

Marketing Media & Money

2nd Q. 2022



plug in. power up. get paid.

**6 Reasons Why Your
Networking May
NOT Be Working**

**Effective Leaders
Need Boundaries**

**Be a Better Boss:
How to Hold People
Accountable**

**Of Course, You are
Worthy of More**

*The Power of Being
Intentional with Money*

**IS YOUR PODCAST
HELPING YOUR
SEO FOOTPRINT?**

**Your Post Pandemic
Future Plan**

Meet...
Jennifer Urezzio

CONSCIOUSLY CONNECTING WITH YOUR SOUL FOR SUCCESS

**7 Ways
to Ramp Up
Your Business
Relationships**



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

I cannot believe we are already in the second quarter of 2022! Being an entrepreneur and/or a small business owner is not for the faint of heart. On our best days, we are strong, dynamic, creative, resilient, bold, and fearless but we also have days where we are tired, decision fatigued and forget why we stepped into this journey in the first place.



But remember, we do not have to do it alone. Whether you have built a team or a tribe, someplace to turn for ideas, resources, and relationships. This magazine is designed and created for YOU for just those reasons. I continually ask our guest experts and our columnists 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 global 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 continuing 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 our columnist’s area of expertise so you know what you can be excited about and learn from them this year. Remember 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 and to contribute YOUR expertise as well.

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

- Be a Better Boss: How to Hold People Accountable
- 7 Ways to Ramp Up Your Business Relationships
- The Power of Being Intentional with Money
- Effective Leaders Need Boundaries
- Is Your Podcast Helping Your SEO Footprint
- Of Course, You are Worthy of More
- Your Post Pandemic Future Plan
- 6 Reasons Why Your Networking May NOT Be Working

Have you connected with our Sponsor Meg Schmitz, founder, and CEO of the “Take the Leap Franchise Consulting Company” yet? Make sure to connect with her, the conversation is free, but her insights are priceless.

I would love to hear from you. Please feel free to reach out and share how I may be able to serve & support you. My inbox is always open.

patty

Patty “The Networking CEO” Farmer
Editor-in-Chief Marketing, Media, & Money Magazine



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.



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Grab Your FREE Lifetime Subscription!

Connect with Our 2022 Columnists



patty farmer

Marketing & Media



Carolyn Gish

Sales Expert



Theresa Ream

Business Expert



Meg Schmitz

Franchise Expert



Connie Vanderzanden

Numbers Expert



Mary Amoedo

Leadership Expert



Alecia Huck

Management Expert

Want to learn how to *communicate* with your ideal clients *in their code* so it results in a *yes* to building a relationship & more sales?



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

Tell me more!

6 Reasons Why Your Networking May NOT Be Working



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.



Is this you? You go to networking events, you make sure you have your elevator pitch down, you have your business cards all ready, and a plan on how to work the room. But almost always, it doesn't work. Why?

If you're not making meaningful connections through your networking efforts, or if you're making fleeting connections that fizzle out days or weeks later, it might be time to take a hard look at your networking strategy. What are you doing wrong?

If you're trying to grow your network, and it's not working, here are 6 possible reasons why & what you can do about it!

1. *You don't know how to explain effectively who you serve*

and how. The first step is knowing who your ideal client is. Think about who you want to work with and what problem do they have? How does your service solve their problem? A great way to figure out who your **target buyers** are is to think about two things:

- a) who's already buying your product/service and
- b) what industries would benefit most from what you offer.

The second step is knowing how to describe the value that you bring to the marketplace. When someone at a networking event asks *what* you do, you need to be able to share the unique value of your business in a sentence, communicate what problem you solve, who it is you serve, and why your solution is exactly what they need NOW.

Knowing the answers to these questions and being able to communicate the answers in a succinct way will allow others to keep you top of mind for introductions, collaboration opportunities and/or referrals. And isn't that why you are networking in the first place?



2. You focus more on trying to sell versus serve. When at an industry or networking event, do NOT try to pitch your services during every conversation you engage in, instead ask questions and learn about their current challenges and needs.

When you are focused on serving, you are bringing value to the table before asking for something in return. This can come in many forms. For example, you might want to connect with someone who has a similar audience. Instead of immediately asking if you could meet and discuss how you can do business together, you would first engage in a conversation, ask questions, and **listen** to their answers to see if you or someone else in your network may have a solution. Then, offer them some valuable information that they may be interested in receiving such as a blog post or article that relates to something they shared. This lets them know you were listening and are willing to provide a solution, or resource before ever asking for a sale and you are on your way to becoming a trusted resource and will gain credibility.

The purpose of networking is NOT to make sales on the spot, but rather create new connections so that when the time is right, you have you have started to build a relationship because you already gave them something of value prior to attempting to close them as clients.

3. You suck at follow-up. Let's face it, follow-up can be a time suck. It's the part of networking that most people do not want to do however, follow-up is critical to your success. When you don't follow up, you are sending a message to your new connections that you don't value them or their time—and by extension, you don't value your own time either.

Take the time to send a note after meeting someone new, sending an email after connecting on LinkedIn, mailing a personalized thank-you note after receiving a referral from someone in your network, or keeping up with people who approach you for business advice by sending them articles and information relevant to their industry and situation.

4. You don't understand the principle of reciprocity. Are you someone who appreciates when someone gives to you however, you spend little time giving anything in return? To be successful at networking, you need to change your mindset from "What can I get?" to "What can I give?" Reciprocity is a fundamental principle of human interaction. We are taught to respond in kind when someone does something for us. And it is one of the most important principles when it comes to networking effectively.

5. You don't ask good questions to pre-qualify prospects & partners. Most people who are new to networking make the same mistakes. They don't ask good questions, pre-qualify their prospects, aren't clear on the types of partners they're looking for, and they have false expectations about what's required from them to get the results out of building deep and profitable business relationships.

We all make mistakes, but it's important that you fix these errors before you give up on the idea of networking altogether. If you don't ask questions and find out the strengths of others so you know who would be a great collaboration partner, how will anyone be able to refer or introduce you to the perfect partner or prospect?

6. You spend too much time collecting business cards. Have you been taught that the goal of networking is to meet as many people as possible, exchange business cards and then invite them all for coffee? Well, that doesn't work now if ever. This approach is only superficially effective at best and at worst, it can be detrimental to your business. The real key to networking is building relationships. It's not enough to go to an event, hand people your business card, and say "I'll be in touch." You must build relationships with people whose beliefs and values align with yours to bring the best ROI for both you, them, and those you serve.

"Relationships are the currency in today's business environment." ~ patty farmer

Connection, Collaboration & *Cash Flow*

Online Event for Entrepreneurs & Small Business Owners

We are all craving real connection, opportunities to collaborate and to increase cash flow!

There are 3 key components to creating a culture of leveraged cashflow and we will be discussing all 3 components and how to implement in your business. We may still be working from home more than being in an office, but that doesn't mean our cashflow has to stop or slow down but instead this is an opportunity to serve, support, and strategize about **INCREASING Cash Flow.**

If you want to have, scale, or sustain a six-figure business, you need to have an ongoing plan and vision to leverage and increase your cashflow consistently.

Come to this event open to receive and be vulnerable (in a safe, loving, and confidential environment) and prepared to share what is working for you (or NOT) to the rest of the group. We want to help you succeed and connect you to the resources and relationships that will help make it happen!

Tuesday, May 24th, 2022
2PM - 3:30PM CT

No Charge

Save My Seat Now!



powered by patty farmer

7 Ways to Ramp Up Your Business Relationships



Carolyn Gish

Sales Expert

Carolyn Gish is an award-winning L4 Sales Trainer & Speaker. 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.

I remember when I first started in sales, there was an expression that people often used "You eat what you kill," which seemed harsh but was also true when you were in a 100% commission sales position. Often in business, we can spend so much time focusing on driving our revenue and getting more business we forget about the relationships with our existing clients. I have been that person in the past when I was in survival mode, where I have focused more on getting new clients instead of nurturing my current and previous clients. Can you relate?

If you don't spend the time building relationships with and focusing on the customer experience and what you can do to retain your current customer base you are going to be in the "churn and burn" game which ultimately leads to burn out and lost revenue.

"Business is all about relationships...how well you build them determines how well they build your business." ~Brad Sugars



Why is customer retention better than customer acquisition?

While customer acquisition is the act of gaining new customers, customer retention is focused on developing deeper relationships with your existing customers with the goal of increasing loyalty and driving repeat purchases and is more effective (and easier) because *all barriers to purchase have already been overcome*.

It costs more money to get a new client than to get referrals from your existing client base. Even more impactful is that acquiring a new customer can cost five times more than retaining an existing customer and increasing customer retention by 5 % can increase profits from 25 to 95%.

Why not develop a relationship with your customers that will buy from you in the short term and for years to come, who are raving fans and will refer new customers to you because of the deeper relationships you have built with them. So how do you build business relationships to achieve your business goals of increased revenue, broader reach, better retention, and consistent referrals?

Here are 7 tips for building and maintaining more robust relationships with your clients:

1. Treat your client as an individual and speak their language

Build relationships based on what people value and how they like to communicate. We often assume that we know how to communicate with people when we are most of the time communicating with people based on our communication style instead of the style of the person we are speaking with.

2. Understand your client's goals

To build a relationship based on mutual respect and trust, you need to understand your client's goals on a micro and macro level. You may also need to provide a system and structure to achieve those goals quickly with support and encouragement while also making it fun.

3. Be open-minded

Maintain a policy of openness with your clients regarding your point of view and professional opinions. It can be tempting to withhold information and appear agreeable to avoid confrontation, which can be counterproductive and damage your reputation with your clients. Clients will respect your initiative and desire for excellence when you confidently express your honest opinions. Clients are looking for authentic communication in their personal and business relationships.

4. Focus on communication

We also need to listen more to what people are saying and pay attention to how they show up, how they dress, and their surroundings. All this provides clues to their values, likes and dislikes, and how to communicate effectively with them.

5. Be honest

One of the essential principles in business relationships is being honest. You will earn their trust more than any other factor by being honest in your communication with your clients, collaborative partners, and employees. People can tell when someone is twisting the truth, and when someone gets a negative vibe about you or your business, it is hard to change their mind. It is also essential to be honest with people if you don't know the answer to a question. Many people value expertise and competence, so it is vital that if you don't have the solution, you let them know that you will get the information for them and follow through.

6. Develop an appreciation for their values

Understanding client values is key to establishing a trustworthy relationship. When you understand your client's value, you can incorporate their preferences in your workflow and client interactions and deepen your connections to build that know, like, and trust factor essential to a client relationship. Understanding what a client values most goes a long way to building respect, appreciation, and long-term business relationships.

7. Keep in touch

It is crucial to keep in touch with your clients, especially those who value community, personal growth, and long-term relationships. Nurturing your business relationships is vital, or they will dry up just like any other relationships you have in your personal life. By staying at the forefront of someone's mind, you are more likely to be considered when new opportunities arise.

How many of these tips are you applying in your business relationships?

Take the time to think of 3 action steps you can take right now to implement into your business to...

increase your revenue, reach, retention, and referrals!

If you need help with this, schedule a free call on the next page, and I would be happy to help.



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!**

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



I can fix that!

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

YES! I want more clients & cash!



Marketing Tip

“Make sure you are translating data and research into actionable items in your marketing plan to increase your return on investment & time.”

-patty farmer

Your Post Pandemic Future Plan



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.



What would you think about riding the energy of the post pandemic upsurge with grace and ease? How would you like to monetize on the business and personal knowledge you've gained during the pandemic?

Do you understand that you have just lived through a global shift? Let that sink in before you examine what shifted in you, your family and your business and build on those shifts to create a future that is not business as usual.

When we look back at March 2020 when the world shut down the first thing on our minds was the safety of our families and how we were going to take care of them. Our world got small, and our senses became razor- sharp as we focused on obtaining supplies and keeping the virus out of our homes. Think back on that time. We were on top of our game. Remember it and feel it because I challenge you to bring that forward into your **Future Plan**.

The next line of action was how to best protect our businesses and keep our employees safe. Remember how you had sprung into action with a business plan and safety procedures? We became lean and mean as we created new protocols and cut back on resources and started leveraging opportunities. Don't forget it because you're going to bring that forward into your **Future Plan**.

Keep Your Senses Keen and Limit Outside Influences

Before you to go back to life and business as usual let me stop you. As a leader, I know you have given some thought to the fact that life was hectic before the pandemic and somewhat unmanageable. The sense of wakefulness and attentiveness was an exciting change compared to our predictable patterns. In building our **Future Plan** how do we keep this feeling coursing through our business and lives?



The Outside Noise

One of the causes of this newfound aliveness was the absence of the outer influences. We retracted into ourselves to search new ways to run our businesses. We were able to listen to our own ideas, plans, intuition without all the noise and unwanted suggestions from the world. I know personally I have had some rude awakenings that almost felt like intrusions because of people's opinions and energy creeping back in my life as it opened back up to meeting in person. I wasn't aware how much others inject their opinions and judgment and how often I would even change the course of a goal or decision in some capacity because they influenced my thinking. It was so nice to have that quiet space during the pandemic to really think and plan different aspects of my life and business.

The Future plan... Thinking About Our Employees

There was a monumental shift in the way work was defined during the pandemic. Most employees were never happier, a great many of our workforce also got to work around their schedule in the comfort of their own home while being there for their children and pets. News Flash! They got a lot accomplished! Most likely with less distractions, less time commuting and less stress. So how do we as business owners handle the flexible work arrangements that employees want? Did you know that a Bloomberg study found that 40% of employees that have been working remotely would consider quitting if forced to return to the office full-time? Tomorrow's workers will want to work from anywhere and everywhere. And more importantly how do we keep this newfound agility and resilience going as employers? While every business has different staffing needs you can poll your employees to see what their needs are and try to come to some type of middle ground when possible. You will really need to address this if you are an employer so stay up on technology, there are even computer software that tracks how long an employee is working on their laptop. Remember Zoom is your friend and you can even perform job interviews and department meetings over Zoom. Set up measurements that work is getting done to the capacity that's needed to help drive this freedom and start to change your mindset. Keeping most employees happy doesn't have to mean they work at home full time; flex time can be very enticing too. You may just have a nice surprise of more time and less costs associated with a full-time office staff.

Now for the CEO

The pandemic brought us as leaders a lot of freedoms too. It's amazing how pre-pandemic so many CEO's lead somewhat unhealthy lifestyles. Many of us dropped our huge schedules, business appointments, commuting and traveling, not to mention our personal schedule of appointments for nails, hairdressers, facials, housekeepers, being our children's chauffeurs and all the other comings and goings. Some of us took the first deep breath in long time.

Do you really want to go back to the rat race? Try taking it slow, think about what is important and don't pick up where you left off pre-pandemic. Take my word for it, this will be weird for you, but the benefits will be increased time to really think intuitively and do what is important in your business and your personal life. It may give you time to expand parts of your business, focus on customer and employee satisfaction and do things in new ways that are more satisfying. Some have found time to take care of their health, family and have a better home-life while their businesses continue to flourish. As for me, there are many things that I have not yet picked up doing again and I have renewed clear thinking and time to plan. This dear CEO is the beginning of your **Future Plan**.



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!

Of Course You Are Worthy For More!



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.

Recently I was asked to contribute a chapter to a book, whose subtitle is Worthy for More. When I started writing, I did not know what the book would be called, but this notion, or question, of being worthy is something that I hear repeatedly that many businesswomen are struggling with. Even I have wondered if I am making the most of the talents and skills I am blessed with, and whether I already have more than I need.

I really do believe that we are all deserving of more, so much more, than we are willing to ask for. Don't be shy about wanting more but be sure to clearly define what you want to receive. Is it material? Is it experiential? The better you can define what you want, and how it will improve your business (or personal life), the easier it is to realize it when it presents itself.



Not all gifts are big. In fact, the smaller the ask, the easier it is to embrace and accept that you are worthy to receive it. The Universe knows who the good ones are, those who will share their abundance in order to create more of it. Is that you?

Abundance in business is a topic I spoke about recently, and the wonder of it all is that the more I focus on abundance, the more it shows up in my life. It's true that if you focus your thoughts on the good stuff, suddenly you will be surrounded by it. That includes asking for good people to show up in your business, not just contracts or income.

When I started planning for this year, it was Thanksgiving of last year and I was hitting a wall. I had big lofty revenue goals, but the uncertainty of the pandemic, the Great R's (resignation, retirement, etc.) combined with messaging in the media, I could only respect people's emotions. While franchising was booming all around me, people were afraid. Fear is personal and I had to let them make their own investment decisions. But that made my goals dissolve. I was frustrated. My energy was all wrong. Here was a national holiday of gratitude, of THANKS, and I was consumed by missed goals and an unmet income target. I was moody and mad, yet I was surrounded by abundance.

That Thanksgiving weekend, I realized it was time to give myself a gift: I needed to engage in a different R word. I needed to recalibrate. You know what I discovered in my reflections and journaling? Three little words, three letters each, that would define my work going forward. Small steps always lead to bigger rewards!

Patty Farmer, our fearless leader, recently posted a marketing question, asking if you feel stuck in indecision and overwhelmed by your choices. That question goes a long way, and touches on many aspects of our choices. This magazine is about Marketing, Media, and Money and I think we all get stuck, frustrated, and self-limiting in our ability to make informed business decisions and arrive at a place of confidence.

These are questionable and troubling times in some ways, but small businesses and the women behind them are the foundation of what DOES work in the United States today.

If you have read my articles in the past, you know I am referred to as the Franchise Guru. I love the franchise model because it provides clear and specific guidelines on how to build a successful business. You don't need to start a franchise with your business but implementing the principles of that model will give you more structure, and more structure provides more confidence in the outcomes you will realize.

This year, I am having a blast. My entire focus shifted. So, what are those three little words that define how I have recalibrated my business this year?

Joy. Fun. Yes.

Working with clear purpose gives me **JOY**. I love the work I do to help people *Take the Leap*. That inherently means helping my clients get unstuck, and land on a lily pad they will love (and not in the water where they would otherwise get eaten by a big ol' bass).

The people you work with and the clients you take on, have a big impact on your workday. **FUN**. I want to work with people who embrace working with me in a jubilant and productive way. That dissolves a lot of stress in my work and being in touch with my frivolity helps me weed out the ones who are toxic, or just dragging my business down.

Finally, **YES** is a small little word with an amazing amount of power. Do you say "yes" to the gifts you receive? Business success is predicated on a lot of no's coming first, before you refine your business proposition and deliverable. But then the Yes' start to come, and just wait until you are really on a roll. Say "yes" to trying new approaches to expand your business and watch the magic happen.

Three of my business mentors have aided my ability to clearly define my business, and as the revenue grows and my profitability increases, I know I am worthy for more. In fact, I challenge you to use those three little words and let me know how they change your business.

I just want you to realize one small thing. You are worthy. So, when the Universe delivers all that you asked for, you better be ready to say YES.

"Small things with great love... It is not how much we do, but how much love we put into the doing. And it is not how much we give, but how much love we put into the giving. To God there is nothing small." ~ Mother Theresa

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



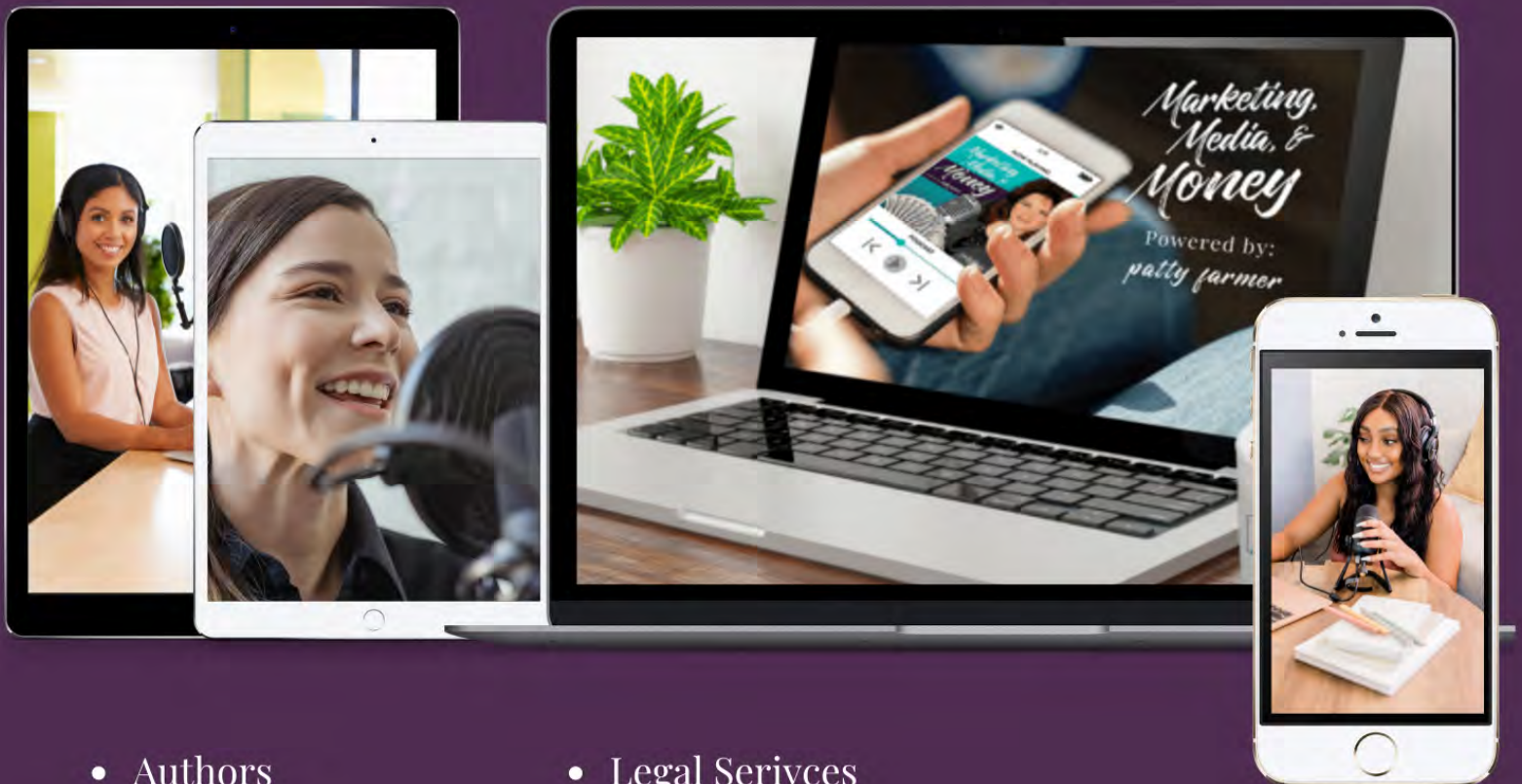
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LEARN HOW TO FUTURE PROOF YOUR BUSINESS!

Industry Experts are Invited to Apply to be a Guest On the... *Marketing, Media & Money Podcast*



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



Yes! I'd like to apply.

Media Tip

“ Create an intentional plan for each social media platform that is targeted to that specific platform to generate engagement with your ideal audience.”

-patty farmer



The Power of Being Intentional with Money



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".

In my last article, "Starting with Knowing Your Numbers," I discuss how any good adventure starts somewhere. In business, getting a clear black and white view of your numbers is the starting point for crafting a new relationship with money and your business.

When I took that first step in my own business back in 2015, I was shocked, embarrassed, and a little defeated. I wanted to shove it back into my digital filing drawer and cry in a corner.

I knew I couldn't continue down the path I had unconsciously created. It was my financial rock bottom, my line in the sand moment.

Change requires three things:

- Awareness that something no longer works and needs to change
- Making a choice or demand for change of yourself and of the situation
- Taking action

This opportunity to create change allows you to do that by choosing to be intentional with your words, your actions, and how you use your resources.

This is where a cash-handling system can assist you. It requires that you set an intention with how your resources (Money) will be used. The system allows you to be intentional with your words and provides action steps to create sustainable money habits.

There is no one-size-fits-all solution. We all have unique experiences getting to this line in the sand moment. It's going to take a little courage and determination. But I know you can do this!



Here are a few suggestions to try out:

Give Money a job. Intentionally call out what purpose and role Money will provide in your business and give it a job title.

- Use saving accounts. Rename them for that purpose (or job title) everywhere you see them. For example, if you want an account for tax savings, change the name of the savings bank account online to "Tax Savings." Next, add the title to bank statements and use it in your accounting tool.
- During your weekly money date, transfer funds from your operating account to these smaller intentional savings accounts.

How much you will transfer depends on your financial plan and your current cash flow. I started by automating a weekly transfer of \$25 to help me build my trust muscle and change my spending habit.

Now, it is a set percentage of every deposit I receive. But remember, it may not be suitable for you just because a book/program/coach gives you a percentage to use based on their experience or the averages of the businesses they have worked with. So, start small and build up.

Schedule weekly money dates, even if you have a bookkeeper.

This is a sacred time for you and your business. Create a ritual experience that makes you feel calm, supported, and ultimately abundant. Meditate, have a dance party, or take a walk around the block and get into your body. Can the experience be more pleasurable? Could you add a candle, essential oil, hot tea, or music to this ritual?

- Spend time acknowledging the money received that prior week and celebrate it. Dance, ring a bell or sing along with your favorite money song.
- Send gratitude and love to your team and vendors as you send them a payment - yes, even the tax agencies could use a little love sent their way. Use the memo field via online bill pay or on the check to send your magical intentions.
- Follow-up with revenue generation activities, tracking, or forecasting. Can you make the tracking fun? Add some stickers or a tracking graphic that you color as you go. Is that spreadsheet just too darn boring? Add some color.

Create a pause in the flow of money and stop allowing others to dictate the how/when it comes in and out.

It's your business. It's time for you to take the lead and set a boundary.

- Stop paying vendors as soon as you get their bills. Set regular dates to pay your team and vendors, be it once a week, twice a month, or once a month. It's your business, and you determine payment terms and processes.
- Make receiving money easier. This isn't the stage where you default to your customer on how they want to pay. Instead, be intentional with your process and what is easy for you, and what options (meaning more than one) are you willing to offer.
- Put all these things into writing and create your standard operating procedure (SOP). That way, you'll have an established plan to delegate.

Take a breath, a real deep clearing breath. Then take a couple more. This one step is intention in action. You are taking the time for YOU. It gets you back into your body and out of your head. It refocuses your attention.

Take a moment and pay attention to what is happening around and in you.

- What are you saying to yourself?
- Are the actions you are doing aligned with your purpose and goals?
- Is this the best thing to do with your energy, time, or money right now?
- Will all of this move you forward, or did you fall back into old habits?

Creating the change, you desire in your financials is not an all-or-nothing type of action. Some will be small shifts in our habits. Others may require more courage to claim your voice and hold your boundaries. You may even find that an action didn't work, and you need to take a small step backward. The key, keep moving forward by taking action, whatever that looks like, for your unique adventure.

If you would like more information on this topic, click anywhere on the next page to access my free report, *Three Steps to Increasing the Profit in Your Business*.

"Intentional days create a life on purpose."

~Adrienne Enns

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Effective Leaders Need Boundaries



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.



There are good leaders and there are bad leaders. Bad leaders want the power and the fame that are often inaccurately associated with leadership. I'm assuming that if you are reading this article, you are not that. You are a good leader or at least you are aspiring and working towards being a good leader. Good leaders don't lead for power or glory. They lead out of a love for those that follow them and a passion to help bring out the best in others. If this is you, then one of the places you likely struggle is having healthy boundaries. Maybe you find yourself completely spent and tapped out in time, energy, and passion. Perhaps you are in a place where you are frustrated and feel like you aren't winning. These are all indicators that you are lacking some much-needed boundaries.

A boundary is defined as "something that indicates or fixes a limit or extent." It's where something stops, and another starts. Boundaries exist to keep people inside or outside of an area.

But why does a leader need boundaries? Boundaries for leaders do not exist to keep you confined or keep you away. Leaders need boundaries to keep and preserve what's most important to them.

In any game there are rules that make it clear how to determine who the winner is. However, rules aren't needed until the object of the game is known. Once you know the end goal you are trying to achieve, then the rules and parameters are created to make the game fair and fun for all players.

"If you don't want to cross the line, stay so far away from the line that you can't see it rather than so close to the line that you can't see it." ~ Mary Amoedo



But what about life? How do you determine if you are winning at the game of life? Before we can determine those rules, we need to define the object of the game called your life. In my last article, we talked about Self Leadership and walked through an exercise to articulate your Core Values. Core Values define who you are and what you stand for. Your Core Value dictates what's IN your life but it's your boundaries that express HOW they play out in your life.

Once you have clearly articulated Core Values, then creating boundaries to support those Core Values is simple. You can complete the Core Values exercise [here](#).

Your clearly defined Core Values determine the object and goal of the game of YOUR life. To determine your new boundaries, assess each Core Value and ask, "What rule(s) would I need to apply to support having this Core Value expressed well in my life?" You can have time boundaries, mental boundaries, and even emotional boundaries.

Boundaries should include sacred time, non-negotiables, and defined lines that you will not cross. When you start to negotiate against yourself you start compromising your Core Values. When you compromise any one of your Core Values, it starts to bleed into other areas and into your relationships. This is where many leaders start to feel the burn out or have an experience of not winning. You might justify and try to rationalize bending your own rules but eventually you become unproductive, unhealthy and restful nights become a thing of the past.

Healthy boundaries that support your Core Values include habits and rituals that you practice daily, weekly, monthly, and yearly. Boundaries should also include parameters for how you make decisions and invest your time. Investing sufficient time to create these boundaries makes it easier to go through life and have an experience of winning and fulfillment, yet so few leaders ever do this.

One of my Core Values is relationship. A time boundary I have is I don't take calls or texts during dinner. The most important relationships in my life are my family and this simple habit tells them they are more important than any call. Another Core Value I have is generosity and I love being generous with my time, talent, and treasure. To protect my peace of mind I don't allow people to complain to me if they are not open to finding a solution or getting resolution for their issue. Complaining without that commitment is a complete waste of my time and does not help me express that Core Value well.

Honor is one of my family's most important Core Values and is challenging to create a boundary because it is so ambiguous. I have a parameter for making decisions around this Core Value. If it is in my ability, both time and money, AND it is consistent with my other Core Values, then I do it. If both are not a yes, then my answer is a no. About a year ago, I wanted to honor one of my new leaders in my business by attending her wedding as a surprise. It was inside of my ability to do so in time and money, but it would sacrifice one of my biggest Core Values of health. The season I was in and the time frame of the travel would have cost me many days of rest that I knew would create a negative ripple effect in other areas of my life. I was disappointed about not going, but I knew it was the right decision because of the boundaries I had already created.

What boundaries do you need to create to fulfill on your game of life? I urge you to invest time to distinguish these so you can have an experience of winning in your life. Winning isn't a function of making money or acquiring things. Winning is a function of being fulfilled in the areas that are most important to you and ultimately YOU get to decide what that is!

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Desire FOR
IRON SHARPENING IRON
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LIKE MINDED LEADERS GATHER
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LEADERSHIP MENTOR
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*"Nobody chooses who follows them but
EVERYONE chooses who leads them."*

AUTHOR UNKNOWN

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Be a Better Boss: How to Hold People Accountable

If accountability is hard for you, there's a good chance you're doing it wrong.

It's easy to get accountability wrong. We know it's important, but we don't teach people how to do it. We hesitate to bring up difficult subjects because we know we risk having the other person get mad at us and maybe stay mad at us.

Plus, most of think accountability at work will look like being a parent, teacher, or coach. We confuse authority with power, associate accountability with punishment, and have a hard time staying cool. It's easy to get accountability wrong, but so important to get it right.

You need three things; the right mindset (WHY), a practical strategy (HOW & WHEN to do it), and PRACTICE.



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.



WHY ACCOUNTABILITY MATTERS... Want to attract and keep good people? Make sure you're holding the bad one's accountable. When you don't deal with problem people, your good people have to. Remember that whatever a problem employee is doing in front of you, they're doing much worse when you're not around. Give your good people accountability too. It's a concrete way to provide them real support and show them that their work matters.

HOW TO HOLD SOMEONE ACCOUNTABLE... Healthy accountability isn't about punishment, guilt, or shame. It's about changing behavior without doing damage to the relationship. There are all kinds of ways to do this. The right look, a long silence, or even a lighthearted joke can all be appropriate, respectful, and effective. In most situations you'll need something more formal. I work with the leadership teams of fast-growing companies where we need a lot of fast, practical techniques for developing leaders.

The Three C's; CURIOUS, CONFUSED, & CONCERNED, is the method I teach them.

You'll notice in the examples below that the Three C's get progressively more serious in tone. You should always maintain a professional and respectful tone. It's okay if the conversation is uncomfortable. But remember that your goal is not to punish people or make them feel bad. (Please also note that the Three C's are NOT meant for ethical or moral violations like theft or harassment or violence. Those should be dealt with immediately and with the help of H.R.)

Let's say you're dealing with someone who is late to a meeting. If this is a first offense or a first-time offender, you'd use **CURIOUS**. Pull the person aside for a private conversation and say something like, "Pat, I noticed you were late this morning. I'm curious. What happened?"

CONFUSED is appropriate if you have to address something more serious or a second time. Let's say Pat was supposed to lead the meeting or you'd previously addressed the problem. In this case your conversation might look like, "Pat, I'm confused. This meeting was a big deal and your responsibility. We've talked about the importance of being on time before. What's going on?"

This is more serious, so your tone is more serious. If there were yet another instance, or Pat made another significant mistake, you'd use **CONCERNED**. **CONCERNED** is the most intense conversation, reserved for the worst offenses and offenders. "Pat, I'm concerned. This cannot continue."

The Three C's give you a way to begin the conversation and to understand the tone you should set as you do so. Once you've begun, the core elements of an accountability conversation are essentially the same. You always want to:

Distinguish whether you're dealing with a Problem or Pattern. Problems are things like flat tires that happen rarely. Patterns are problems that happen over and over. You should confront both, but if someone is late because of a flat tire, that's not as serious as someone being late all the time.

- 1. Clarify Expectations.*** We often think we are communicating more clearly than we actually are. Be specific and leave no room for misunderstandings.
- 2. Get a Commitment.*** Ask them if you can count on them to meet the standard or eliminate the problem in the future. Get a real and clear yes. You might both feel uncomfortable. That is okay. Resist the urge to rush through, gloss over, or provide an excuse for them.
- 3. Appreciate & Acknowledge.*** Once you've gotten a clear commitment, it's okay to take the pressure off. Appreciate them for having the conversation, acknowledge the ways they win or how important their role is to the organization. This formally completes the conversation and helps you both return to regular work mode.

WHEN TO SAY SOMETHING...You don't have to jump on every little thing, but most leaders are letting more things slide longer than they should. So as a general rule you should speak up earlier and more often about more things. Look for problems with attitude, effort or results. Deal with problems when they are small, so you don't have to deal with a bigger problem later.

IN SUMMARY...Human beings are weird.

We both crave and avoid accountability. We want to stretch and accomplish new things and important goals, but we don't like being uncomfortable. It's true that accountability is a critical element to creating a healthy organization. You cannot accomplish anything significant without it. But it's more than that. Accountability is one of the best gifts we give each other. It's part of how you create the magic of synergy. It's why we can often do more and do better together than we could do alone. Accountability isn't always easy. But it is always worth it.

"A culture of accountability makes a good organization great and a great organization unstoppable." ~Henry Evans

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



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Book Alecia



Up Close & Personal with... *Jennifer Urezzio*

What does success mean to you?

When I first started this journey, success meant a result. So, basically, I was successful every day because I got results – just not the ones I wanted. Now, at this point on my path, success means a deep sense of freedom and ease.

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

Let go. So often we are making our business the source of us. We tend to make it the source of our safety – and it isn't. There were times early on in my business that I did things because I was afraid or in lack. If I could have just let go, trusted, and taken action from there, I would have saved myself some heartbreak.

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

I was working in public relations and had a client who was an internationally known coach. I spent two hours on the phone guiding her with her relationship with her daughter. When we were about to hang up, she said that I had changed her life. A couple of weeks later, she fired the company I worked for... she said that I didn't know or understand her. I saw behind the curtain, and she didn't like it. That was the moment I knew I had to leave and pursue a bigger life.

What keeps you awake at night?

If I think I hurt someone during my day – that's truly my biggest fear.

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

I believe they need to start making decisions based on Soul and their hearts, rather than from lack and fear. When you make a decision from your heart, it always creates success. Throughout my former career in public relationships, I was told business isn't personal – but it really is. Businesses are made up of people. If everyone paused just once a day and asked themselves “is this decision for the greatest good of all?” the world would be a much more peaceful place.

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

In 2021, only 6% of the top 100 CEOs in the world were women, which is both shocking and not so shocking to me. I guess it would be Mary T. Barra the first female CEO of General Motors. I think it would be fascinating to understand the mindset that created her rise. And Jessica Alba...yeah...Jessica Alba. I bet there were a lot of people who didn't give her the time of day, and she just went ahead and made it happen.

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

That I'm enough. And I learned to make that lesson my best friend. When I'm feeling not enough it is a call to invite more goodness into my life.

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

I want to be connected, and support others to be connected to their Soul and their higher power. If I feel like giving up, it's a reminder that I'm just feeling disconnected. That's when I know I need support to remind me why I'm here, and the Divine usually finds an interesting way to make that happen.





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

Training my dog. I know it doesn't sound like a scary thing, but for me it is. She's been reactive so I need to keep training her and learn to trust her. I also had to ask for a lot of help, and that tends to be a little frightening for me as well. It's an amazing experience – she's a sweet girl and has forced me to learn to let go and trust more, request support from people I hardly know, and feel safe in the unknown.

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

My pride. It's an offshoot of not enough. Since I felt not smart enough, not successful enough, etc. I had a hard time accepting that I needed help or support at times. There is so much support you need to run a successful business.

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

I would tell her not to try and convince the unconviencible. I spent a lot of time approaching the “wrong” group of people because I could see that they “needed” what I was offering. They didn't think so, and when I stop being prideful, I found my people.

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

A little secret about me...I don't read many business books. I love fiction and I get my best ideas from fiction reading. I think sometimes you need to step out of trying to make things happen in your business and live a little (or a lot).

What do you love most about your business TODAY?

I love the freedom, my clients, and all the tools I create for consciousness. I love when I see that light in someone's eyes as they realize they've been lying to themselves...that they ARE powerful, whole, and complete, and loved and supported.

What's next for you?

I'm in the process of writing another book. This one is about tapping into your formula for manifestation. It's a slow process...but it feels so important to accomplish.



Jennifer Urezzio is the founder of Soul Language – a paradigm that puts tangibility to Soul so a conscious connection can be established to enable crystal clear decisions for success. Jennifer is also a master intuitive and the author of two best-selling books. Currently, she has trained over 30 practitioners worldwide in Soul Language. Currently there are over 5,000 individuals all over the world connecting to their Soul Languages.

[CLICK HERE FOR A FREE GIFT FROM JENNIFER.](#)

Creating a Sacred Practice That Works. Why do we need a sacred practice? When we feel separate from our higher power, that separation shows up in our lives as lack, pain, and suffering. Participating in a daily sacred practice that fits who you are will allow you to create in a more powerful way, feel more at peace, and know that you are safe no matter what challenge may appear in your experience. As a spiritual renegade, your sacred practice needs to be flexible, fun and innovative like you.



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“In today’s business environment a business needs to focus on more than generating money. It needs to also partner with a cause that aligns with your beliefs and values and serves your community in some way.”

-patty farmer

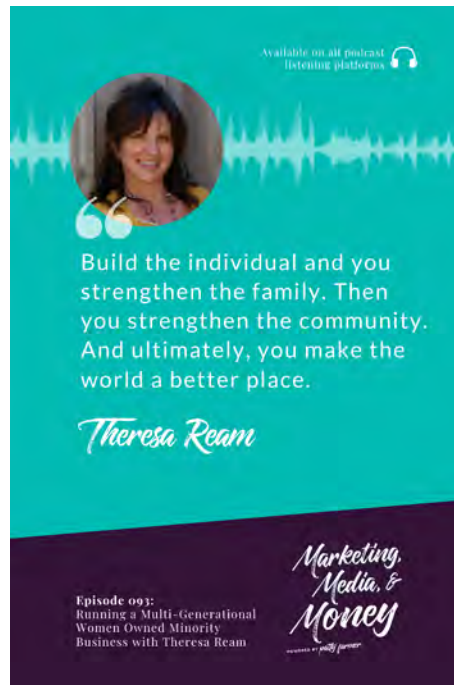
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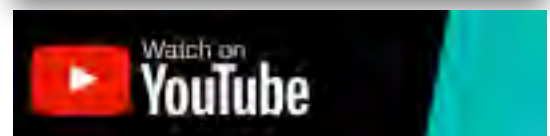
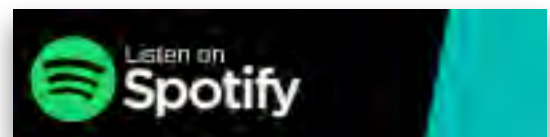
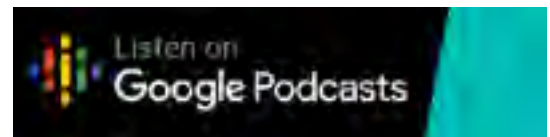
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Is Your Podcast Helping Your SEO Footprint?

by Lissa Duty

As you know, podcasting is all the rage. It's very popular for those wanting to build amazing brands, sell products, showcase oneself as an expert in a specific niche and more. The list of reasons why someone would want to host a podcast goes on and on.

One of the reasons people produce podcasts is to create new content to share online, and even more specifically, to place on their websites. However, when not done correctly, podcasting won't really help a website's SEO.

Can Google Understand What Your Podcast Is About?

While Google more often crawls those websites that have new content being published consistently, that doesn't mean they're showing all the pages in search results. For content to be shown in results, it must meet specific requirements. I can't go over all these today, but we are going to discuss the most important one – EAT, or expertise, authoritativeness and trustworthiness. *(Crawl – The Googlebot crawls a website to identify changes and newly published content for indexing in search results.)*

When you publish a podcast on your website, you probably include traditional show notes. These show notes are usually short and to-the-point, and that's perfect for iTunes and the other podcasting services. Notes present things like the interviewee's bio, important links discussed on the podcast, plus time marks that show when different topics are discussed.

While this information is helpful for listeners (and that's good), when it comes to getting the content placed in organic search results for keyword searches, it is not helpful. You may have the best podcast out there, have high expertise, or share the most relevant information about a certain topic, but if Google's algorithms don't know this, then Google cannot help your website show up in organic search results. Simply put – Google must be able to understand the information covered in the podcast. There are several ways to accomplish this.

Three Ways to Help Improve the SEO Value of Your Podcast

1. Transcribe the Podcast. Transcribing the podcast then including the transcription with the podcast on your website will help Google understand the context of the audio recording in-depth. Doing this means they will actually have content to potentially index. *(Index is when a page has the potential to be shown in search results for a specific search query. If Google doesn't index a page, it cannot be shown.)*

2. Paraphrase the Podcast. A paraphrase is quite similar to a transcription, except you'll add in other information that isn't discussed in the podcast. An easy way to accomplish this would be to get the podcast transcribed, and then adjust it from there.

3. Write a Corresponding Blog Post. Another option requires more effort – this is to write a completely separate piece of content that ties into the subject of the podcast, and publish it along with the podcast. Since the goal of podcasting is to get your audience to listen to the podcast, this method is probably not the best option.

Combining Podcasting & Blogging to Improve SEO. There it is! I boldly said “blogging” – that ugly word most business owners just don't want to hear. Did you realize that when you put your podcast (along with your show notes) on your website, most times you're putting them up as a blog post? Therefore my friends, you are blogging.

You are simply publishing a blog post that doesn't follow the traditional format. Writing a blog post is content, podcasting is content, video blogging is content – all just different mediums that serve the same purpose.

When you put an image on your website and add alt text so Google can understand what the image is about, use that same attitude for podcasts. When you publish an audio podcast or video podcast on your website, you've got to help Google understand what it's about.



So How Do You SEO a Podcast? Glad you asked! You include the most important SEO elements, just as you would for any page on your website.

1. Page Title & Meta Description. Be sure to include keywords within the page title. Google uses the keywords within the page title to help determine a page's placement in search results.

While Google doesn't use meta descriptions to determine placement in search, they do impact click-through rate and that impacts SEO, so include one of those too. Keep the meta description under 155 characters (including spaces).

2. Headings (H1, H2, H3, etc.) Be sure to include the keyword focus for the podcast within the headings. We recommend you don't make a phrase into a heading without including keywords within it. Also, for SEO purposes, keyword phrases are better than single-word phrases – you'll want to consider that when coming up with the page title and all the headings.

3. Supporting Content. The supporting content would be the transcription, paraphrased content, or the corresponding blog post that you publish on your website with the podcast. It's important within these elements that you include keyword phrases also.

Google recommends that you publish content with a minimum of 300 words on the page. However, the best practice is to use at least 500 words. So for any method, make sure to publish at least 300 words with each podcast you publish on your website.



If you need more explanation on how to SEO a page, [here's a post I published on writing service pages that will help you.](#)

Applying EAT to Your Website to Improve SEO. Yes, I mentioned EAT above, but we didn't dig into it. EAT which stands for expertise, authoritativeness and trustworthiness – it's what [Google's Search Quality Raters](#) use to evaluate content. These guidelines are quite lengthy, but when you have time you may want to read about the section on EAT.

Google says: "We will consider the MC of the page to be very high or highest quality when it is created with a high degree of time and effort, and in particular, expertise, talent, and skill—this may provide evidence for the E-A-T of the page. Very high-quality MC may be created by experts, hobbyists, or even people with everyday expertise. Our standards depend on the purpose of the page and the type of content. For YMYL topics, there is a high standard for accuracy and well-established medical/scientific/historical consensus where such consensus exists."

MC stands for main content – this is the content you publish on the page along with the podcast audio embed. And YMYL means "your money, your life," as this is content that impacts someone's life. The big topics that Google looks at closely in the YMYL area are medical and finance. However, YMYL content is any type of content that influences someone's beliefs, spending, health, etc. So basically, YMYL applies to anything you publish – unless it's for fun – and that means EAT applies.

Expertise is how well the content is written; authority is the credibility of the author; and like authority, trust covers whether the content (the MC) includes key components that display trust. Including author bios, stats, quoting credible sources and linking to them are ways to add EAT to a piece of content.

At my digital marketing agency, we use EAT to help our clients' Google Business Profiles place higher in the local pack. We use EAT on the websites we build to place higher in organic search. You can use EAT to help your podcasts place more often in search, too.

Well, that's it for today.... Now go out and SEO your podcast, so you can get more traffic to your website!



Lissa Duty is a branding & digital marketing strategist, author, and founder of the Rocks Digital Marketing Conference. Her digital marketing agency helps businesses to rank in the top of search results. Web development, content writing, local SEO and Google My Business optimizations are a few of the services they perform daily. www.rocksdigital.com

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