

Marketing, Media & Money 2022

Special Edition

The Gina Estrada Issue

**Networking Your Way
to Financial Freedom**

10 Lessons on the Cost of NOT
Having a Networking Plan

Podcast Interview with Gina:
Networking to Financial
Freedom

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

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

Gina's Book
***Start Here: A Guide Through
the Cancer Journey***

A Very Special Message From Patty Farmer, Editor Marketing, Media & Money Magazine



Original message from our 4th Q. issue of 2020...

It's with a very heavy heart that I share our Columnist, Gina Estrada has lost her battle with cancer. Her articles mentored us on the power, benefits and rewards of networking and helping each other. Gina was a very dear friend of mine and was a person like no other. She was one of the most caring, positive and loving women in my circle, no matter what the circumstance, she always showed up so full of creativity and possibility.

Every idea I ever shared with her, her answer was always I'm in. From being one of my columnists in the magazine, being a guest on my Podcast, to being a part of my Millionaire Mastermind she gave value and served with everything she had. Gina also opened my eyes to some of the things that now enrich my life. From a new love of pressed coffee, to the Morning Miracle book, and the 5 AM Club, my life was beautifully impacted as a result of our friendship.

Above all, when you were with Gina she made you feel safe, seen, heard, validated, empowered and inspired and I now strive to give those same gifts to others in my life and business. Even while fighting her own battle with cancer, Gina continued to make a difference in the lives of other people.

She wrote a book called, *START HERE, A Guide Through the Cancer Journey*. Her book was a gift to help you and/or your loved one through cancer diagnosis, treatment and emotional healing. You can honor Gina and allow her to continue to help and support others by picking up a copy of her book for anyone you know with cancer. I'm going to deeply miss my dear friend. She will always be in my heart and life forever.

Today...

The Marketing, Media & Money Magazine team and I have created this special edition in honor and remembrance of Gina. It's filled with her life-changing wisdom, tips and strategies to help us all grow and improve our businesses through networking.

Missing my friend,

patty



Remembering Gina



Some people don't get to meet their heroes but I was very blessed to have become good friends with mine. She had a smile that could brighten any day and she smiled with her eyes in a way that let you know an angel had come to be with you. Networking was her specialty and she always did it with a servant's heart. She fought her battle to the end with a bravery I have never known before. God's speed my special friend, until we meet again.

Theresa Ream



I'm so grateful for Gina because she always left me feeling better about myself because of being in her presence. I'm sharing a few things that I got from Gina that will always stay with me.

- Create a gratitude early morning routine that starts your day powerfully and keeps you elevated all day with thoughts of gratitude and joy.
- Leave people better off than you found them.
- Go for daily walks and appreciate the abundance all around you.
- Hang out with positive, grateful, generous, uplifting and helpful people, and be just like them.

I love you Gina ~ You are always with me in my cosmic circle of advisors.
~ Jody Royce



Although I only knew Gina for about a year, I was in awe of her from the first time I met her. She was a take-charge, no-nonsense woman who set an amazing example and standard for all around her. I truly admired her enthusiasm, optimism and grit in spite of her illness. There are very few of us who would call into Board meetings from our hospital bed while receiving treatment, but Gina did. Amazing! I will always remember her for what she taught me...stay positive, keep commitments, love your family and friends, and never give up. She was truly an inspiration to me!

Marion Gellatly



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Marketing, Media & Money Magazine

Special Edition... The Gina Estrada Issue



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Are You Getting a Return on Investment in Your Group or Organization?

by Gina Estrada

In business, making connections is critical, and joining associations give countless opportunities to connect locally and virtually. For most people, creating professional relationships is important, and joining a group allows you to have a sense of security, acceptance, and unlimited opportunities. A few reasons why we join organizations include:

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

I have found that most of us join an organization because a friend or colleague invited us to join or we were told by our Manager to get out and network, or maybe heard through the grapevine that this or that organization is the best. Whatever your reason for joining a group or organization one thing is clear, it takes time and energy and is work.

In this article I will share my criteria and process to MAXIMIZE the time I spend Networking and creating PROFITABLE relationships; therefore, guaranteeing a Return of Investment (ROI) of time and money. Approximately 99% of people will join without a thought process whatsoever—I want you to be among the 1% that has a plan!! It is called “netWORKing”. It takes a little work to create the plan. Once it’s created all you must do is put it into action.

Click here <http://bit.ly/eb-organizational-spreadsheet> to receive my sample excel spreadsheet and a template for you to use to carefully plan out your marketing strategy for each organization in which you belong. When you take the time to intentionally plan out your involvement in a group or organization you can take full advantage of all the opportunities at your disposal. The 99-percenters leave this to chance or have the attitude of I’ll get “AROUNDTOIT” which you and I know...seldom happens then they say the “Organization” didn’t work for them.

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

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



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

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

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

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

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

In the next issue Gina shares her networking process:
Discover/Transition/Permission/Connect

happy networking

Marketing Tip



Did you know that you can add a video to your LinkedIn profile? What a powerful way to introduce yourself to your ideal prospects and potential collaborative partners!

-patty farmer



Networking Your Way to Financial Freedom

by Gina Estrada

“Success in business, just like anything else, is more about Networking than talent.” --Spencer X. Smith, Co-author of *ROTOMA: The ROI of Social Media ‘Top of Mind’*.

Business Networking International is a “Referral/Lead Organization” that was established in 1985 by Ivan Misner. The organization has 7500 local chapters across the United States. The focus of each chapter is to allow only one person in a business category as a member in hopes that as that person goes about their business, they will bring referrals back to the group. In theory it is a good concept; however, if your chapter is filled with people who have no idea how to network it is a complete waste of time and money. I found this out firsthand.

In 2007 I was the president of the largest local Fresno, CA chapter. At that time, we wanted to increase our membership, so we organized a Membership Appreciation Luncheon. We had 18 members in our local chapter. Our goal was to double our membership over the next 6 months. In planning the luncheon, we figured we could bring in about 20 guests which would lead to 10 new members for our local chapter taking our membership from 18 to 28. This would greatly increase the number of referrals coming back to the group. We spent one of our regular lunchtime meetings planning the event and went to work on making it happen. The invites went out and RSVPs came rolling in.

The Membership Appreciation Luncheon day arrived. Let me remind you we had 18 members in our local chapter at the time. Why is that an important detail? Read on, my friend....

The luncheon was slated to begin at 11:30 AM at a local restaurant that was open solely for our luncheon. When you are hosting an event, (in this case, all current members were considered hosts) of course you would show up early, right? Right! It was 10:30 AM and there I was all alone and started setting up for our program. I thought to myself, where are all the other members? I figured they would be showing up early as well. As time ticked by, I was still the only member in the room. I have a question for you...When you are hosting a luncheon where should you be? In the room or in the line out the door? You should most definitely be IN THE ROOM, not in the line.



The time arrived. It was now 11:30 AM and the line was out the door. There were 50 people trying to check in, including the 17 other members of our group. Why were our members in line? The answer is simple...Lack of planning, lack of mindfulness, lack of priority, and lack of networking knowledge. I decided since people were going to be stuck in line, I would bring my networking opportunity to them. I went straight down the line and met each person as they were checking in, paying for their lunch, and waiting in line.

What I found to be most interesting is the fact that I found the rest of our members at the end of the line because they did not take the time to plan. To them, it was just another lunch and they were showing up as the event at the start time rather than taking advantage of the valuable networking time that was literally handed to them.

The networking time was lost for the members. Those that were first in line had more of a networking opportunity than those in the middle or the end of the line. The members at the end of the line were prevented from meeting potential new members because they were talking with each other. This was a huge lost opportunity for our chapter and members. Anyway....

The meeting began. It was overwhelmingly successful. I was shocked at the amount of people that showed up for this event. It quickly made me realize that people were searching for networking opportunities and we were offering something different. It confirmed that people were searching, but they really didn't know exactly what they were searching for nor what to do once they found it.

I quickly realized that business owners/entrepreneurs needed to be coached and held accountable to a solid networking plan. The only thing that has changed since 2007 is we have more networking opportunities due to our virtual space. The message rings true today. When I created EspressoBrain's Virtual Networking Mastermind, one of the tools I used is "Little Miracles" by Mel Kaufmann.

"Don't wing it—Leave that to the birds!" ~ Mel Kaufmann, author of Little Miracles

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

Are you taking full advantage of your networking time? If you are networking without a solid plan, I will go out on a limb here and say you are wasting your time and money. Why not set yourself up for success and spend a few minutes before your next networking event to prepare. I have created a complimentary download document designed to keep you from being [OVER-NETWORKED](#) and [UNDERPAID](#).

Super-Secret Networking Tip: Show up 30 minutes early to events with a plan and take the next step in moving toward financial freedom.

Media Tip

Answering questions and posting content on sites like Reddit & Quora is called 'Authority Blogging'. These sites have a massive audience which means massive visibility for you!

-patty farmer



Marketing, Media & Money Podcast



Gina Estrada
espressobrain.com

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Episode 053:

Networking to Financial Freedom with Gina Estrada



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10 Lessons on the Cost of NOT Having a Networking Plan

by Gina Estrada

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

The 10 Lessons:

1. Unless you are 30 minutes early to an event you are late. Being late to an event is a monetary mistake. \$\$\$
2. For formal events, another timewaster that costs you money is standing in the registration line because the person in front of you is likely from your office or is someone you already know. And if you host your own events, not having your “helpers” trained is a huge monetary mistake. \$\$\$
3. Getting Mentioned from the “pulpit”. What are you doing to get mentioned from the front of the room either by the Executive Director or Guest Speaker who is an “Influencer”? This does not happen by luck or chance. It is by design. \$\$\$
4. Before and After: Where are the “Centers of Influence” in the Room? Before an event they are the ones standing by the organizer or Executive Director/President of the organization or Platform Speaker(s). If you do not show up early you miss out on all kinds of monetary opportunities to talk with the person who may have the most influence in the room. After the formal program, the centers of influence are around the guest speaker. You have an opportunity to meet them, but what do you say? \$\$\$



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

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

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

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

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

10. In today's entrepreneurial landscape we are missing a big networking acquisition cost. We have the mindset of "I'm here so you should do business with me!!" Or I posted something on Facebook so you should do business with me. In **1920** an insurance salesman reserved a table for four at the 4 Seasons Hotel 5 days a week. Because he helped others and did not peddle his "wares" he became a **millionaire**.

In today's dollars that would be 13.6 million. If your business cannot support buying lunch for four people 5 times a week, then what can you afford? Fun networking fact: My husband's favorite rock star, Kenny Loggins came to town for a concert at our local casino, just prior to the concert I met a random person selling a local coupon book who walked into my place of business. Because I know how to get information I want/need by asking the right questions, I found out his sister (living in the Fresno area) was dating Kenny Loggins. I asked where "they" would be dining prior to the concert. He told me, so my husband and I dined at that restaurant the same night. We sent an expensive bottle of wine to his table and Kenny Loggins came to our table and said thank you. My husband was thrilled. Moral of the story...sometimes you must know how to gather information and spend money to get what you want. \$\$\$

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

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





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

by Gina Estrada

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

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

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

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

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

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



If you have already opted in to the previous free gifts, you don't need to do it again. If you did not opt in, go to the next page and click on the ads. Fill out all the information and you will get all the freebies sent to your email in one concise email where it will be easy to reference. Then I would love to hear directly from you at teamespressobrain@gmail.com letting me know your favorite take-a-ways from this year's articles, what ones you will implement,

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

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

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

Dear Friend,

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

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

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

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

I provide a unique/proven planning process designed to get you from where you are today to where you want to be financially in the future.

I invite you to be among the well PREPARED and CONNECTED.

Gina Estrada, Estrada+Associates/EspressoBrain

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



Click Here to Get Your Copy Today!





Gina Peterson-Estrada
2021 PWN Honorary Woman of the Year

Women Helping Women Fund

The Professional Women's Network of Monterey (PWN) has established a new fund to honor the memory of Gina Estrada, an outstanding member who was known for her deep commitment to helping women in business. In honor of all she did for both our members and for so many more, this fund can stand as a beacon of hope for women.

We feel this can establish a legacy that will keep her work vibrant and move her dreams and aspirations forward through the lives of women who are ready to take the steps to grow both professionally and personally in success.

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We feel this can establish a legacy that will keep her work vibrant and move her dreams and aspirations forward through the lives of women who are ready to take the steps to grow both professionally and personally in success.

This fund will be awarding funds to women for their professional advancement and education.

Please consider making a contribution to this fund, which will be administered by the Board of PWN according to guidelines that will ensure that they are allocated to those who can use them the most.

Thank You for your generous donation,

Professional Women's Network of the Monterey Peninsula Board of Directors



PWN Gina Estrada Fund 2021 Recipients

Community Human Services, Monterey, CA

PWN's Gina Estrada Fund supports the CHS Fund for Homeless Women to provide homeless or at-risk homeless women with targeted funding aimed at helping them get off or stay off the streets.

Mission Community Services Corporation, Salinas, CA

MCSC raises the economic, educational, and social levels of women in Monterey County. The PWN Gina Estrada Fund has partnered with MCSC to help Hispanic and women of the Latinx minority community by extending a training course for creative Latinx entrepreneurs needing launch and/or growth assistance in the Monterey region.

The Light-House Recovery Program Inc., Fresno, CA

PWN's Gina Estrada Funding has been used to empower women by providing both educational job readiness classes and hand-on work experience, preparing disadvantaged women for the market place.

Big Brothers Big Sisters of Central California, Fresno, CA

PWN'S Gina Estrada Funding is being used to deploy funds to girls and women in the form of scholarships for higher education for those seeking entrepreneurship.

Gathering for Women, Monterey, CA

Gathering for Women provides the care, the support, and the dignity a woman needs to remain safe and healthy as she seeks affordable housing and a more sustainable and secure future.

I -HELP, Monterey, CA

I-Help offers homeless women short-term lodging and evening meals on a nightly basis during their stay in the program and provides tailored advice and support in finding a job so they maintain a positive outlook and living pattern that fosters personal autonomy and growth.



Gina, You Are Loved & Remembered!



Want to be part of a community that
cultivates real connections that convert?



Theresa Ream

Founder of "The Ream Companies"

President of PWN

join us!





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