY. Working with you to harness the power of your Mindset + Website + Social Media + SEO efforts cohesively. You can go from Invisible to Invincible as you become Google's preferred choice in your niche! Aim for 1% more each day! Find Elaine surfing the waves @ the corner of Search & Social.



Want to Be on Top of Page 1?

I believe this year, 2021 is the doorway to the long-awaited relief we have all sought. We must pass through and carry on down the hallway a bit farther before we begin to see the light at the end of the passage.

Let's face it, 2020 was unprecedented. The pandemic and its fallout will be part of our day-to-day lives for a long time to come. So too will this opportunity for small business entrepreneurs to go head to head and often come out on top in the search results.

Yes, I said came out on top in the search results. I mean that!

Those who stepped up in 2020 and adapted to the new normal are already on the right track. Making the effort to integrate all you do in the digital space, can signal your authority to the search engines, causing you to be the best choice for the page one URLs to present to the user for their specific query. There are only 10 spots.

It will take work, and it will require you to be consistent, to be aware of your placement, and to continue to provide the appropriate information the user is looking for: and the search engines are eager to provide.

Everything you do online now has a place in your overall plan, marketing, SEO1, and content are all part of one whole... All of it falls under your digital property.

Consider your digital properties require a holistic approach. (Emphasizing the importance of the whole and the interdependence of its parts)

This means:

- Social media
- Website
- Blog
- Video
- Podcasts
- Guest interviews and blogs
- SEO

All of these are the puzzle pieces that fit together to provide your full story to your prospects. Miss out even one area, you are no longer providing the full picture. The search bots will simply move on to the next possible result in the algorithm.

When you do not present yourself or your business fully, cohesively online, the search engine bots cannot be expected to choose your business, your website as the authority to offer on page one, in response to the user query. You waste the opportunity to share your answer with a possible new customer.

A few pieces of the puzzle to help you to improve your relationship with the search bots:

The title or title tag as it can be called is important for SEO1, social sharing, and usability. You'll find one on each of your web pages and posts. It's meant to be an accurate and concise description of a page's content. This title is displayed on search engine results pages (SERPs4).

NOTE: the current best practice for ideal page title length falls between 50-60 characters, including spaces.

Give the search bots plenty to do on your own site. Using interlinking, well-named images, and value-rich content will make the signals picked up by the search bots strong and viable.

Make a point of always doing your research in order to *target the right keywords* when interlinking in your posts and pages to reap the rewards from the search engines.

Funny story, in our case, we wrote a post back in 2015 I believe. In this post, I owned up to having egg on my face for NOT optimizing our tagline @ [corner of search and social](#) it had been our 'thing' for ages. One day, the CEO (my hubby) asked "Why are we not at the top of page one for our tagline?"



Blew me away! Here I'd been optimizing and integrating my clients, and hammering home the need to be consistent and Bam!! Proof slaps me in the face: I wasn't walking my walk. Two things you need to know. I am all about owning my mistakes and I am the first one to laugh at myself! Sometimes the things closest to us are the ones we miss. Took me 10 days to be in the 1 position on page one in the SERPs.

All of this may seem daunting, however, when you start to look at all you do online as a single focus to get you found in the search results, you can adopt the suggestions in this post as the process you use daily to be sure you become the authority for your niche in 2021.

There are basic steps you can implement to help yourself signal to the search bots that you are the best response for the user's query. Here are 10 with which to start:

1. Make your URLs concise and relevant - or use a URL shortener
2. Your title should entice your audience. Be smart: include your top keyword phrase from your article in your title
3. Make sure your post is accurate, relevant, and of the best quality possible its focus.
4. Use early internal links for best optimization
5. Include external links to recognized authority sites where possible
6. Add an FAQ section to your site and keep voice search in mind
7. Use a properly sized and named image for your featured image and all others
8. Accreditation of any and all references and quotes
9. Connect the dots! (Integrate) be sure to include all of your online property links whenever appropriate
10. Check out how to become Googles Preferred Choice in your Niche for more tips on the M3 podcast - Dec 2019

Make the best of your today, every day!

Footnotes:

1. SEO stands for Search Engine Optimization
2. Holistic from the American Heritage® Dictionary of the English Language, 5th Edition. Wordnik
3. Display titles in Google results have a 600-pixel width limit, but most are truncated before that at the nearest word break. (Moz)
4. SERPs stands for Search Engine Results pages
5. Often referred to as interlinking, adding your internal links early in your post can make a difference to the search engines
6. Always give accreditation for quotes, photos, images, logos etc.

“Start as you plan to finish, and you will develop a good process in the practice.” ~Elaine Lindsay

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The Mindset of a Profitable Speaker

by Elaine Powell

Have you seen colleagues speaking on summits, being interviewed, doing webinars or virtual presentations, or appearing on YouTube? Maybe you thought I can do that! Yet ... you are not. Such people have what I call a “MindSpeak” attitude. Their powerful mindset carries them past limiting beliefs and so that they can speak wherever, whenever.

Speaking is a powerful, fast way to attract your ideal clients and generate income. People get to know, like, and trust you in a short space of time. You are the leader at the front of the room. Most speakers are business owners who recognized that by mastering presentations, they reach their ideal audience quicker. The by-products of speaking are visibility, transformation, impact, and income.

It all starts with creating a powerful, unstoppable mindset. So how do you harness a mindset that makes it easy to speak to an audience virtually or in person and be profitable?

Five mindset habits that profitable speakers utilize and you can too.

1. Check Your Belief System

Your thoughts affect every area of your life. Thoughts repeated continually turn into beliefs and these affect what you say about yourself, your self-worth, how much you charge, if you could be a speaker or not.

If you aren't presenting, check to see what limiting beliefs are stopping you. If you are already presenting, are you limiting yourself from going for larger events, creating your own platforms, or upping your speaking game? Ask yourself how keeping your limiting beliefs alive is impacting your career. Why are these beliefs nonsense, and what could you replace them with, to attain your goals?

Profitable speakers don't limit themselves, as they know others are waiting to hear from them. Others are waiting to hear from you!

Continually ask, does this thought diminish me or expand me? If it diminishes you, let it go and create a new thought, a new belief that elevates you.

“Your life is your garden, and your thoughts are your seeds, so if your life isn't awesome you've been watering the weeds.” ~Terry Prince

2. Be A Purpose-Centered Speaker Who Transforms

What would it be like to speak from a place of alignment with your core values, purpose, and passion? Many of those getting paid handsomely are speaking from that place. They set aside fear of what others may say to create a paradigm shift in those listening to them.

Purpose-centered speakers have an ability to listen to their intuition and tap into the wisdom of the universe, to say what needs to be said for transformation to happen.

MINDSET

3. Change Your Speaking Experience

Is speaking an exciting and wonderful experience? Or is it scary and nerve wracking? Those who get paid well to speak have the mindset that it is a privilege to be in front of others to share. Over the years, I have changed my mindset to believe that speaking is fun, and a wonderful experience that I get to share with others.

Your thoughts and beliefs are not fixed, so you can choose how you get to experience speaking. It is within your power to experience it in a way that lights you up, so create a mindset that serves you and the audience well.

4. Put the Audience First

What if I get it wrong, what if I freeze, what if I am boring? If these are your thoughts, then your speaking ambitions are solely about yourself and you will not succeed. An audience doesn't care about those things, but about how you can better their lives. If you make that your sole focus, the audience, and event organizers will love you and book you repeatedly. Put the audience first and concerns about yourself will disappear.

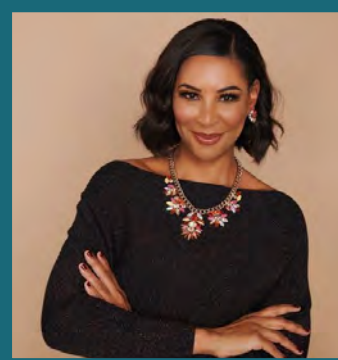
5. Don't Be Afraid to Ask

Are you asking for your worth? Do you get paid for the value that you give to others? It is time to set aside limiting beliefs about yourself and start asking for the value of the transformation that you deliver.

Highly paid speakers know their worth. Do you know yours? Write down your worth; include your credibility, expertise, clients you've worked with, awards you have won, articles you have authored. You are priceless and unique. So be bold, be confident, and ask for your worth.

Remember you were given a voice to speak, a message to share, and a story to make a difference in people's lives. So, take a deep breath, know that, "all is well" and that others are waiting for you to transform their lives.

"If you help enough people get what they want, you will get what you want." ~Zig Ziglar



ELAINE POWELL

Elaine Powell is an Award-Winning Professional Speaker & Public Speaking Coach. Founder of The MindSpeak Academy that supports coaches and speakers, amplify their voice, message and story for income and impact in the world. Having spoken at over 150 events, trained 30,000 people, delivered 600 workshops, curating TEDx events for three years, Elaine is passionate about people transformation. Click [here](#) to learn more and to connect with Elaine.



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