

Marketing Media & Money

1st Q. 2022



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5 Reasons Why You Need a Brand & a Brand Strategy

**Be a Better Boss:
Master 7 Critical Skills**

**The Power of Effective
Communication**

**All Leadership Begins
with Self-Leadership**

**Start with Knowing
Your Numbers**

**How Little Decisions Lead to
Bigger, More Confident Ones**

Meet Our New Sponsor...

Meg Schmitz

**A Ten-Year
Vision for
Building a
Community
Online**

**You Need
a LinkedIn
Newsletter**

**Paid, Owned &
Earned
Media... the
Differences &
Why You Need
Them All**



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

Let me start by saying Happy New Year! And while I know last year continued to be a volatile year filled with challenges and changes AND because this magazine is designed and created for YOU, I asked our NEW columnists for 2022 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 6 (versus 10) NEW global influencers and industry experts who will be columnists this year with a defined focus and collaborative vision.

I will also be personally inviting 2-3 new guest authors who will write for a single issue on a topic I believe you need to know about and implement in your business. Make sure to check out the “Meet the Columnists” page where we also listed their expertise so you know what you can be excited about what you will learn from them in the coming year.

Make sure to join us in the Marketing, Media, & Money Magazine, Podcast & Events Facebook Group to connect and start the conversation with both our columnists and our guest authors.

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

- Be a Better Boss: Master 7 Critical Skills
- Start with Knowing Your Numbers
- A Ten-Year Vision for Building a Community Online
- How Little Decisions Lead to Bigger, More Confident Ones
- The Power of Effective Communication in Sales
- All Leadership Begins with Self-Leadership
- Why You Need a LinkedIn Newsletter
- 5 Reasons Why You Need a Brand and a Branding Strategy

Another exciting change we have this year is we have a NEW Sponsor and want to welcome the “Take the Leap Franchise Consulting Company” and look forward to having them as part of our community. Meg shares her vision in this issue and how she plans on serving and supporting YOU as well this year.

I would love to hear from you and have you share with me your vision for 2022 and how I may be able to serve & support you. Please feel free to reach out, my inbox is always open.

-patty



Is your marketing *profitable* or painful??



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.



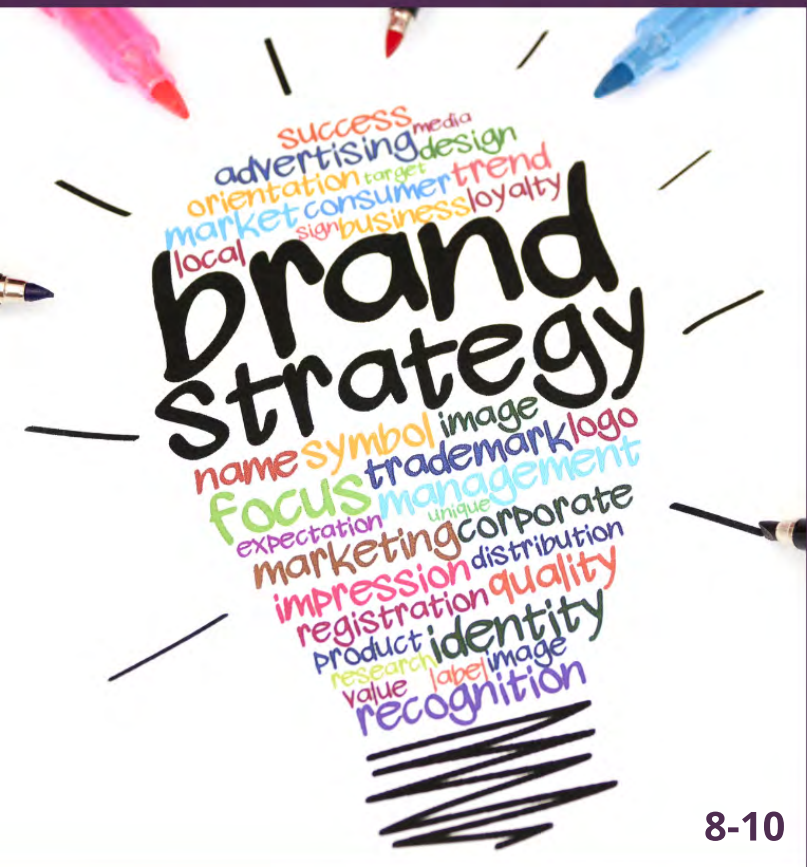


Table of Contents

Letter from the Editor, Patty Farmer.....2

Take the Biz Quiz.....3

Table of Contents Photo Page.....4

Table of Contents.....5

Meet Our 2022 Columnists.....6

5 Reasons Why You Need a Brand & a Brand Strategy.....8-10

The Power of Effective Communication in Sales.....12-14

Marketing Tip.....16

A 10 Year Vision for Building a Community Online.....18-20

How Little Decisions Lead to Bigger, More Confident Ones.....22-24

Media Tip.....27

Start with Knowing Your Numbers.....28-30

All Leadership Leads with Self-Leadership.....32-34

Be a Better Boss: Master 7 Critical Skills.....36-38

Up Close & Personal with our Cover Girl, Meg Schmitz.....40-43

A Few Thoughts from our Sponsor, Meg Schmitz.....44

Money Tip.....45

Marketing, Media & Money Podcast.....46

Join Our Facebook Community.....47

You Need a Linkedin Newsletter.....48-50

Paid, Owned & Earned Media & Why You Need Them All.....51-53

Grab Your FREE, Lifetime Subscription!.....54



Grab Your FREE Lifetime Subscription!

Connect with Our 2022 Columnists



Marketing & Media



Sales Expert



Business Expert



Franchise Expert



Numbers Expert

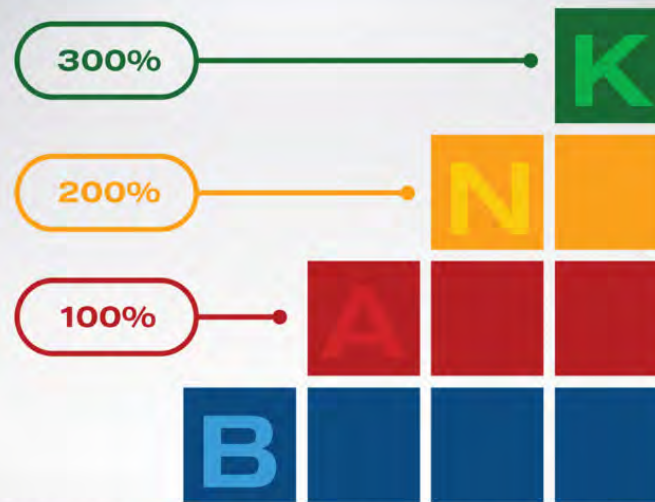


Leadership Expert



Management Expert

Want to know what *Triggers* the “YES” or tripwires the “NO” in the sales process?



INCREASE YOUR SALES UP TO 300%

UNLOCK THE SECRETS, THE SCIENCE AND THE SYSTEM YOU NEED TO SUPERCHARGE YOUR SALES IN LESS THAN 90 SECONDS

THE SECRETS

THE SCIENCE

THE SYSTEM

THE SOLUTION

What if there was an A.I. tool that not only would tell you what to *say* to your ideal client, but what to *write*?

It's not about how to sell, but understanding *why they buy!*



I want the tool!

5 Reasons Why You Need a Brand & a Brand Strategy

Many people do not know or understand the difference between brand and branding, with these terms often being used interchangeably. Let's start with the semantics; a brand is a thing (noun) while branding is an action (verb).

Asking yourself the following two questions when thinking about creating your brand is a great start.

1. What do we want to be known for and are good at?
2. What is the first thing we want people to think about when they see our product or service?

Let's Start with Your Brand

A brand is an intangible marketing or business concept that differentiates an organization, individual, or product. Many people confuse logos, slogans, and other discernable marks as brands, which is incorrect, as they are the tangible tools used in promoting goods and services. So, in essence...

"A brand is the set of expectations, memories, stories and relationships that, taken together, account for a consumer's decision to choose one product or service over the other"

~Seth Godin

A brand affects two main categories of stakeholders. First, it simplifies the decision-making process for consumers by making it easy for them to choose a specific product or service. Second, it defines the company's reputation, which affects employees, shareholders, and other third parties.

A Brand can be simplified to one thing: perception.

Investing in creating a trusted and visible brand will ensure that your product or service is noticed by your target customers. It will also increase customer confidence reducing resistance to interacting with your organization. Moreover, it could motivate strategic partners to offer collaboration opportunities because they recognize and trust your brand. Everyone wants to be associated with a credible and visible partner. Your brand can lower barriers and open doors of opportunities for you.



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.



The power of a brand can be understood by evaluating how two companies selling the same product or service compete. While they sell the same product or service, they differentiate themselves through the brand which they have built. This involves their pricing, their reputation, packaging, and consumer experience. Some companies have more market share because of their brand and not the superiority of their product.

5 Reasons You Need to Build a Personal Brand

#1 - If you're not standing out, you're blending in. If you're blending in, you're not getting noticed. If you're not getting noticed, you're not making enough money. Authentic personal brands stand out.

#2 - Hiding out (in the guise of blending in) will not get you noticed by the right people potential clients, peers and even industry leaders.

#3 - If you try to be someone else, you're holding something of yourself back. You get noticed when you share those unique parts of yourself.

#4 - When you are being yourself in business, you begin to discard all the activities that don't support your bottom line. Say goodbye to endless hours on social media (unless that's your business).

#5 - When you're clear about who you are, what you do, and who you do it for, it's SO much easier to talk about it in a way that people immediately understand.



Your Branding

The goal of branding is to attract and retain loyal customers by delivering a product, service or experience aligned with what the brand had promised. Small business owners can achieve a lot of success by being deliberate in their branding efforts, ensuring that every aspect of their interaction with customers elicits a positive emotion. This will enable them to cultivate an emotional connection and a long-term relationship with their customers. In an increasingly competitive business environment, being able to develop a strong emotional connection with customers can play a vital role in positioning a brand to thrive.

Branding can be achieved by using some of the following tools.

- Brand definition
- Brand positioning statement
- Identity of the brand
- Advertising and integrated marketing campaigns
- Public relations
- Sponsorships and partnerships
- Product and package design
- Brand colors and visuals
- Pricing strategy
- Customer experience
- Organizational culture
- Management style
- In-store experience

Since it is a process, branding can be categorized as a marketing tool. The actions involved in this process enable an individual, organization, or product to gain visibility and cultivate a loyal following and how the most successful brands are building a community.

So, to sum it up...

- Your brand is not what you say it is... it is what your customer says it is.
- Brand is a relationship and a promise between customers and the business.
- Your brand identity consists of elements like your logo, fonts and/or a color palette
- While your brand is a relationship, your brand identity is the design.
- Brand is intangible and brand identity is tangible.
- You don't design a brand; you **build a brand**.
- Brand identity is what we can see, it's the design of a brand.
- Branding is a process of building awareness and loyalty and about seizing every opportunity to express why people should choose one brand over another.
- Without branding there is no alignment between what you want people to think about your company and what they think about your company.

And finally, what is brand strategy?

Brand strategy is figuring out who you are, what your story is, how to tell your story so that it resonates with your audience, and then making sure you're sticking to that story across all your marketing platforms.



Does Your Brand & Brand Strategy Speak to Your Ideal Client & Convert?

No? I can fix that!



Schedule Your FREE Brand Audit NOW



The Power of Effective Communication in Sales

With over 30-years as a sales leader, I learned that sales are not a numbers game, it is a people game. You've probably heard people say that you need to get lots of no's before you get to a "yes". We were taught to practice our presentation and eventually it would yield positive results. I believe that the secret to sales involves mastering communication, understanding the values of others first and how to communicate in their preferred language.

Around 400, BC Hippocrates made a powerful discovery and introduced the theory of the Four Temperaments into his medical practice, using different approaches based on the patient's personality type. Today, several personality-based assessments help us understand human behaviour and communication better. With the wisdom of 4 primary personality types, we can understand a prospect's needs, their values, and ultimately close more sales. People buy from people they know, like & trust, who they feel understand their needs and show that they care.

"Nobody likes to be sold, but everyone likes to buy."

~Dr. Earl Taylor

Being recognized as one of the top 10, as well as receiving multiple awards in my time in the financial industry (for one of the major banking institutions in Canada), while juggling 2 young daughters, I remember one evening flopping down exhausted on the couch. It was a struggle to balance reaching my goals through a 70-hour work week and still manage family life, as my sales calls with high net-worth clients were taking a long time to bear fruit. In that moment, although my results were acknowledged nationally, I knew that my health was suffering and there had to be a better way. I decided to put my health and family first.



Carolyn Gish

Sales Expert

Carolyn Gish is an award-winning L4 Sales Trainer & Speaker and creator of the "90 Second Sales Solution". With 35+ years in sales in the financial sector and as a Holistic Nutritional Specialist she knows what it is like to experience burnout and to walk away from a six-figure business. This led to her mission of helping entrepreneurs & business owners to create wealth without risking their health by utilizing the tools, training & technology that will allow them to increase their sales up to 300% and close deals faster while at the same time designing an empowered life and business.



What I now know about leveraging personality science would have saved me a considerable amount of energy, time, and money before a client decided to buy.

Companies are spending thousands of hours and millions of dollars teaching their people "how to sell", instead of investing in answering the only question that impacts the bottom line - "Why do they buy?"

- Cheri Tree, Author of "Why They Buy"

- What if we could speak, listen, and meet people where they are at?
- What if we could connect with anyone, anywhere at any time?
- What if you knew the values of your children, spouse, and friends so that you could communicate effectively so everyone felt heard and understood?

I've discovered a simple tool to predict how people make buying decisions. People's values drive their decisions, based on what is important to them (ex: whether they value freedom vs. tradition, or logic and research vs. community and personal growth) so you can adapt your presentation to meet their needs.

Sales flow more easily when you are speaking your prospects language and deeper connections are made more quickly, producing predictable results. I now use in my own business and with my client's, a personality-based communication tool that has been scientifically validated to predict someone's buying behavior (in less than 90-seconds). I have incorporated this into my sales process, so that I know exactly how to communicate with my potential client.



Four Simple Steps to Leverage Personality Types in Sales

1. The focus is on them, not you.

It's tempting to give the presentation that would convince you to buy, but up to 75% of the time, the presentation that would appeal to you would turn off your prospect. Research reveals that only 18% of buyers will buy from a salesperson who doesn't match their personality type, leaving 72% of sales on the table! Whereas when the salesperson knows their prospect's values (and communicates their presentation in alignment) 82% of sales happen (The Chally Group).

2. Customize each pitch for your prospect.

"One-size does not fit all". We need to shift our way of communicating, speaking, and behaving so that it fits the prospect and appeals to them. This wise approach increases Sales Velocity – the number of conversations needed with your prospect before they make a buying decision.

3. Understand what key words turn-on a prospective buyer's type and what phrases and words can turn them off.

The right words can make a connection and close the deal. We all have trigger words that encourage us to trust others and say yes. Knowing and speaking the right words for each personality type can get you the "yes" you desire.

4. Focus on communicating & influencing, not "selling."

Communication, not persuasion, must be the goal when you're presenting an offer to your ideal customer. Instead of guessing or worse, assuming what your clients' needs are, communicate with them based on their personality type, and you'll find the sale closes faster than expected.

In conclusion, what if you had an AI tool with built-in empathy that could predict buying behavior in less than 90 seconds? What if you could have better communication with your ideal audience with the perfect blend of empathy and science so they felt heard and understood? What if there was a tool that not only would tell you what to say to your prospect, but how to respond to them? There is. To learn more let's set up a time to chat.



Carolyn Gish

3 Common Communication Mistakes That Just Might Be Costing You Sales!

1. Applying a “one-size-fits-all” approach to communication by using the same script for every person instead of customizing to the client’s communication style.
2. Asking for the sale before communicating the solution.
3. Blanket messaging approach or the habit of trying to be all things to all people.



**Book a call with Carolyn
to make less mistakes
and more sales!**

Marketing Tip

“The fastest way to up-level your business is to hang out with people who are already where you want to be and are willing to help you get there.”

-patty farmer



Cash Not Flowing?

I can fix that!

Show Me the Money!



pattyfarmer.com



A Ten-Year Vision for Building a Community Online



Theresa Ream

Business Expert

Theresa Ream is the founder of several multimillion-dollar businesses with over 40 years of success. "The Ream Companies" consists of a disaster cleanup company and two remodeling companies. She is known as the largest minority woman owned restoration company in California and has earned many awards including The Professional Women's Network Woman of the Year, Best Woman Owned Business, and Best Minority Owned Business. Theresa is a speaker, community leader and utilizes her strong organizational, financial, and marketing skills to fuel her passion for mentoring women in business. She is the current President of the Professional Women's Network of Monterey.

I think we can all agree that our communities have changed exponentially since the Pandemic and Zoom has certainly made the transition easier for the average businessperson making distance learning, social connectedness, interaction, and engagement easier than ever.

I am really excited about the opportunities that have come from online communities that I am involved in and as the President of the Professional Women's Network of Monterey (PWN) and the Founder of several multimillion-dollar businesses, Zoom networking and online communities have become an integral part of my life.

Think about your ten-year vision regarding online communities. Look to join the most beneficial ones and most importantly create and lead online communities to uplevel your influence, personal growth, and business success. Why ten years? Because it's going to take a solid vision and commitment to build and move forward with a plan that will get you the best outcome.

Whatever your opinion is about online communities there is no stopping this train. Online communities open new opportunities to learn and grow through the people we meet.

- Would you and your business benefit from having conversations with businesspeople all over the world?
- What is it going to look like when you can banter ideas with forward thinkers you may never meet in person, living lives in very different environments?
- How would you feel about collaborating with networking events so you can be seen and heard by larger audiences?
- Do you envision introductions to influencers that can help propel your business and self-growth? Not to mention the business friendships that will be open to you to call on whenever you need help.





The old mindset says these aren't real relationships while the ten-year vision mindset says there is no other way, so get on board with a new expansion of possibilities into this futuristic ever-expanding circle of influence.

Within our ten-year vision of online communities let's look at some of the possibilities:

The self-education revolution goes hand in hand with online groups and virtual contacts. Education is changing. There are a growing number of people that would rather not travel to conferences and go to in-person trainings and seminars. More of our education is coming from people like you and me and many don't have a degree. All over the world ordinary people are creating online courses that target very small niches. Get on the self-education revolution as part of your ten-year vision.

Let's talk about the benefits of online support communities, which are out growing local support groups like a rocket! There is a high upsurge of those taking advantage of communities that center around certain life experiences like empty nesters, travel enthusiasts, and physical wellbeing. People in these groups form lasting relationships and cope with things that are sometimes hard for them to speak about in a local group. Coming together to share personal experiences and information is invaluable.

Online networking communities are aimed at knowledge sharing and creating learning opportunities and referrals within a group of experts. This type of community makes it possible for members to share expert insights, explore new markets or opportunities, build networks, collaborate online or on-location and improve their professional skills. It provides a virtual "Think Tank" and many opportunities for referrals.

Now let's take our vision to two of the fastest growing ways to connect and grow your business community. Live streaming and community platforms. Both grow your audience quickly with real engagement leading to higher education and global networking. Social Media allows you to engage with your customers where they are and keep them excited about what you have to offer in real time while staying top of mind. Livestreaming can also make stars out of you and your employees or team. Your audience feels a sense of connection with what it takes to do what you do. With now easier to use live streaming platforms being created we will start to see more everyday people sharing their business and expertise via livestream.

Building your vision with an online community is a valuable marketing strategy.

Starting with free community platforms can be the best place to launch, with social networks like Instagram, LinkedIn, Facebook, and many others. There are platforms where you can create a free account and then host your micro-community within its larger platform. When you are ready to branch out to a larger more customized platform there are plenty of online community platform builders ready to be customized to your needs.

Your vision should include researching the best platform for you. Circle has a clean layout and flexible posting. This is one of the choices for small business when transitioning your community off Facebook Groups, another is Mighty Network, which is geared toward creators and small businesses. Mighty Network was one of the earliest platforms to identify the need for creators to launch owned communities without reliance on social media platforms.

For those who love in-person communities, your online community vision can be directed to bringing it home to your local community and can be quite the competitive advantage when you have ownership in a brick and mortar or local based service business. Creating or attending events with your employees and/or team interacting with your customers and the community can really deepen business relationships while giving your business great exposure. All this is strengthened by the online community coverage of your events.

Many social forecasters are calling the time we live in an end of an era. It doesn't matter if you are a coach, online business, or a service provider for a local location, having an online community presence is one of the best investments in you and your business.

"Business, after all, is nothing more than a bunch of human relationships." ~ Lee Iacocca

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!



How Little Decisions Lead to Bigger, More Confident Ones



Meg Schmitz

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.



As I start writing this article, it is the end of December of 2021. I'm doing my annual goal setting and realizing that my goals last year were far from attainable. I wanted to break a financial goal that was a BHAG (Big Hairy Audacious Goal), but 2021 was another year of unpredictability, and uncertainty ran roughshod all over my plans.

Goals are a great thing to visualize and document. I have reminder stickies all over my office, and now I am replacing each of them. My goal was at the mercy of fear. Not my own, but the fear that is rampant the world over. And the Universe taught me that I cannot control other people's fears in order to reach my own goals. By acknowledging this, my new goal for 2022 is something I am certain I can control. More on that later.

Some of the more common fears stemmed from the unintended consequences of the pandemic. Can we stop wearing masks? Is it safe to gather, and go back to the office? Will the world shut down again with more new variants? Should I quit my job so I can work from home? Should I own a business? Should I invest in myself?

I'm no different from any other human... fear is part of life. But a bigger problem is believing your own head trash, or everything you hear in the media, and preventing yourself from reaching your goals. I am an advocate of "taking the leap," which is my personal motto. I'm not advocating jumping into the unknown, but I am confident that I can stretch, do things that are uncomfortable, and feel the confidence that makes those choices rewarding. Part of "taking the leap" is that little decisions lead to bigger and better ones.

Confidence, if you look at your own life, comes from trying over and over until you master something. Take getting married... looking back, I thank God I didn't marry the first guy I fell in love with. Becoming successful and reaching your goals is going to mean making some mistakes along the way. But conquer those goals, and oh my gosh!

One of the M3 words is MONEY. I love making money, and I especially love sharing stories about how to make more of it. Taking ownership of your financial future is a priority for many, especially after the pandemic created so many non-essential jobs and workers. These are people whose income disappeared for a great while, and they are still struggling to create a new future. But if you think strategically, and invest wisely, you can create income that is pandemic proof.

If you follow me, you know I am the Franchise Free Agent. I love a good return on an investment, and finding the right franchise is easier than you may think. Over the years, my placements stay in touch with me so that they can find a complimentary, or completely different, franchise for additional investing. It's just as much fun the second, third or fifth time around as it was the first. But guess what everyone gets stuck on?



"The law of work seems unfair, but nothing can change it; the more enjoyment you get out of your work, the more money you will make."
~Mark Twain

FEAR. What if they screw up, what if they lose everything, what if...?

What separates them is that they take baby steps, ask questions, learn and grow. That is what I want you to do with your business. Acknowledge that there is more to reach for, take an interest in adopting new methods, and work with a great coach! Never go it alone when there are experts nearby who can offer their insights and help you navigate into the unknown. Let them be the light on your path into darkness, and you will find enlightenment along the way.

To highlight this, take my friend Pamela. She was super driven in her law career but found that her marriage and kids were taking too much of a back seat. She thought about the dichotomy between being a woman of color in a high-profile law firm handling important cases, and the passion she had to find a great husband and start a family. Making a great income was offset by the loss of freedom to live her best life. She had fear about leaving the security of the known, and stepping into the unknown. But she knew that something had to change.

After Pamela worked with a client to acquire an independent business and doing all the financial due diligence to make sure it was a good investment, the deal fell apart. Seeing opportunity right in front of her, Pamela thought "what if I buy the business myself?" It was a business she knew NOTHING about. A sewer repair business. Talk about scary, right? Her clients are big commercial buildings, and let's just agree that sewage is a dirty job. Her fear of the unknown tripped her up for a minute, then she jumped into the driver's seat to learn all she could about turning this business around.

If you enjoy listening to podcasts, I had a blast interviewing Pamela. She talks in detail about conquering her fears. Additionally, she bought a franchise in residential drain repair, and that diversification move has added increased revenue. The structure of the franchise helped improve the profitability of the first business, and Pamela is now more successful than ever. Along the way, she found mentors to shine a light on the unknown and help her attain new levels of personal freedom and financial success. That's joy! [Listen here](#) to our conversation!

What is your goal for this year?

Make it true to your skills and desires, and please let me know if I can mentor you to find your passion, greater success, and JOY.

The Economy is shifting towards
ABUNDANCE rather than **SCARCITY**.



Tune in to
FREE AGENT
Podcast

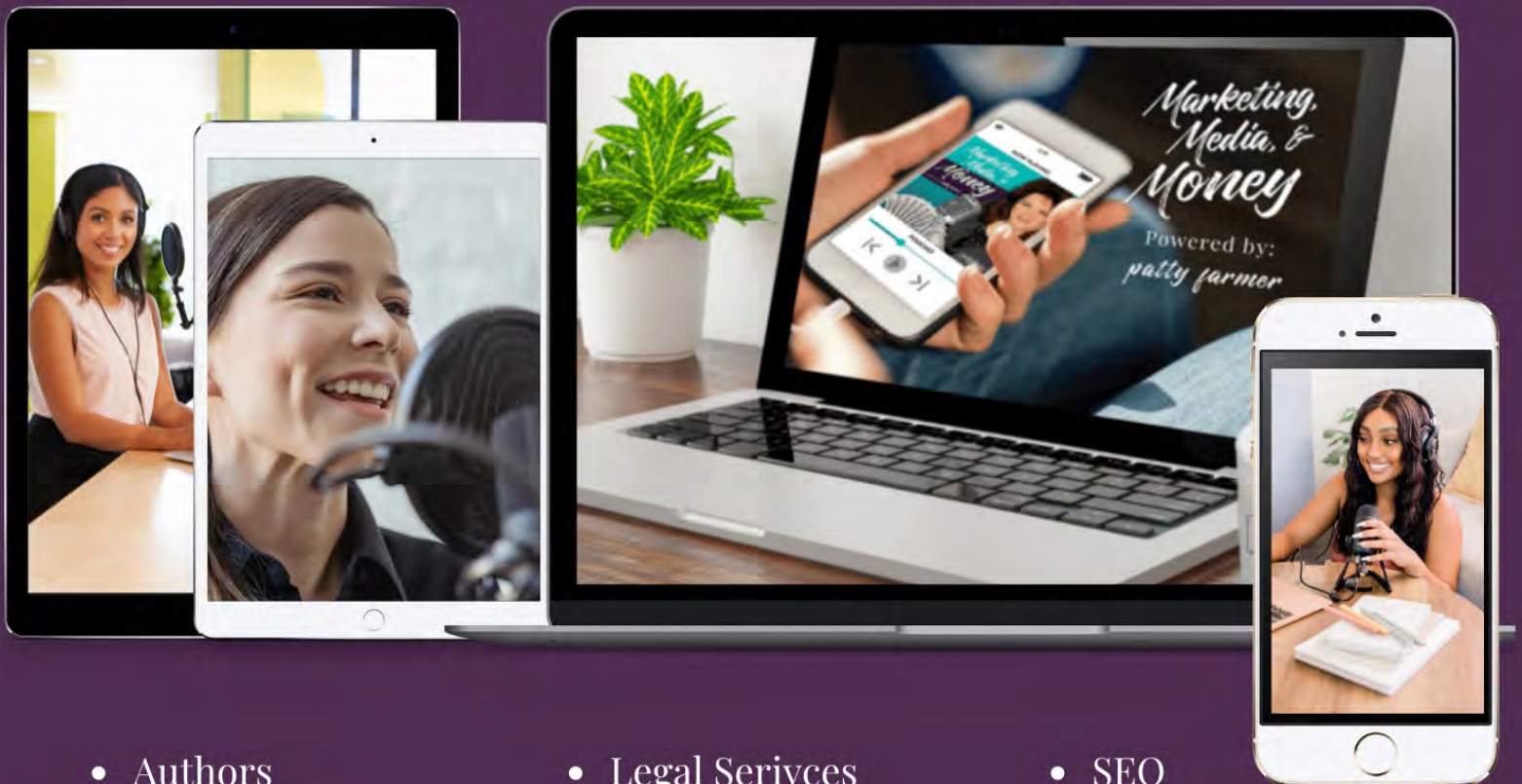
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Marketing, Media & Money Podcast



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- Content Creators
- Copywriters
- Designers
- Event Planners
- Finances
- Legal Services
- Media
- Podcast Hosts
- Public Relations
- Publishing
- Sales
- SEO
- SEO
- Social Media
- Speakers
- Stylists
- Trainers
- Travel Industry
- Wealth Management



plug in. power up. get paid.

Yes! I'd like to apply.

Media Tip



“Learn how to speak in soundbites providing valuable nuggets of content in a succinct manner quickly and easily.”

- patty farmer

Start with Knowing Your Numbers



Connie Vanderzanden

Numbers Expert

Connie Vanderzanden is on a mission to help entrepreneurs live the lifestyles they desire by learning the simple steps, structure, and discipline to create and save money. With 35 years of accounting and bookkeeping experience, a variety of industry knowledge, and her own real-life business growth journey since 2001, Connie developed the Going Beyond Revenue Cash Handling System, focusing on cash flow planning that creates profitable and sustainable businesses. Connie is a true Oregonian, born and raised in the beautiful Pacific Northwest where she spends time with her husband of 35 years and their "fur kid".

As an Accounting Rebel, I like to incorporate the esoteric when planning and reviewing my numbers. I pull Tarot cards on an almost daily basis, and before I even sat down to do my 2021 Year-End Review, I felt in my bones that I had been pulling cards from one particular suit more frequently than any of the others.

So, I did what any good Numbers Person would do: I created a spreadsheet. By this, I mean I got out a clean journal and created a grid listing every card in the deck and put a checkmark next to every card I pulled throughout the year.

I was amazed by my findings. I could see which cards and suits were pulled most and even which cards weren't ever pulled. The Numbers Nerd in me *looooved* that grid and my intuitive side really appreciated being able to see the patterns that emerged. It's such a powerful visual that I've already created a 2022 grid.

So, what does this have to do with knowing your numbers? What happened with my Tarot review is exactly what happens to the numbers in our business. First, we have an inclination that expenses have gone up or that something is off with cash flow. Then we take the time to capture the actual activity and look at the black and white of it. The patterns emerge and we receive a confirmation of our intuitive hit.

Allow me to "out" myself. I have over 35 years of experience in the accounting industry; for 21 of those years, I ran a bookkeeping firm. All that proves is that I can sit and hold space to be in the numbers for *someone else*.

It's not proof positive that I can do it for myself. And for a very long time, I couldn't. My early relationship with my own numbers consisted of spending as little time as possible with them. If I were Aunt Petunia, my numbers would have been living in the *cupboard under the stairs* back then. This meant I wasn't doing any planning, which resulted in being in constant hustle-mode. It was exhausting.





Yes, even Numbers People can have issues when it comes to their own finances. It's more common than you think, but most of my colleagues won't admit to it. I couldn't live that way any longer, and something had to change. Working harder and longer hours was not the solution. Making more money didn't solve the problem, either... it made it worse.

I had to look at the issue from a different perspective. I had to look at my thoughts and the relationship I had with money. That meant getting to know my numbers. To do this, you don't have to be a "Numbers Person." Most entrepreneurs aren't! But you *are* capable of creating a personalized ritual around being with your numbers. From there, you can learn to appreciate them and plan with them.

Here's how to create your own Numbers Ritual: **No Fancy Tool Required**

Honestly, all you really need is some paper and a pencil. Or you can create a spreadsheet.

Create two sheets: one to track "money in" and the other for "money out." Remember to grab ALL money that is business-related from all credit cards and checking accounts. Put a weekly money date on your calendar to keep them updated, 30 minutes tops.

This system will work great until you start to have an excessive amount of transactions. The number one reason business owners fail to keep up with their bookkeeping is that it starts to feel burdensome and time-consuming. When this happens, it's time to celebrate! You need to up level to an automation tool (a great free one is Wave Accounting) or maybe even hire a bookkeeper.

One more thing: Open at least one business checking and savings account. While it might seem like "extra" work, it helps you easily identify what your intentions are around your business and how it supports your lifestyle.

A Little Support Goes A Long Way

If the act of getting started is stopping you, or your perfectionism is getting in the way, these are both signs that hiring a bookkeeper will be beneficial. You can get support in setting up a tool or a little training.

Finding the Pattern

I'll admit, this is not the fun part, especially if you are starting where I was. Seeing, on paper, the consequences of the choices I had been making with money was uncomfortable.

To start identifying the patterns, put your activity into buckets:

- Revenue/Sales
- Owner's Pay
- Taxes
- Operational or Overhead Expenses

The intention behind this is to get CLEAR on how you are using money that your business is creating. The intuitive hit you've been getting about expenses will become clear! Now you can consider where to "cut the fat" and start to identify your "bare minimum" as well as expenses that can wait.

Your next step is to take this information and craft an intentional plan on how you'll create and use money. If you would like more information on this first pillar, click anywhere on the next page to access my free report, *Three Steps to Increasing the Profit in Your Business*.

"Courage doesn't always roar. Sometimes courage is the quiet voice at the end of the day that says, I will try again tomorrow."

Profit with Connie

KNOW YOUR NUMBERS!



**Three Steps to
Increasing the Profit
in Your Business**

MONEY ACTION TIPS

Get your practical,
tangible, and
compassionate money
tips right to your inbox
(and more)...



CLICK FOR FREE REPORT!

All Leadership Begins with Self-Leadership



Mary Amoedo

Leadership Expert

Mary is a former engineer whose passion for personal growth combined with her love of people has helped her and her husband, Richard, to become one of the most successful couples in direct sales. It's their passion to help others achieve their dreams that has catapulted them to their current level of success. Mary is a servant leader with a calling to coach and train other women in having it all without sacrificing anything. She powerfully and intentionally integrates her faith, family and business. She aspires to help as many as she can to become free –financially, emotionally, and spiritually.



People often find themselves in a place of leadership who never planned to be a leader. Some are natural born leaders and wherever they are, they end up leading the pack. Or maybe land in a leadership position because they have excelled in what they did in their job or their personal life. These budding trail blazers lead as best as they can, but many are leading blindly. They lack a solid foundation that is vital to be an effective leader and a solid foundation starts with self-leadership.

"Nobody chooses who follows them, but everyone chooses who leads them." -unknown

At the heart of self-leadership are your core values. Core values are the principles you stand for. They are the standards that are most important to you as a human being. Many people think they have core values but very few have them articulated and written down. Having clearly defined core values creates a guide for how you live your life, how you invest your time and how you make tough decisions. Investing the time and effort NOW to define your core values will help you save time and effort during your lifetime!

This is an exercise that I do with my executive mastermind groups to help them extrapolate their core values. In my private leadership development group, you can download and print a comprehensive list of values.

An Exercise to Discover Your **Core Values**.

Grab 2 colors of highlighters for this exercise.

STEP 1 - QUICKLY go through the whole list and highlight any word that grabs your attention with the lighter colored highlighter. Doing this quickly engages your subconscious mind and has you highlight things that have been important to you but may have been pushed aside due to timing, responsibilities, or your season of life.

STEP 2 - Examine *only* the highlighted words. Highlight the *most important* ones with the darker highlighter.

STEP 3 - Write down all the words on a piece of paper that are highlighted in the darker color. If some of them fall in the same category, lump them together.

STEP 4 - Find 10 words or less that will encompass all the words that you wrote on the piece of paper. Sometimes you will be able to find a word that embodies 2-4 words that captures the spirit of what you value.

STEP 5 - Write these words on a piece of paper and place it somewhere you can see it daily. I suggest your bathroom mirror. Read through them each morning and night and determine if the words really resonate with who you are. You may need to tweak the words and add or remove words until you finalize a list that truly emulates who you are. This list will help you determine what you do with your calendar and your bank account – two very valuable assets!



And since everyone chooses who leads them, who is leading you?

The second component of self-leadership is mentorship. Who are you *intentionally* being mentored by to stretch your thinking? You can be mentored by some of the best leadership and business experts by investing the time to read their books, listen to their podcasts and watch their YouTube videos. Pull the knowledge to you that is already readily available and FREE! If you are fortunate enough to have a mentor you can meet with or talk to, keep a journal of the questions you ask them and how they responded to them. Find a way to be around them and watch them. Study their interactions with others. How do they speak and what do they say? Notice their tone and rhythm. Watch their body language and extrapolate what you can emulate that would be a self-expression of a better you.

How do you find a mentor? First, you need to create a solid learning agenda. What are the areas that you want to grow and develop? As a leader, it's not just the area of leadership that you want to develop. Any area that you focus on improving will automatically bleed into other areas of your life. When you focus on improving in one area, your awareness increases in all areas. Your learning agenda could be tactical things like health, finances or systems, but it also needs to include areas that will heighten your ability to lead effectively such as ways to communicate or understanding how people think or operate. A solid learning agenda has a balance of both. No matter what area you focus on, I encourage you to reach for a mentor that will stretch your thinking and challenge the way you have typically done things in the past.

You can have the greatest mentors in the world and have the most incredible knowledge, but if you don't have a structure for putting that information into action, you might as well have had none of it. The greatest component of self-leadership that keeps you in the leadership game is your routines and standards! The key to a successful learning agenda is having habits and practices in place to apply the knowledge you have learned. Learning is only one part of the growth puzzle. The application of that learning is the key to true growth and self-leadership.

What are you doing daily to apply your knowledge that you have learned? How are you building this muscle that you have just discovered? If you don't have solid habits start implementing some. Take it slow and add just one at a time until you have mastery over it. This is a muscle that you develop over time which will increase your capacity and effectiveness as a leader. And soon you will have even more people choosing to follow you!

DO YOU HAVE A

Hunger FOR
GROWTH & DEVELOPMENT

Desire FOR
IRON SHARPENING IRON
RELATIONSHIPS



JOIN US!



JOIN OUR COMMUNITY WHERE
LIKE MINDED LEADERS GATHER
TO GROW INTO ALL
GOD HAS CALLED THEM TO BE!

MARY AMOEDO

LEADERSHIP MENTOR
M3 MAGAZINE LEADERSHIP EXPERT

*"Nobody chooses who follows them but
EVERYONE chooses who leads them."*

AUTHOR UNKNOWN

  @MARYAMOEDO

Be a Better Boss: Master 7 Critical Skills

People...are HARD.

They're inconsistent, unpredictable, emotional, and often irrational. And they're worse in groups. But for all the frustrations and problems, managing people can be...AWESOME, inspiring, and fun.

Of course, it really helps when you know what you're doing. Unfortunately, most of us get promoted, but never actually trained. So, we do the best we can, making it up as we go.

Experience is a painful, expensive, time-consuming way to learn.

I got my first management training as a 19-year-old college student in a summer work program. I didn't listen to most of it. I didn't know how to put what I did hear into practice. And I struggled to break the bad habits I'd already learned.

And then I failed. Epicly.

The worst part was that I'd become a manager so I could help people the way my managers had helped me. I wanted to be a great boss. I cared deeply about my team. But I didn't know what I was doing. I defaulted to a command-and-control style. I yelled. I got things done but destroyed a lot of relationships. Instead of inspiring, I did damage. I wanted to help people be great but instead became something they had to survive. That long, hot, hard summer in Georgia was the worst of my life.

The last thing I did before I left was pull over in an empty field and have a good cry. And I brought home a small jar of that Georgia dirt so I wouldn't forget. It's been on my desk ever since.



Alecia Huck

Management Expert

Alecia Huck is the founder of MAVERICK & Company, a management consultant, sought-after speaker, and author. She works with successful, frustrated business owners, sick of being stuck in the day-to-day, dealing with the same problems over and over. Alecia helps them build strong leadership teams and processes, customizing solutions so they can fix what is broken without "going corporate." Experienced in industries from construction to criminal justice, Alecia is proud to work with entrepreneurs, helping them spend less time fighting fires and more time building what matters.

Follow her on LinkedIn for short videos, smart articles, and more great stuff.



Since then, I've spent a couple of decades building strong leadership teams and helping them solve hard problems. I've worked with hundreds of people, in industries from construction to criminal justice, small and simple businesses to huge, complex companies.

In all that time, with all those teams, the same seven skills kept popping up. These are the things good managers are good at and go a long way toward explaining why bad managers are bad.

If being good at managing people matters to you, **these** are the seven critical skills you need to develop:

1. CONFRONT / Hold People Accountable

Accountability is easy to get wrong. Most of us default to a PARENT/CHILD dynamic using varying levels of guilt and shame to punish people. Really bad managers yell and demean. NOT confronting people is, in some ways, even worse. Bad attitudes, lack of effort, and bad results are all reasons to have an adult conversation. Learn how and do it quickly and consistently.



2. CELEBRATE / Appreciate

Celebration costs you almost nothing but produces HUGE value. Celebration is one of the smartest things nobody does enough of. To be clear, celebration is not about making everyone feel good. It IS about recognizing and praising and celebrating people when they work hard, go the extra mile, or get the big win

3. PLAN / TRACK / MANAGE WORK

It's so easy to get distracted by doing, to make filling in for a missing worker, or fighting the latest fire your priority. Good managers know they're the only one who can create a plan to avoid problems in the first place. They know they need to track results and make adjustments. They have tools and processes to help them stay on top of it.

4. CLARITY

It probably seems like clarity is an obvious priority but ask yourself, are you, and your people both clear about the GOAL, the PLAN, and each of their ROLES? Don't assume. Check. Confusion invites chaos and conflict. Take the time to make sure everyone is clear and check again regularly.

5. MANAGE YOURSELF

When you're exhausted, hungry, or emotionally drained it's hard to think clearly and easy to lose your cool. No one has good days all the time. Whether it's your workout routine, 20 minutes to answer emails, prayer/meditation, or coffee; know yourself and make sure you have what you need so you can help your people win.

6. COACH PEOPLE

Good managers are good coaches. They know how to connect with people, listen so they are and feel heard, correct people and provide feedback on their thinking and behavior. Perhaps most important, a good coach is good at context. They help people make sense of events and create a framework for directing thinking and behavior even when the coach isn't there.

7. Build WORK CULTURE

Culture isn't about birthday cake or casual Fridays. Work culture is the written and unwritten habits, standards, and norms for how people get work done. It includes mission statements and mottos. It's also the stories people tell about clients, how they answer the phone, and whether meetings start on time. It's how much gossip you tolerate, and what kind. Creating a great work culture isn't about controlling everything. Be intentional. Set and hold key standards. And be fair about how they're enforced.

Don't worry about being perfect. Focus on getting BETTER. People are...hard. Managing them isn't easy. But now you know where to start. If you're willing to do the work, you can learn how to be a much better boss. **And maybe even a great one!**

"How do you bring people around and help them flourish in your environment? It's not by being a dictator. It's not by telling them what the hell to do. It's making sure they feel valued by being in the room with you. Listen. Pay attention. This is what great managers do."

~ Bill Campbell, Silicon Valley's Trillion Dollar Coach

Looking for a Great Podcast Guest?



Alecia Huck

*Alecia has a range of topics lined up
for 2022 interviews including:*

- How to (Finally) Clone Yourself
- Don't Just Be Good, Build a Team of NINJAS
- Secrets of Scale: How to Get Big Without "Going Corporate"
- FIREFIGHTER: How to Break the Habit of Firefighter Management



Book Alecia

Up Close & Personal with...

Meg Schmitz



What does success mean to you?

My mother says I spend too much time focused on money, but hey... having it and making more of it opens new opportunities. So, building wealth and profitable businesses allows me to create great jobs, work cultures, and financial rewards. I ask myself at the end of every day if I gave every person or challenge my 100% best effort. Success to me is doing the right thing for the best outcome, whether for myself or a client.

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

Don't recreate the wheel when the path forward is well-worn with sweat and blood of others who have gone before you. Being brand new at something means there are seasoned and experienced mentors nearby who can help you navigate what is new and foreign to you, and most people are delighted to share their wisdom. Absorbing those tips and advice will increase your confidence faster.

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

As I get older and more seasoned, I continually expand (and become more interesting) by trying new things. I'm not afraid of looking goofy or screwing up, so why not try something new to explore my untapped capabilities?

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

Really understand your consumer and be very specific about how you engage with that crowd. Once you get 'em, don't ever lose them. A good client or customer is worth gold over time. Branding and marketing work together to build your unique reputation.

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

Ha, I get to have lunch with CEO's all the time thanks to the angel investing my husband and I do. Big company or small, EVERY CEO has a "flight of the bumblebee" story to tell, each one with a unique path to achieve what they have to in order to earn that role. Some of the most interesting are those who failed a bunch of times before hitting it just right.



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

Why is because my inner terrier won't let me quit. I have learned to be scrappy and alert to opportunities that others shy away from. I have more confidence than most when it comes to believing that I will conquer The Beast. I like to WIN, beat the odds, and achieve financial victories.

What keeps you awake at night?

My clients and their challenges... my husband has said I will forget where I put my glasses but I remember everything about my clients. Their success is my success, and I will gnaw on conundrums until I see the solution. Besides, sleep is over-rated.

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

Raising a puppy... that was an emotional decision with daily consequences, and another reason I'm already awake at night.





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

Trust your instincts in the first 10 seconds. The longer I mulled things over, the more mistakes I made when I should have run away.

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

The E-Myth Revisited by Michael Gerber is an oldie but goodie. The Hard Thing About Hard Things by Ben Horowitz. Feel The Fear and Do It Anyway by Susan Jeffers. I'm a fan of Audible because they feature new and relevant content.

What do you love most about your business TODAY?

That I work for the absolute JOY of it! I love all of my businesses, podcast series, and writing. I decided in 2012 that I had enough money to pay off my 2 biggest debts, and from then on, I was "retired" and working for the fun of it. Being able to walk away, fire people I don't like working with, and shift my vision to one of my other businesses or projects keeps me fresh and open to learning.

What's next for you?

Since I only work for fun and the joy of it, I'm open to new opportunities that will help me learn and keep me engaged with others. My motto is "take the leap" so I'm all about helping other people realize their dreams.



A Few Thoughts from Our Sponsor

Meg Schmitz

I am beyond delighted to be the 2022 sponsor of Patty Farmer's Marketing, Media, and Money Magazine. The importance of Patty's brand, and all the mechanisms she utilizes to deliver informative and insightful content, is an amazing opportunity for me to support her reach and impact on entrepreneurs, business owners, and those waiting for the right inspiration to come along.

Whether we chose our business or found ourselves running one, being a business owner is a 24/7 investment that lives in our thoughts and our dreams. It's a lot of responsibility, and none of us can see around corners or could have expected what we've had to deal with over the last two years. But we must carry on and find strength from those who have walked before us, or who are blazing new trails today.

As employers and leaders, we all have rolled up our sleeves to dig in harder and better, to improve our top line revenue and bottom-line profitability. We seek common ground in finding and implementing best practices. The contributing columnists and invited guest authors have powerful, influential experience to share with you. I believe this year is going to be pivotal for growth if you seize the opportunities to improve your own brands' reach.

Considering our three pillars, marketing, media and money, in this new year, I wish each of you a clear path forward, an upward trajectory, and success beyond your expectations. If you achieve new heights because of the content you find in this magazine, please share what and how you conquered those goals. There is nothing more fun than achieving amazing results and sharing with those who have inspired you.

The logo features a blue leaping animal silhouette above the name "Meg Schmitz" in a black cursive script. Below the signature, the words "TAKE the LEAP" are written in a blue, sans-serif font, with "the" in a smaller size and "LEAP" in a larger size. Three small blue circles are positioned below the word "LEAP".

Money Tip

“To create massive growth in your business, get clear on your why, know the value you bring to the marketplace and stop bargaining on price.”

-patty farmer

Marketing, Media & Money Podcast


Are you tired of spending your time and MONEY chasing strategy after strategy only to discover what worked 10, 5, or even 2 years ago is not working NOW? Things shift fast in the online space and if you're not keeping up, you're getting left behind. It's time for something different...

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



Marketing, Media, & Money
Featuring: Heidi Parr Kerner

6 Minutes to
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with Heidi Parr Kerner




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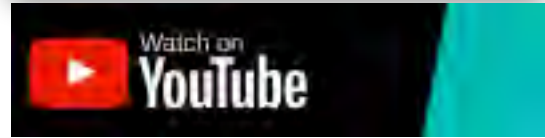
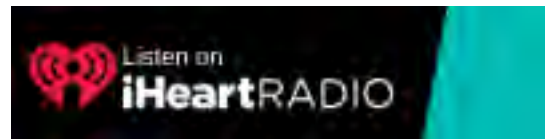
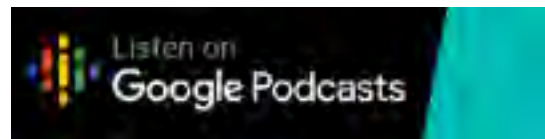
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You Need a LinkedIn Newsletter

by Phil Gerbyshak

On November 1, 2021, I got the ability to create a newsletter on LinkedIn. As soon as I created and published my first issue, a LinkedIn notification went out to my entire LinkedIn network, inviting all of them to subscribe to my newsletter. Within a day, I had over 1800 subscribers, which is over 10% of my LinkedIn network, each of whom had opted in to get an email and a notification from me whenever I publish a LinkedIn Newsletter, now scheduled for Thursday mornings.

The question I've been asked by my coaching and consulting clients is this: as a service provider, should you create a LinkedIn newsletter?

YES!! YES!! YES!!

If you're a service provider in 2022, NOW is the time to create your LinkedIn Newsletter. If you've been building your network on LinkedIn and it's filled with potential clients, peers and customers, LinkedIn is waiting for you!

How to "Get" and Publish Your LinkedIn Newsletter

Turn on Creator Mode.

First, you have to turn on Creator mode to get permission to have LinkedIn Newsletters. Just because it is available to you doesn't mean it's in use or available for people to subscribe to, and until you turn it on, you can't get subscribers. Turn on Creator mode from your profile (it'll say Creator mode is OFF by default.)

This may also activate LinkedIn Live for you. That's a topic for another day, but just know that option may be available to you as well once you turn on Creator mode. It may take a day after turning on Creator mode for you to have access to create a LinkedIn Newsletter, or if you are new to LinkedIn, or have a crappy profile, or if LinkedIn is acting weird, it may take longer. File a Help ticket if it doesn't come on in a week because this is supposed to be available for all Creators.

Next, "create" your newsletter. Figure out a name of your newsletter that people will want to subscribe to you, a few sentences about what to expect, and create it. Don't worry - you can change this later.



Third, write your first newsletter. Write a helpful article explaining what people will get by subscribing to your newsletter, and when you'll be publishing. Add a bio at the end with a clickable link to your LinkedIn profile so people can easily get to you. Add a catchy title for this edition of the newsletter, and a relevant header graphic. I use Canva to create my header graphics, though the dimensions of the image are always imperfect. LinkedIn uses the header graphic as your thumbnail graphic. It will randomly cut off so you can fiddle with this if you want to later. Don't let this slow you down.

Publish your article to your newsletter. After you reviewed your article and it's good enough, press publish. You should be prompted to post it to your feed. If you don't post it to your feed, it may or may not publish, so post it to your LinkedIn feed right away.

Now what will happen is kind of magical. All of your LinkedIn connections who haven't already turned off LinkedIn newsletters notifications will get a notification that you have a newsletter, and it will invite them to subscribe to it. That notification will be in the Invitations feed where they can click the checkmark to subscribe or the X to ignore. If they click too many X's, LinkedIn will ask them to remove these invitations, and if they do, they won't get any more Invitations to subscribe to anyone else's newsletters.

PRO TIP: Do NOT turn off Invitations to all newsletters. Instead, click the X by the ones you don't want and subscribe to the ones from hot prospects, former clients etc.

If they subscribe to it, they should get an email with the entire text of the message every time you publish, and often but not always (hey, this IS LinkedIn after all), a notification in their LinkedIn notifications.

Want to increase subscribers? Promote the article. Share it on Twitter and your other social media networks. I even encourage you to share it with your existing newsletter subscribers as they may be more active on LinkedIn than they are in email and thus be more likely to read your content on LinkedIn

WARNING: It's not all flowers and sausages. The Downsides of LinkedIn Newsletters:

What's the downside of publishing a LinkedIn newsletter? There are only two downsides to having a LinkedIn newsletter that I can see.

You don't really "own" your list of people. You don't get your subscriber's email addresses. You can't export your list, run ads against it anywhere, or send your subscribers a one-off email, or anything like that. Everything you send via LinkedIn newsletter is archived on your profile as an article unless you delete it.

Your profile - or LinkedIn Newsletters - may go away. If LinkedIn ever decides to shut down your profile for a violation of terms of service, or they decide to shut down newsletters, likely you've lost all the work you've put into this platform, all these subscribers, and more. The chances are slim if you do things the right way, but with LinkedIn, you never know, though I'm confident you'll get a notice that they are so you can do something with that content.

What should you do about LinkedIn newsletters?

Create a LinkedIn Newsletter when you are in the routine of writing regular content, not to replace your existing newsletter but in addition to. Take the content you write on LinkedIn and put it on your blog too and publish it to your email newsletter list or text opt-in list.

Add LinkedIn newsletters to your content distribution strategy. Much like you would do with Medium.com or Substack for your content, add LinkedIn Newsletters to your mix.

Create a "premium" opt-in list - Offer something to get people off of LinkedIn and into your opted-in email or text list. You'll get their contact info, you can see who opened what newsletter, how many times they opened it, and make a phone call or send a one-off email to them.

Remember: your goal isn't to get more subscribers for your LinkedIn Newsletter, or even any opt-in list. Your goal is to create interest in your work so you can have more sales conversations that lead to more money-making activities that lead to more money in your bank account!



Phil Gerbyshak works with small businesses, associations, and self-employed service professionals to increase their productivity, and profitability through coaching, consulting, and training programs. You can subscribe to Phil's LinkedIn newsletter Virtual Selling Essentials at VirtualSellingEssentials.com - He welcomes your connection on [LinkedIn](https://www.linkedin.com), just let him know where you saw this article, so he knows you're a real person.

Paid, Owned & Earned Media...the Differences & Why You Need Them All

by Michelle Tennant

Many people claim to understand marketing, but when I press them, it's clear that marketing 101, and specifically media of today's marketplace escapes them. Some of the concepts I am going to address in this article you may have heard of before. Others may be completely new. I will share three marketing methods and what each of them is designed to do. These strategies are paid, owned, and earned media.

I'm an international publicist with 32 years' experience. I first learned how to do public relations in college when I was working for a WGN radio producer turned publicist after my classes at DePaul University. Back then, we used typewriters to draft our pitch letters to the press. So, I've literally seen PR transition from typewriters to Twitter.

Technology has changed how we market. But no matter how much technology you employ, relationship development remains the core of marketing. You're reaching out to an audience to find others who are willing to purchase your services, attend your event or buy your books. To do this, you need to solve a problem for your audience, or enroll them into the possibility you present with your offer. So, let's get down to the nitty-gritty and how you do it.



Technology has changed how we market. But no matter how much technology you employ, relationship development remains the core of marketing. You're reaching out to an audience to find others who are willing to purchase your services, attend your event or buy your books. To do this, you need to solve a problem for your audience, or enroll them into the possibility you present with your offer. So, let's get down to the nitty-gritty and how you do it.

There is an old saying: "You pay for advertising, and you pray for PR." This is true and has been since the so-called father of PR, Edward Bernays (nephew of Sigmund Freud) taught the world how to sell goods through manipulation and propaganda. Bernays is best known for his PR campaign selling cigarettes to women in the 1920's by convincing suffragettes to smoke during a parade. The cigarettes were to be symbols — tiny torches of freedom and power. The tobacco companies went to Bernays to expand their target audience to include women, who prior to the 1920s wouldn't smoke because it was considered unbecoming. Almost a century later, teenage girls still smoke to assert their freedom and independence. "You've come a long way, baby" touts the advertising slogan.

This brings us to our first marketing method: **paid media** (advertising). You have a message, and you pay a venue to deliver it to their audience. Whether it's Facebook ads, print advertising, or radio spots, paid media is in your control. You control your message because you've paid for that control. To reach a local target audience, you might try geographically specific advertising, or ads on billboards, a local radio station or in a local print publication.

If you're going to invest in marketing technology, my recommendation is to start with paid media. For example, it's much less expensive to do Facebook or YouTube ads than to run a one-page print ad in a women's glossy magazine.

PLAN IT OUT: Stop reading here for five minutes and write down venues you might like to invest in to deliver your message.

Our second strategy, **owned media**, is also straightforward. Owned media is an asset you own such as your brochure, website, business card, intellectual property, or social media accounts. You control the message on these assets because you own them and have control over what's delivered on them.

PLAN IT OUT: Make a list of all your owned assets. In a second column, list messages you'd like to deliver to your audiences for your next event, project, or offering.

The last section is a bit trickier to understand. It's where I've focused my expertise and business for the last three decades: **earned media**. Earned media is the art of enrolling others to include you (or your clients) in their owned and paid assets. While you have 100% control over paid and owned media, you have very little control over earned media. There is an editor or an owner of those assets who have their agendas in mind. They will include you, your expertise, events, or offerings only if it makes sense inside their paid and owned assets.

It wouldn't make sense for *Good Morning America* to advertise a new product unless the product's developer was paying them to do so. Yet I get calls all the time from authors, PhDs, and others expecting national morning talk shows to cover their agendas. When I tell them national shows won't cover them unless they simplify their messages into lessons, takeaways or entertainment, they are often bewildered. They say things like: "My thoughts/products/events are so unique; I can't imagine the producer would say no." Well, they might say no if they aren't covering those topics. The media is in business to educate and entertain the public and sell advertising to pay their bills and paychecks. So, to get in with the press, the key is to speak to the topics they are covering in their owned and paid asset topic calendars.

PLAN IT OUT: Write down four upcoming seasonal dates or holidays. This gives you your best foot forward guessing what the press might be covering in the next quarter. Then create tips, tools, and takeaways related to those seasonal dates. This will increase your chance of creating a partnership with the press.

To summarize, there are three basic tenants to marketing: paid, owned, and earned. You have complete control over paid and owned messaging. However, with earned media, you have to enroll others to deliver your message through the topics they want to cover. To succeed at PR, start with the topics the media seasonally covers. You're sure to reach many through all three marketing strategies.



Good Morning America Producer, Mable Chan calls Wasabi Publicity's Chief Creative Officer, Michelle Tennant Nicholson a "five-star publicist." Michelle calls herself a "storyteller to the media." For 30+ years, media friends have solicited her help in crafting news stories by requesting sources, sound bites, and statistics. Learn more at [WasabiPublicity.com](https://www.wasabipublicity.com).

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