

Marketing Media & Money

3rd Q. 2022

10 *Ways to Follow Up
with a New Connection*

**Events: Is a Sales
Team the Solution?**

**Be a Better Boss: The Surprising
Power of Celebration**

**Are You a Business
Powerhouse?**

**Nurturing Your
Relationship
with Money**

*10 Email Tips
to Schedule a
Meeting with Anyone*

**Good Leaders are
Great Communicators!**

Meet Adam Rosen...

**a sales focused entrepreneur who believes "Anyone is
reachable through email, if you know what you are doing."**

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

As we ramp up for the last quarter of the year, now is the time to be working on your project ideas, collaboration opportunities, fresh copy, tweaking and testing what is converting, new offers and the list goes on. Working on it now gives you the time you need to implement those ideas and take action to insure the first quarter of 2023 is a profitable one! And because this magazine is designed and created for YOU, we are staying focused on fresh ideas, and strategies to help you make this year, your best year ever and to help you thrive and not just survive.



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 alongside our global 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. And more importantly, to inspire and encourage you to take action.

Here at the Marketing, Media, & Money HQ we are continuing this quarter with a defined focus & collaborative vision. Our goal is to bring you opportunities to build community and to create a collaborative environment. To keep you up to date on current marketing trends we will continue to invite 2-3 new guest authors who will write for a single issue on topics that are disrupting the marketplace.

Check out the “Meet the Columnists” page where we list their area of expertise so you what topics they will be sharing generously with you. Our columnists & guest experts are sharing in this issue topics including:

- 10 Ways to Follow Up with a New Connection
- Are You a Business Powerhouse?
- Nurturing Your Relationship with Money
- Be a Better Boss: The Surprising Power of Celebration
- Good Leaders are Great Communicators!
- 10 Email Tips to Schedule a Meeting with Anyone
- Events: Is A Sales Team the Solution?
- What Should I Do NOW: Grow, Shrink, Hold?
- The Benefits of Automating Your Accounting
- Emotional Intelligence, Relationships & Responsibility

Have you connected with our Sponsor Meg Schmitz, founder, and CEO of the “Take the Leap Francise 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 “follow up” farmer

Publisher & Editor in Chief, Marketing, Media & Money



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



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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!



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.



10 Ways to Follow Up With a New Connection

How is your follow up? The fact is, as business owners and entrepreneurs, we are so busy trying to make the next dollar that when we meet someone and make a new connection, we have great intentions of following up, but it doesn't always happen and, if it does, it doesn't happen the right way.

Once you have made an initial contact with someone what's next for you? Do you go right back to what you were doing with intentions of following up later? Do you have a system or process in place on how you follow up? How do you keep connected and build a relationship with the new connection and turn it into something that is long lasting?

It is all about the follow up.

"The only difference between a contact and a contract is the 'r' and the 'r' stands for relationships." ~ patty farmer

The 10 Best Ways to Follow Up

Today, I am going to share with you 10 ways that you can follow up, stay connected and start to build a relationship after that initial exchange of information.

#TIP Make sure to ask permission before you add anyone to your CRM & that you are aware that exchanging business cards is NOT implied consent to add to your email list.

#1 - Follow Up With An Email

Send a brief email saying you enjoyed meeting them and be sure to make a reference to a talking point you had a conversation about. This will help continue that conversation and remind them of who you are in case they have forgotten.



#2 – Send or Suggest a Resource

In your initial follow up email or, better yet, in a second one, you can send them the link to a blog, webinar or another resource (like this magazine) on the topic you discussed at the meeting or event you met at. This shows them you listened, remembered, and took the next step to provide additional value or information they may need.

#3 – Invite for a Virtual Coffee/Phone Call

If your email conversation continues, this is a great time to invite them to have a phone call or Zoom call to expand on the conversation in a more relaxed atmosphere.

#4 – Connect on Social Media

Everyone these days has a profile on at least one social media site. When having the initial conversation where we met, I like to ask them what the social media platform is they are most active on. There is no reason to connect with someone on every social media platform but instead to connect on the one platform where they spend the most time. It only takes a minute and you can learn a lot about what their likes and dislikes are, what they are passionate about, and what you may have in common all from simply connecting with them on social media.

#5 – Join Their Group or Like Their Business Page

Connecting to their business page on Facebook is usually preferred for a business connection unless they specifically ask you to connect with their personal profile page. Liking or following their business Facebook page as well as following or connecting on their LinkedIn profile will help you keep up to date on what is happening with them in business as well as giving you additional avenues to continue building that relationship

#6 – Comment on Their Blog or Posts

If they have a blog on their site, be sure to read and comment on it shortly after your initial meeting. Make a reference to the conversation you had at the event if it is relevant to the topic of the blog or post and you are adding value or credibility for them.

#7 – Join in on a Facebook or LinkedIn Live

If they host, participate in, or referenced a livestream that they like and it is relevant to your business as well, join and participate with comments, etc. Or, if you have one to suggest to them based on your conversation that adds value, send it to them and invite them to join you.

#8 – Do an Introduction

During your initial conversation did they mention a need that one of your connections could help meet? Making an introduction to each other via social media or email is sure to be appreciated but make sure to add contact information and the reason you are connecting them. Helping solve a need is a great way to solidify any business relationship.

#9 – Give a Referral

Is their product or service something that one of your connections (or yourself) might need or be interested in learning more about? This is another great reason to do an introduction via email or social media. You will help your new connection with a potential new customer/client as well as your previous connection by filling a need they may have. This is a definite win-win!

#10 – Meet in Person

ONLY AFTER doing a few of the above follow up methods and finding you have synergy and a reason to meet in person should you make that suggestion. Make sure it is a location that is convenient for both of you and a comfortable atmosphere, like a coffee shop or a restaurant for lunch. Be prepared with a few talking points that will move the relationship forward.

Following up after an initial meeting is essential in building business relationships. These 10 ways can be used alone or in combination to solidify and grow an initial connection into a long lasting relationship that is beneficial to both of you.

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

Need a Great Resource to Share with New Connections? *How About a Free Lifetime Subscription of...* *Marketing, Media & Money Magazine*



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3rd Q. 2018
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7 Questions to Ask Yourself Before Sponsoring an Event
The Creative & Collaborative
How Life Co. Helps You Live Your Life
Free Business Assets You Know You Need
Employee or Contractor? Which is Best?
Share Your Build That

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5 Marketing Trends You Can't Afford to Ignore
It's Time to Build Relationships Differently
Live Streaming Video Content Ideas for Entrepreneurs
9 Myths About Sales You Still Believe
Did Your Health Goals Lose Steam?

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Calls to Action That Convert (and Why)
Is it Time to Build a Sales Team?
How to Make More Money by Giving it Away
What Can I Share Today?
10 Toxic Standards for Your Business

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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
A Ten-Year Vision for Building a Community Online
You Need LinkedIn Newsletter

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Live Events: A Business Strategy
Mindset Hacks Guaranteed to Get You More Business
The 3 P's of Profitability: Passion, Purpose & Perseverance
The Truth About the 4 Biggest Book Writing Myths
How to Speed Up Your Customer's Journey
Relate, Create, & Innovate!
Using Live Stream Video to Turn Listeners into Leads
Meet Ava Diamond
Leading from the Stage
Growth

Thank you for sharing ♥
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Emotional Intelligence, Relationships & Responsibility



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.

What does emotional intelligence have to do with relationships? According to Daniel Coleman, the psychologist that popularized the concept, Emotional Intelligence is the ability to optimize your personal and professional relationships based on self-regulation, internal motivation, empathy, self-awareness, and social skills.

In the world today, we crave human connection more than ever. With all the changes that have occurred over the past 2 years with communication moving mostly online and the focus on social media as a platform to share information, emotional intelligence has become more important than ever.

I always thought that I was a high emotionally intelligent person but after taking an assessment I found out I had some areas on which I needed to work, to enrich my business and personal life and to have a more fulfilled and balanced life.

By reflecting on your own emotional intelligence, you will gain an awareness of where and how emotional dynamics are impacting your business and personal relationships. It can also improve your productivity and create long-lasting relationships that can support you in your business and personal life.

As my coach, Patty Farmer, always says “the revenue is in the relationships”, but we also have a responsibility to manage our emotions in those relationships.

Before you can raise your emotional intelligence, you first need to understand how to modify your communication strategy and improve self-regulation through greater awareness of the motivations and personal values of others.



Here are 7 ways you can raise your emotional intelligence:

1. Calm your Fear of Change: Break out of your comfort zone and try new things. Don't fear change, embrace it! By being more at ease with being a beginner at things and following your curiosity instead of your fear, you will build resilience and reduce your anxiety. As they say, "if we don't change, we don't grow".

2. Be open to new ideas and perspectives: When we are open to other people's opinions and points of view and listen from a place of understanding instead of judgment, we create a space for people to share who they really are. You are present to their unique experiences and see the world from their eyes instead of your own. This creates authentic and honest communication instead of people telling you what they think you want to hear.

3. Be aware of your emotional triggers and what may trigger others: Everyone has triggers from their past experiences. Certain words or phrases can elicit a strong emotion such as anger, shame, joy, or pride. It is important for you to explore and become aware of connections between your thoughts, your experiences, and your feelings. When we are under stress both physical and emotional, we are more sensitive to these triggers and so it is important to remember that we are responsible for our own responses to what people say.



4. Pursue progress not perfection: It is important to see yourself as someone who is on a journey of endless self-improvement. Be curious and remember that life is full of learning opportunities. Get comfortable with accepting yourself for who you are and realize that there is no destination called “perfection”. Take consistent action every day towards your goals and you will gain knowledge and a feeling of achievement.

5. Become more self-aware and self-confident: Recognize your own strengths and weaknesses and don't be afraid to ask for help when you need it. Be confident in what you have to offer others in all situations. Take time to understand yourself at a deeper level through self-reflection. Try to weigh both compliments and criticisms equally for a more realistic self-image and be careful to not obsess over negative assessments or blow them out of proportion. Take a moment to reflect on your recent positive outcomes and successes to strengthen the good memories to build a base for your self-confidence to grow.

6. Have empathy for others: Listen actively and notice body language instead of simply waiting for your chance to speak. Try to imagine how others might feel in different situations and strive to provide the support that is needed for them. Look for social and emotional cues in conversations so that you can gain an awareness of what someone might be experiencing, which might be affecting their ability to participate in the conversation. Being connected to your own emotions allows you the ability to relate to others.

7. Be grateful for what you have and pursue a balanced life: Take time to appreciate what you have instead of obsessing over what you lack in your life. Practice the attitude of gratitude! It is great to have goals and dreams, but it is also important to stay grounded in the moment. Look after yourself because you can't achieve your goals and dreams unless you are healthy and happy.

By increasing your Emotional Intelligence, you can strengthen the relationships you have with your customers. Being open-minded, and aware of the client's emotional state builds deeper connections and will help you find the value propositions that are attractive to your client.

As a certified health and wellness professional, with 30 years' experience, and as someone who delivers sales and communication training, I can tell you that I've seen Patty's “The revenue is in the relationships” concept proven out time and time again.

How often do you reflect on your own emotional state? Take a moment to reflect on the 7 strategies above and choose one or two you would like to work on and keep them in mind the next time you're in an important conversation. If you'd like to learn more about the proven benefits of Emotional Intelligence in the workplace, and you might apply it to your personal situation, I would be happy to schedule a free communications consult.



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!**

Want to Make a **BIG** Impact in
the World & **BIGGER** Deposits?



I can fix that!

Patty "I want to make a difference" Farmer

YES! I want more clients & cash!

Marketing Tip



Use the same visual branding
(colors, logo, font, etc.) and photo
across all marketing channels.

-patty farmer

Are You a Business Powerhouse?

Develop your powerhouse characteristics to rise to the top as a leader, top performer, and top earner. What would it look like if you developed yourself into a powerhouse in the business world? You know it would be a game changer. Being a powerhouse takes discipline and sadly only a small percentage of women will follow through with what it takes, why not choose to do what it takes? Let's look at some of the characteristics of a powerhouse women in today's marketplace.

It's all in the attitude and Zig Ziglar said it best.

"It is your attitude, more than your aptitude, that will determine your altitude." -Zig Ziglar

We work hard on improving ourselves but sometimes neglect our behavior when having conscious interactions with others and the world in general. Our attitude can either rise us to the top or spiral us to the bottom. Being a powerhouse means we are the go-to person, and no one wants to go to someone with a bad attitude. When we make servant leadership our number one priority those around us take notice and soon, they will emulate your lead. Your attitude can only be regulated by you, even though many blame the world for their attitudes. If you don't think the right empowering thoughts about yourself no one else will. The right attitude is power.

Build trust to build your advocates and cheerleaders.

You build trust and increase your influence by doing the right thing. You gain power and become indispensable when others trust you as a business leader, community leader and trusted friend. Getting to the top is not done by standing on the backs of others, but by having others lift you up to the top.



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.



Your circle of influence grows until you have a whole community that surrounds and supports you. When you have a tribe of loyal fans moving you to the top instead of scrapping with your own strength, that gets you noticed! Powerhouses move into circles and up the ladder with the help of their pack. Don't be a lone wolf. Even wolves live and move in packs.

Don't be afraid to be involved in all aspects of the business. Take the lead even if you're uncomfortable.

The word is dig; you must not take things at face value you must dig into everything to become a powerhouse. You can't let other's opinions get in the way of digging deeper into what is best for business, you, and your family. Digging deeper makes you an indispensable powerhouse because very few do it. Most will have the attitude that it's always been done that way so why rock the boat. You are going to need to get your armor on and take some risks to move through the minutia, get to the core and be courageous enough to change things. The "yes" woman is not a woman that will be respected, and when others respect you, they follow you. Applying yourself, with new and valuable thinking even to areas that are not directly under your jurisdiction in a way that benefits your company establishes you as a thought leader and that makes you a powerhouse.



Stay current with trends and technologies.

Industry trends change constantly and so does technology and keeping up with these trends will make you an invaluable powerhouse asset. You will be the go-to person as you put trends in the forefront as your skills and knowledge add value compared to those that don't stay current with trends and training. Most women don't take their communication skills seriously, it's a must that you improve your spoken and written communication skills. If needed, hire a coach to help polish your writing and speaking skills. In an age of non-grammatically correct texting and social media, being a great writer and communicator will give you the powerhouse advantage and you will automatically shine above the rest.

Let confidence lead the way.

Women have been taught not to show too much confidence. We are told don't show off, or you'll look too aggressive. Confidence is the best fashion statement you can wear. A woman that enters a room wearing confidence has the power to move energy, attract the right people and draw the needed situations into her life. Test it out, walk down a busy sidewalk and send your confidence energy out from you. I guarantee that people will move out of your way or draw the right ones to you. Confidence has its own energy and should be added to your arsenal of powerhouse characteristics.

Shine in your spotlight and bring others with you.

Know and develop your best qualities and find ways to let others know what you're good at. Women are naturally taught to not draw attention to themselves, but I urge you to train yourself to listen to your inner knowledge, the one that knows more about you than any of the world's opinions. Many of us women have injured instincts which affects our boundaries and it's time to give ourselves permission to recognize where we are being intruded upon and set boundaries. It's very important to let the world know what you can contribute and where your strengths and talents lie. Being visible equals increased recognition from others that want to collaborate with you. Doing things that take you out of your comfort zone is life changing. Saying yes adds a lot of value to your life.

One of the best ways to become a powerhouse is to develop your interests into your best assets. Now, here's the secret sauce - bring other deserving souls into the spotlight with you. Not only will you shine brighter, often the favor is returned ten-fold by those you accentuate to the world. **Now go and develop your powerhouse characteristics and let us see your energy, strength, and power!**

*This article is dedicated to my daughter Amanda Crumpton
because she IS a business powerhouse with a heart of gold.*

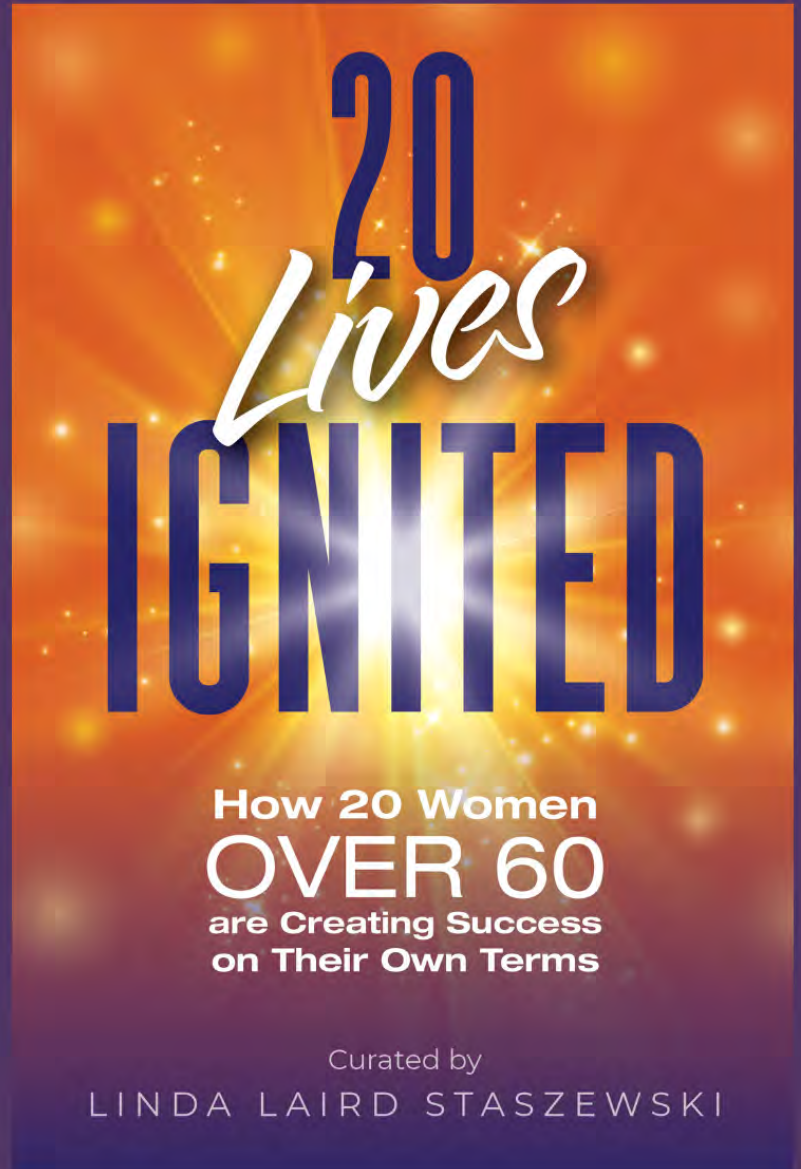
Why Buy the Book?

"Connection to others is the most important task of being human and it can sometimes take years to get to know someone, but when we hear other's stories we can identify with them on a much deeper level in a shorter period of time."

~ Theresa Ream



*Have you grabbed
your copy yet?*



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Theresa Ream

What Should I Do NOW: Grow, Shrink, Hold?



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 business owners, entrepreneurs, and employers we all are addressing a lot of concerns and questions about whether now is a good time to get into business, expand, or just hold. I believe a lot of that has to do with your consumer and their typical buying behavior. But let's not underestimate the role that FEAR plays in our business brains.

Historically, recessions have been powerful in their short-term impact, but there is little support for the notion that consumer spending is impacted for the duration, unless your widget is expendable and unnecessary. Those go by the wayside. Otherwise, the opposite is true... consumers rebound very quickly to spend money on goods and services that matter most to them.

Case in point: just ask female business owners how much they spend on themselves, especially now that we're in the virtual world and looking at ourselves every day. Beauty and wellness have NEVER been more investable than right now.

So, what are you afraid of today in your business? Besides looking good to stay competitive, the global news is quite scary: war, recession, inflation, shortages of labor and materials, and increasing gas prices. Admittedly, these line-item expenses are your KPIs for past performance and future success. Are you tracking yours?

First, let's make sure we are on the same page.

KPI stands for Key Performance Indicators. As a business owner, you need to know what yours are, and why they matter. As a business coach, I was recently left speechless when my mentee did not know how or why his business is profitable, or how and when he is losing money. There is more here than marketing and money that goes into financial achievement. If you don't have one yet, get yourself a good business coach.



Second, understand how your variables can make or break you.

The man I am mentoring is president of a growing company, and when asked how business is going, he said it was good. When asked to define “good” there was a pregnant pause. He kicked around some jargon about requests for proposals (RFP), seasonality, and the hourly rate he was going to charge. But when I again asked how he defined a good return on this or any project, he couldn’t put his finger on what factors dictate a good outcome. He uses QuickBooks and Excel but didn’t have a good idea what the top three to five factors are that contribute to financial success. If you don’t know yours today, you will be buried by the unpredictable landscape the media wants you to be afraid of.

Third, understand your reality and how the media skews your own perception of the business landscape.

Recently I moderated a business discussion with the mastermind behind the expansion of his practice. During the pandemic, he evolved from three locations to more than a dozen. I asked the obvious question: why, in a pandemic, with labor and material shortages, would you plan such aggressive growth? He said that despite what is being distributed in the media, his consumer population was growing and demanding more. With that, he went deep in the weeds about initial assumptions, critical mistakes, and course correction. He and his team know their KPIs and how those influence good or great results. It isn’t scary when you can measure success markers.

If you have been following me, you know I am the Franchise Guru. From owning and operating hair care, residential cleaning, character entertainment, and children's enrichment/education, to starting a business from the back of a napkin and expanding it to multiple locations, I depend on solid KPIs and a good formula. I live in the realm of business development that incorporates the fundamentals of franchising. Although the pandemic is settling down, there are still very active threats to business development that need to be understood. I do a quarterly SWOT assessment (strengths, weaknesses, opportunities, and threats) with my team. We execute critical changes based on what franchising has taught us, so that my team and I can fully evaluate current conditions, survival, and success.

Three excellent resources that I have read, or listened to, recently are:

- The E-Myth Revisited by Michael Gerber
- Who Not How by Sullivan and Hardy
- Thinking In Bets by Annie Duke

Besides KPIs, a hugely impactful element is your own attitude, and willingness to stay positive and on-point. With the last 30 months creating instability, uncertainty, and monumental shifts in the labor pool, the survivors have been willing to look past all that, and focus on the pivots needed to stay solvent, relevant, and necessary. I know it sounds trite to say this, but a good sunny disposition goes a long way! We play, have fun, find joy, and say YES to change. We understand our value proposition, our WHY, and what our key consumers and employees expect. Franchise systems offer structure that you can leverage in order to maximize your relevance and profitability.

It is not crazy to be afraid of the future because of what you hear or read. It is crazy to do nothing about it. Talk to your employees and your customers, and find out what makes them come back to your business. Know your culture, so that your employees own it and spread the love to your customers. Know your customers and the competition, so that your employees deliver a better experience than anyone else.

What should you do with your business NOW? Evaluate and understand your principal value proposition and groom it for the future. **Need help with that? Let's talk.**

"There is freedom waiting for you, on the breezes of the sky, and you ask, 'What if I fall?' Oh but my darling, what if you fly?" ~ Erin Hanson

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



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Podcast

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SUBSCRIBE**



LEARN HOW TO FUTURE PROOF YOUR BUSINESS!



A Few Thoughts from Our Sponsor

Meg Schmitz

The last few years have given us a lot to reflect on. Those first 6-8 weeks of the pandemic caused panic at some level for us as business owners. We weren't prepared or necessarily equipped to react to our employees, or our clientele, with the unprecedented and lengthy shut downs. If you survived, or thrived, good for you! That took resolve and strength to plow through uncharted territory and stay solvent.

I'm fortunate to run a business that always has demand. But even that has challenges when there is a tight labor force and weak supply chain. We are all in recovery mode, midway through 2022, dancing around all the moving elements of economic instability, market fluctuations, and new news about employment and hiring freezes.

Small businesses are adapting to the outcomes of The Great Resignation and The Great Retirement. The labor market is chock full of great workers, many of them over 50, who are looking for something different, new, and challenging. How do we capture these workers and give them improved work satisfaction?

Call it The Great Redefinition.

As business leaders, it is incumbent upon us to redefine our expectations of future success, moving beyond the expected and into new engagement. I'm talking about proactively assessing what works, what doesn't, and confidently "taking the leap" into new thinking that disrupts the status quo, pushes beyond boundaries and into fresh new turf. I write this with consideration of how to disrupt my own businesses, and give my employees a fresh new approach to embrace their jobs, their work, and career success.

Whether in this publication or others, we read how the workplace is being redefined, the approach to teamwork is being redefined, and the culture of hard work is being redefined. If we are going to create job certainty and stability, we need to think young, act quickly, and create opportunity that makes both customers and employees "sticky."

The quality of the content this quarter is so stimulating, I know you will find plenty of inspiration in your own journey.


Meg Schmitz
TAKE the LEAP

Media Tip



When searching for social media influencers, make sure to choose ones that fit with your brand and their followers match your target audience.

-patty farmer

Nurturing Your Relationship 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 last quarter’s issue, I shared four tips for being more intentional with your Money. Today, I’m expanding on that by offering some ways you can nurture your budding Money relationship.

When I first entered entrepreneurship, it never dawned on me that one of my hats involved being my business’s financial steward. Sure, I was the *household* finance manager, but even when my partner wasn’t an active participant in the process, I never felt *alone*. But the *business*? I held that responsibility all by myself.

In the “hustle-mode” days, my relationship with Money consisted of me ignoring it. I now understand that’s why my debt increased exponentially, and I was always the last person to get paid.

Improving my relationship with Money ultimately required taking an inner journey. I had to figure out what my TRUTH was so I could become a more resourced steward for my Money *and* my business.

If you’re new to examining your relationship with Money, one of the best places to start is by remembering how your parents and grandparents used Money. Considering the various influences you had from society in your youth is helpful too — things like movies, TV shows, commercials, books, or role models (real or fictional). Those points of view became our truths because those who influenced our lives believed them (or at least had us convinced they did), so we easily accepted them as being true.

What served our elders around Money doesn’t serve us today. Our “cashless” society has created a culture of unintentional spending and debt.





Today, you're standing at a fork in the road. You can continue as is. Or you can take an inner journey to uncover the roots of your Money relationship and start nurturing it.

Expand Your Ideas

Books, podcasts, blogs, even movies can help you see other ways of being in relationship with Money. For books, here are two of my favorites:

- *Women Talk Money: Breaking the Taboo* edited by Rebecca Walker. This amazing book is a compilation of 29 different essays that "...explore the profound impact of money on women's lives."
- *You Are a Badass* and *You Are a Badass at Making Money* by Jen Sincero. Honestly, any book by Jen Sincero. For a long time, I had the audible version of these books on constant repeat. Life-changing!

Practice Introspection

If you like to journal, start with these prompts and see where they take you. Only you will see the answers, so be honest. Really dig in and explore what conditioning you've been exposed to.

Prompts:

- What is money? What is wealth? What is abundance?
- When you think of money, which three emotions kick in?
- Where do you want to grow in your relationship with money?
- Which do you have more of - money or debt?

I'll be honest, journaling was not always my thing. Today journaling has become an integral part of my spiritual practice. It truly is a practice, so start small.

Find a Guide

Journaling will help identify your roadblocks. With these new discoveries, it can be helpful to have a guide to walk beside you; someone who can show you how to eliminate or rephrase the words or thoughts creating those roadblocks.

When dealing with our subconscious, it's beneficial to have someone reflect what comes out of your mouth back to you. One of the phrases I had built my business on was "*just enough to cover the bills.*" And you know what? That is *exactly* what I was doing. There was always enough to cover the bills, and never anything left over.

If you're a verbal processor, seek out a financial therapist, a therapist who specializes in working with creatives or entrepreneurs, or a psychologist to work with one-on-one.

One of my first guides was a Somatic Therapist. It was uncomfortable at first: talking with a stranger, getting quiet, then identifying what I was truly feeling (rather than letting my ego and conditioning push me towards something that was not serving my life any longer). Without their help, I would have never started to connect how my emotions and my body played a part in how I used all my resources, not just Money.

Another guide was a Money Mindset Coach, and while I have cautionary tales about the coach I did work with, the end result moved me through tolerations I had been allowing to exist in my life and led me to experience a first in my money life. I bought a car all by myself at the age of 50. Sure, I had the privilege of owning many cars between the ages of 17 and 50, but I had always bought them in partnership with another person. I chose, test drove, traded in, got approved for financing, and drove home with that new car ALL.BY.MYSELF.

This is not a one-and-done process. Even after 7 years I am either finding new layers or old roadblocks popping up with even new phrases or thoughts attached to them. These days, I am more resourced and can approach these with a sense of awe and adventure, as I poke and prod at them looking for the gold that hides within.

Have questions about nurturing your relationship with Money? Click anywhere on the next page to be taken to www.moneyactiontips.com. From there you can schedule a complimentary 30-minute conversation.

Profit with Connie

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Good Leaders are Great Communicators



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.

*"The single biggest problem in communication is the illusion that it has already taken place."
-George Bernard Shaw*

I am a firm believer that everything lives and dies in your speaking! What you say and how you say it will either breathe life into your vision for yourself and the people you lead, or it will undermine what you are trying to accomplish. Communicating well is a skill that can be developed over time, but it must be intentionally developed. People don't become great communicators by accident. You won't notice much improvement from day to day but if you work on it, you will see dramatic improvements from year to year. Being a great communicator is a muscle that you must build over time. It's going to require stretching yourself and sometimes getting uncomfortable. As you develop this skill, you will become more effective in your relationships, and you will be able to accelerate your goals at a much faster pace.

Communication goes far beyond just your words. To communicate well, you need to LISTEN well. Great communicators listen more than they speak. When you listen, don't just listen to WHAT is being said, listen for HOW someone is hearing you. You are responsible for being heard and making sure what you say is being received the way you intend for it to. As a leader you are also responsible for hearing others the way they intend to communicate, and you need to listen for what they need. Great communicators create a safe space for people to speak and share which creates trust and fosters growth.





A safe space is created not just by what you say, but how you say it and the mannerisms you have when you communicate. This includes your body language and your facial expressions. Most people are not present to these things as they speak. They ALL affect the outcome of the conversation. When you become present to them as you speak, these are the simplest things to shift in the moment which then shifts the direction of any conversation. Shifting these things are simple, but not necessarily easy. Practicing this over time will build this muscle and will eventually become second nature.

All leaders go through seasons of struggle with the people they lead which usually requires tough conversations. It's in those tough conversations where they help their team get to their next level or they destroy anything they have built. Most people have never been trained in how to have those tough conversations. This is one of the most critical skills that a great leader needs to develop if they want the people around them to thrive.

When going into a tough conversation, the focus has got to be on the intended outcome. People usually focus on WHAT needs to be delivered rather than HOW it is delivered. Leaders often focus on the next actions that needs to be taken and not how the person is left feeling after the conversation. If a leader can empower someone in a tough conversation, that is a true demonstration of leadership.

When you know you need to have a tough conversation, ask yourself these questions in preparation for the conversation:

- What is the outcome I want to produce?
- What can I acknowledge this person for?
- How can I take responsibility for not setting this person up to win?
- How do I want this person to feel when we are done?
- Is there an area of growth here for me to address for this person?
- Is there an area of growth here for me to address for myself?

Tough conversations and situations can usually be avoided by addressing any “rules” that you might have. In any relationship, there are spoken rules and unspoken rules. It’s the unspoken rules that cause conflict, unravel relationships, and lead to unfulfilled expectations. Unfulfilled expectations that get stacked up over time will often lead to resentment if not addressed properly. So, what exactly IS an unspoken rule? An unspoken rule usually sounds like “they should know _____,” “they should be _____,” “they should do _____,” etcetera. It’s an assumption that people often make that is usually based on sound and logical reasoning. But no matter how sound or logical the reasoning is, if the unspoken rule is not addressed, that assumption can be completely wrong and lead to issues. Leaders set people up for success when they vocalize expectations and intended outcomes in all situations.

You can add these questions to your list of questions when you need to have a tough conversation:

- Is there an unspoken rule that was broken?
- When could I have communicated this unspoken rule to avoid this situation?

A great leader is also able to ask for what they need. They don’t assume people know and are able to communicate these needs in a way that leaves people empowered. Great leaders effectively create a vision and an atmosphere for others to step into. Great communication starts and ends with a safe space for people to authentically share their thoughts, ideas, and concerns. When you elevate this environment, you elevate the conversation. When you elevate the conversation, you elevate the results. When you elevate the results, you elevate people. And that’s what great leaders want.

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

AUTHOR UNKNOWN

  @MARYAMOEDO



Be a Better Boss: The Surprising Power of Celebration

We would all find it strange if a team won a championship...and did nothing.

Yet every day, in offices around the world, people complete projects that take years of work, hundreds of hours of frustration and effort, and sometimes pieces of peoples' souls...and do nothing. To be clear, celebration is not about making people feel good. It's not about anniversaries no one cares about, cards no one keeps, or cheap cake in the conference room.

Celebration is ...sacred.

It's a chance to pause and mark an event in our memory, a way to refill emotional cups, reinforce what matters, and re-calibrate for what will come next. Celebration has people know that they matter. It creates and reinforces culture, builds stronger emotional bonds and healthy loyalty.

Celebration is natural, simple, almost free, and one of the biggest missed opportunities in business.

Here are five simple principles to make celebration your new secret weapon.

1. What to Celebrate: Attitude, Effort, & Results: Celebrate whatever you want more of in your culture. Don't limit yourself to only celebrating results. Think about the way people work and celebrate that too. Big wins are easy and obvious. But even when the results aren't ideal, you can celebrate people working hard, pitching in to help, and having a great attitude about what's happening.

If you're running contests or giving awards and the same people are always winning, you're either recognizing the wrong thing or keeping the wrong people around.



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.





“Best” can become “Most Improved” for a quarter. You can begin to recognize teams over individuals. But careful not to change the target to avoid making people sad. Change the target to move people toward better performance.

2. Celebrate More, with More People, More Often: Celebration can be as simple as a high five or taking someone to lunch. You can take a few minutes at the beginning of staff meetings to have people share recent wins, their own or someone else’s, at work or at home. It’s a great way to get people in sync before you start to work and to inject some happy into the team.

3. Recognize Publicly: Human beings are social creatures. We care what the people around us think about us and our work. When you take time to appreciate people publicly, you’re telling people what you care about and how to get status and appreciation in productive ways.

Some team members will tell you they don’t care or don’t want to be acknowledged publicly. It’s almost never true. Be thoughtful, be respectful, but be LOUD and public as you celebrate people and teams.

4. Make it Personal Whenever Possible: A key element of good celebration is acknowledgment and appreciation. And acknowledgment is PERSONAL. Personal doesn’t always feel comfortable. Most of us resist the vulnerability that can come with saying something real.

I HIGHLY encourage you, as a company, to get really good at acknowledgment. No one gets enough of it in any area of their lives. These three simple rules will help.

- First, when you acknowledge people, speak directly to them (not about them.)
- Second, be specific. Don't talk about how Mary is great. Talk about how Mary set the tone for the team with her own great attitude.
- Third, say why what they did or the way they did it, mattered to you. Tell them what impact it had on you and/or the people around them. Only say what is real and true for you. (If it's not true for you, let someone else acknowledge them.)

Remember that acknowledgment is like water in the desert—no one gets enough. This one small thing, executed well, can create dramatic changes in your culture almost overnight.

5. It's the Meaning Not the Money: Busy people spend millions of hours of their time volunteering every year, FOR FREE. Human beings like and need money. But they love and crave MEANING. Most leaders believe they've done a good job communicating the mission and the meaning. Most workers can't tell you what either are and/or aren't connected to them in any meaningful way. Do your people know the real mission? Do they feel like their work matters?

It's an easy step that's easy to step over. Don't. Celebrate what and who matters, and you will make sure people know, understand, and FEEL the meaning in the work you do. Celebration is a high value target, a well-kept secret, and a secret weapon. Just a little more effort to celebrate the right things can get you a lot better results. Life is hard. Good people will give you their blood, sweat, and tears trying to get it right for the right reasons. Take the time to celebrate the wins and the people who earn them for you.

Remember, when you build a culture that looks for and celebrates more wins more often, you get more wins more often.

"People of our time are losing the power of celebration. Instead of celebrating we seek to be amused or entertained. Celebration is an active state, an act of expressing reverence or appreciation. To be entertained is a passive state--it is to receive pleasure afforded by an amusing act or a spectacle.... Celebration is a confrontation, giving attention to the transcendent meaning of one's actions." ~Abraham Joshua Heschel (Source: The Wisdom of Heschel)

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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Up Close & Personal with... Adam Rosen

What does success mean to you?

Happiness. Which comes from being my best and reaching my full potential. Finding the intersection of professional results, play, and love - feeling like it's all connected - is the happiness I am working towards.

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

Build to sell from the start. When I launched my first company, I was a 22-year-old, bright-eyed and bushy-tailed pup not realizing the reality of starting a business. I was focused on *IPO or Bust*, wanting to have a Facebook-like story, and going for the grand slam, versus a modest win to start my entrepreneur career. My advice to every entrepreneur is to build to sell, from the start. This means building the proper systems and foundation, a product that works, getting customers, expanding with those customers, and building a system that employees can execute without needing you to do everything. If you can do that, you will have an asset that another company can grow, and if you choose to keep your company, you'll be in the enviable position of having a venture that has the capacity to scale.

What was your ah ha moment that inspired you to become an entrepreneur?

I was fortunate to take an entrepreneurship class my junior year of college - with the professor that had the greatest impact on my life - shoutout to Brenda Smith! I realized that most of the people that I admire are/were entrepreneurs, and how entrepreneurship is the best path to living a life of freedom - and living different from the norm. From there, I co-founded an entrepreneurship program (with Brenda) at my school, leading to earning my MBA where I continued to grow the entrepreneurship program (as a Graduate Assistant), and eventually launching my first business a few weeks prior to graduation.

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

"Nice-to-have" versus a "must-have" offering. As the economy looks to be heading downhill, gone are the days of businesses spending money on products or services that aren't impacting the bottom line. We must show how our offering will positively impact a company's bottom line. This is the time when companies go through each line item and cut anything that isn't a *must-have*.

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

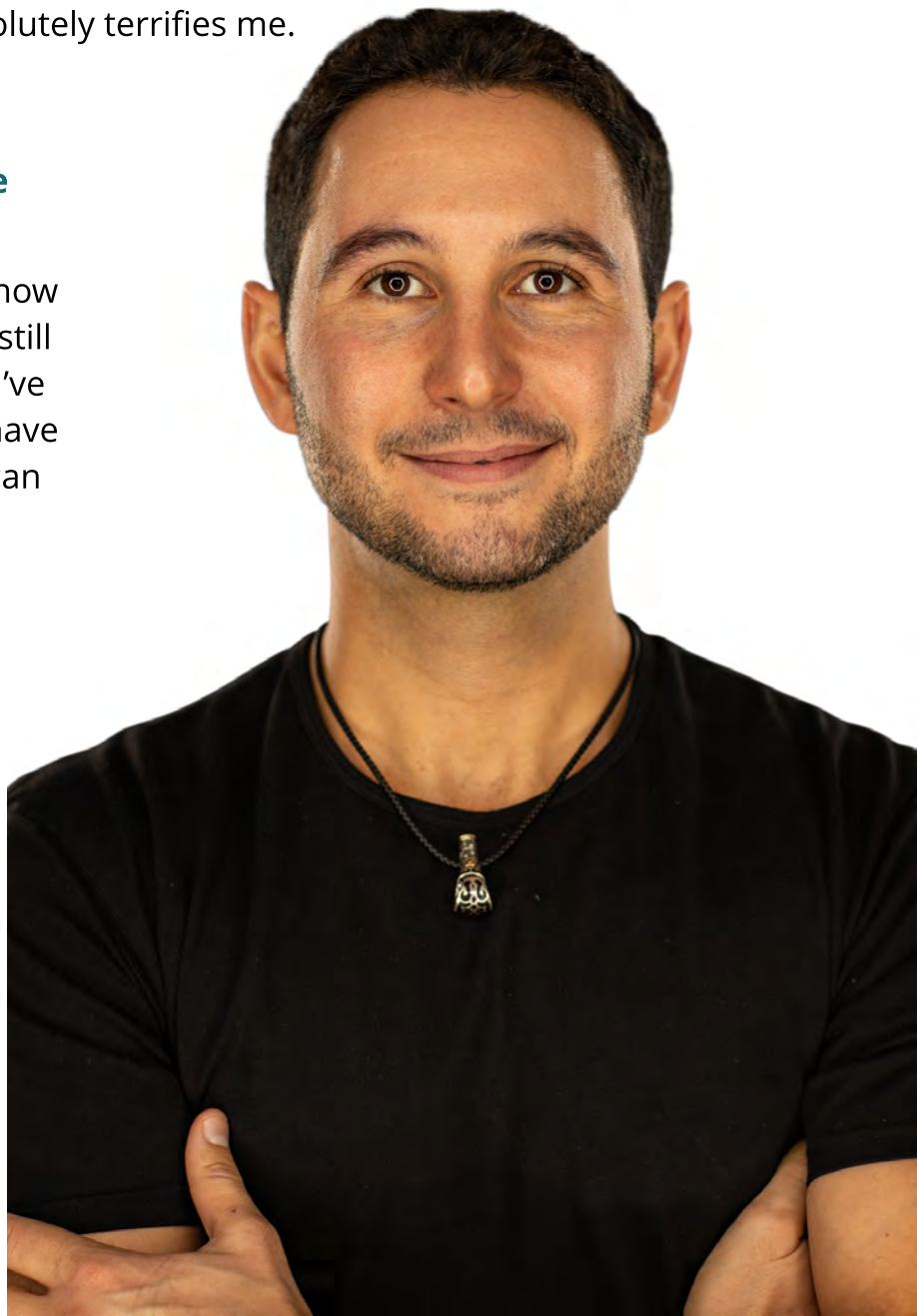
My grandparents didn't survive the Holocaust for me to quit during the tough times. Many of my ancestors went through harder times than I could ever imagine, helping gift me this incredible opportunity and life. It would be selfish of me to not live every day trying to be my best. On top of that, the fear of regret if I'm lucky to make it to 80 years old, realizing I never lived up to my full potential, absolutely terrifies me.

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

Stop caring what others think, if they know the real me, or if I'm liked. I admittedly still struggle with this today. As I get older, I've learned no one is going to save me - I have to save myself - while doing the best I can to do good for others.

What is a lifestyle hack you can share with our audience?

I'm someone that needs exercise to feel my best. As a digital nomad, it can be difficult to get into a workout routine - both with how and when to work out. Because of this, I have a (virtual) personal trainer that creates workout routines that are easy for me to travel with and do from anywhere - while holding me accountable to stay consistent.



What is a common myth about your industry?

Cold email is dead and it doesn't work. If done right, cold email can be an asset for any business.

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

The initial 5-year journey where I had to persevere through firing/quitting co-founders, losing big customers, times of not having enough money in the bank to pay myself with barely enough to pay employees, maxing out my credit card, with no money in my bank, eating cereal with peanut butter (protein!) for dinner, saying no to hanging out with my friends/girlfriends, trying to build a tech startup with almost every odd stacked against us - the list goes on and on. It hasn't been an easy journey, and has taken longer than originally expected, but I no longer need to question if entrepreneurship is in my DNA.

If you could go back and talk to your 20-year-old self, what would you tell yourself to do FIRST?

Start a side hustle and focus on making it profitable. It doesn't matter what it is, the quicker you can learn how to turn \$1 into \$2, the better off you'll be. Learning the basics of sales, cash flow, creating value for your customers, getting repeat customers - those are all valuable lessons that you can't learn from a book, a professor, or from watching *Shark Tank*- you can only learn it from doing it.

What do you love most about your business TODAY?

It works. Having the systems in place, a team to execute those systems, and a product that provides value to customers is a gift that I hope every business owner can experience.

What's next for you?

Continue growing into the best version of myself: my most confident, happy, authentic self - so I can give more to my family, friends, business, world. I am focused on growing Email Outreach Company and exploring the world while supporting and being a champion to some of my favorite, most underappreciated people: entrepreneurs.



Money Tip

Adding 'do it with you' and 'do it for you' services are a great way to increase results and revenue.

-patty farmer



Marketing, Media & Money Podcast

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When putting a live or virtual event on, outline your purpose so that you know what the outcome is going to look like.

Sherrie Sokolowski
The Strategy of Event Planning

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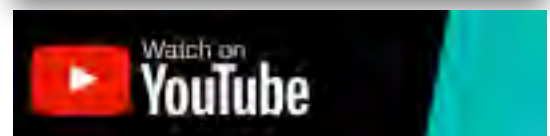
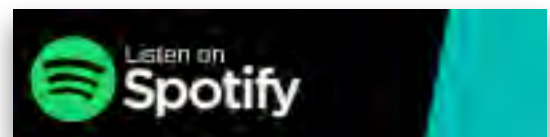
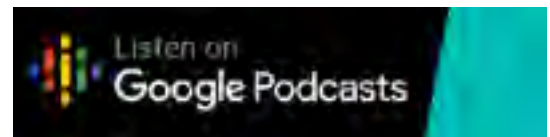
We're after the money but we don't like to have a conversation about it.

Dee Bowden
Sealing the Money Leaks

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Do you have great strategies and/or resources to share with our listeners? Apply to be on the Marketing, Media & Money Podcast



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Consistency (year over year evaluation) is the only way to get a true picture of what your business is and how it's really doing.

Lorraine Ball
Marketing Metrics

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Cultivating creativity is about nourishing your soul so that you have the fuel and the inspiration to grow your business.

Dr. Minette Riordan
5 Keys for Activating Creativity

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10 Email Tips to Schedule a Meeting with Anyone

by Adam Rosen

I've spent the better part of 8 years learning the art of cold email - generating over \$1,000,000 - setting up over 5,000 appointments - leading to over 500 sales from cold emailing. Now, I lead a cold email company, where we email tens of thousands of potential prospects every day, booking sales appointments for our customers.

It wasn't too long ago that I didn't know much about cold email. If you feel overwhelmed by email, don't be. This was a learned skill for me - and can be for you, too.

My senior year of college, I co-founded an entrepreneur accelerator program at my school. I was tasked with bringing in a speaker, so I emailed the most famous businessperson I could think of: Mark Cuban. It gave me my first glimpse into the power of cold email. He politely declined, but seeing "Wish I could, but I'm swamped. Thx, Mark" in my inbox, taught me that **anybody is reachable through email, if you know what you are doing.**

Fast-forward 18 months to when I started my first company, Door of Clubs, a tech platform for recruiting college students through their student organizations. Cold email was our best asset. It was the vehicle behind 100,000 students signing up on our platform - it landed us customers like Amazon, Apple, Bank of America, and many more. It got us on the phone with one of the busiest, most sought-after people in the world, Ajay Banga, the former CEO of Mastercard. And it led to multiple meetings with Banga, and eventually Mastercard becoming a customer.

Again, anybody is reachable through email if you know what you are doing.

Fun fact: cold email even got me on 40 phone calls in one day with college student leaders when we were attempting to sign up the 100,000 students onto our platform (it worked - thanks to the emails!).

"In writing notes or letters, as in all other forms of social observance, the highest achievement is in giving the appearance of simplicity, naturalness, and force."- Emily Post, 1922 Etiquette in Society

To connect with anyone you want, here are 10 simple tips that we use for ourselves, and you can, too.

1. Keep it simple: no more than 5 lines, no more than 6 sentences, no more than 90 words, with spaces between lines to ensure white space and easier readability.

Try to use as many one-syllable words as possible! It's no coincidence that many of the top hit songs of all time have lots of one-syllable words, that people are familiar with, making the songs easy to sing and remember...

"Never use a long word where a short one will do. If it is possible to cut a word out, always cut it out." ~ George Orwell's rules of writing

2. Include a benefit: a simple value statement with a relevant product benefit.

- a. Put it in statistic form (e.g., we double x for y)
- b. Make it a data point that you change or want to change (x doesn't work y% of the time, and we change that)

3. Have an ask: always have a clear ask with a question mark (Call-to-Action).

- a. "Are you free for a 15-minute call?"

4. Use clear "Subject" lines: subject lines should be short (10 words or less), clear, and enticing.

- a. Most people view email on their cell phones; over 50% of emails are read on mobile devices, according to Campaign Monitor
- b. There are 15 total words that can be read in the preview pane, including your subject and body in the preview; whatever number of words your subject line is, make sure the remaining words it takes to get to 15 are just as enticing as the subject line, and have a benefit for the recipient to open and read



5. Make it human: take an extra second to make the email feel human and personal if you can.

- a. It should feel “fresh, vivid, and homemade”, as George Orwell says in his rules for writing

6. Send at the best times: the best time to get your emails opened are 8am, 10am, and 1pm, on Tuesdays, Wednesdays, and Thursdays, according to OptinMonster.

- a. Schedule emails to send on those days

7. Add a useful PS: include a useful PS when relevant.

- a. PS - “please let me know either way” (to unsubscribe); “I will donate 10 bowls of dog food to a shelter on your behalf if you take a meeting with me” (my personal favorite)

8. Follow up: if you don’t follow up, you’re not giving yourself a chance to schedule a meeting.

- a. Our data at Email Outreach Company show that it takes an average of 3.7 emails to successfully schedule an appointment with a prospect; if you don’t follow up, you only get 17% of the meetings you could be getting

9. No spelling, grammar, or ugliness errors: be sure to double-check, as every email could be a big opportunity, and every person that reads an email from you will make a quick judgment about you based on your email quality.

- a. “Have I said anything that is avoidably ugly?” as George Orwell says

10. Pre-write the replies: be ready to respond to replies more easily by writing out your responses to standard types of emails back - this will save you time and headache, and will allow you to outsource your inbox management to a Virtual Assistant, if done correctly.

- a. Write separate replies to a positive response, a reply to a negative response, and a reply to a general question



Recommended Email Structure:

1. Value statement (we improve/reduce x)
2. Problem you want to change (too many x are y, and we want to change that)
3. Differentiator (we are different because)
4. Social proof (customers of ours include)
5. Ask (are you free for a 15-min call?)

"Don't write so that you can be understood, write so that you can't be misunderstood." ~ William Howard Taft

Cheers to great emailing!



Adam Rosen is a sales-focused entrepreneur that loves to support others on their entrepreneurial journey. He spent 5 years building a college recruiting platform, which was acquired. Now he focuses on booking sales appointments for companies through his lead generation business. Visit Adam's website: www.eocworks.com



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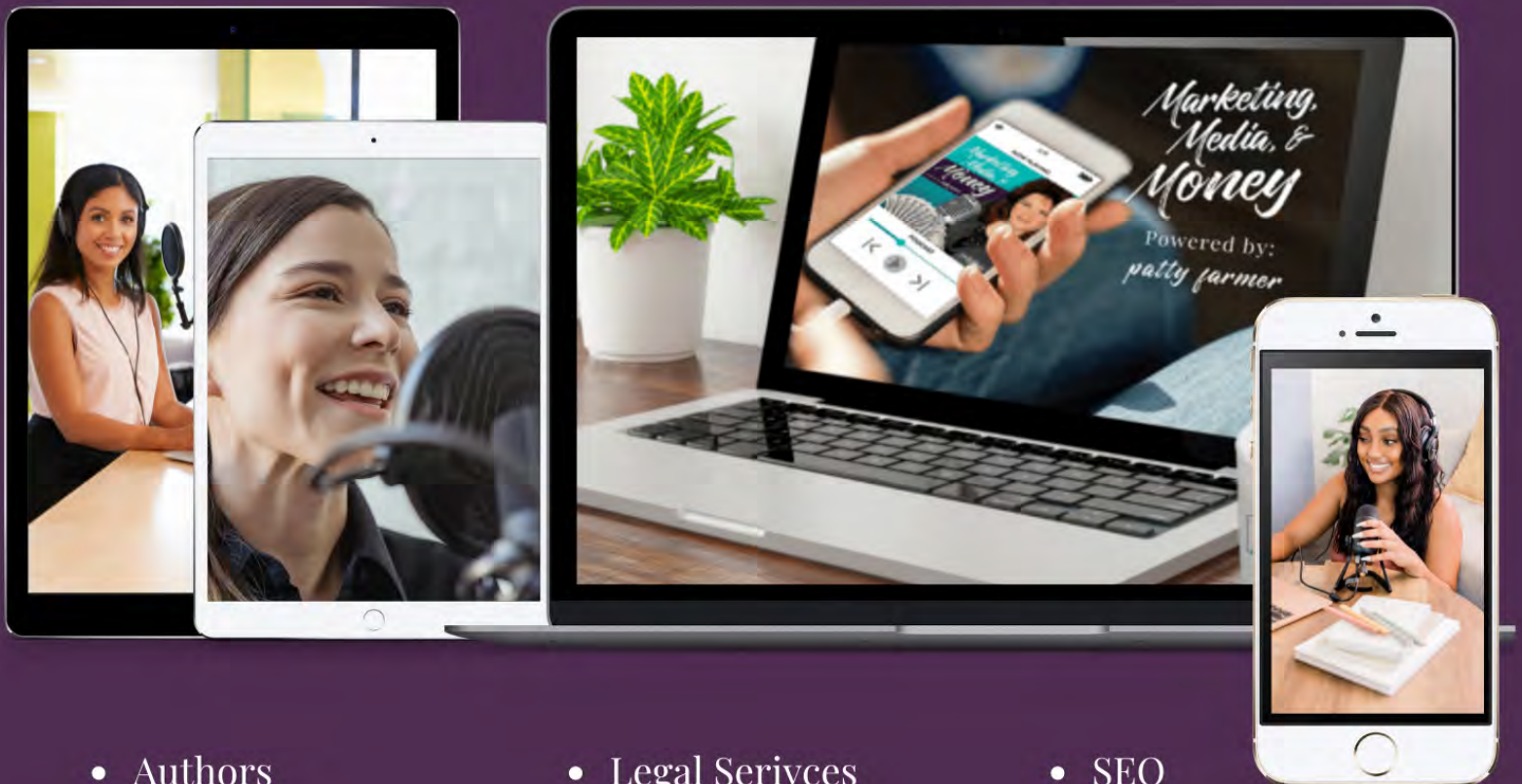
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Yes! I'd like to apply.

Events: Is A Sales Team the Solution?

by Dr. Nadia Brown

I absolutely love live events. Even as an introvert, I understand the power of connecting face-to-face with another person to build a stronger connection. This power in connecting, works not only for the event host, but also for event speakers and the event attendees.

Over the past several years I've had the opportunity to work with numerous event hosts and speakers at their live, enrollment events, both in-person and virtual. As a business owner, you must decide if and how you will leverage live events in your business. You can either speak at live events hosted by others, host your own live events, or do both. While it can be intimidating to think about hosting your own live event, when done properly, it can be quite profitable to your business and give it a nice cash injection.

First, let's address the negative connotation that generally arises at the mention of a sales team. Many times, people imagine a team of people who are borderline bullies who are wandering around attempting to get event attendees to purchase or enroll in an offer. While that can certainly be the case, in my experience it simply is not true.

A sales team is an extension of the host who can be in far more places than the host can. They are not only knowledgeable of the offer, but they are also focused on making connections with the event attendees. The sales team also develops a better understanding of what event attendees are looking for, where the content may or may not land as intended and can help identify who may be a good candidate for the event host to work with now or in the future.

While the sales team is obviously selected by the event host, all three event stakeholders can benefit from and leverage the sales team at a live event.

Let's take a closer look...



Event Host

As the event host, you have done a lot of work and invested a lot of time, energy, and resources to pull this event together. The last thing you want to do is walk away from this event in the red. Leveraging a sales team can make all the difference.

Not only will a sales team do the obvious, which is to assist you in enrolling attendees who are the best fit into your offer. They can also help you present a stronger offer. When providing support to an event host, it is common for our team to support the host in creating a strong offer, assisting with practicing, and preparing to make that offer from stage and also providing key information or feedback gained from the team's interaction with event attendees.

This equips the host to make the strongest offer possible, address any questions or concerns before they become objections and ensure they are strongly prepared for the offer when the time comes. The team also assists with event follow up, which is important because just because the event is over does not mean the sales are complete.

Event Speaker

You've either been invited to speak, applied to speak, or possibly even invested to speak at the live event. No matter how you got there, you want to get a return on your investment of time and resources to be there. No one at this event will have a better understanding of the event attendees than the sales team. So how do you leverage that as an event speaker?

One way is to ask the event host to provide additional information related to the attendees post event. They don't have to violate attendee privacy to provide you with valuable information that can assist with any post event follow up.

In some instances, you may even be able to leverage the sales team with your own offer or freebie drop. This works well at in-person events versus a virtual one. Of course, it depends on the parameters of your speaking time and your call to action. I've supported a few events where the sales team has assisted an event speaker with their offer drop. It does not happen often and isn't always feasible, but it does not hurt to ask.

Do not overlook those networking opportunities where you may be able to connect with sales team members. This can obviously get a little tricky depending on the event set up, but do not be afraid to get creative and be willing to work out an arrangement with your event host when appropriate.

Event Attendee

As an event attendee you may be reluctant to connect with the sales team. However, the sales team often has a wealth of knowledge. At the enrollment events that I support, the sales team offers complimentary strategy sessions. These sessions are a great opportunity to ask questions about where you are currently, help connect the dots as to how the content relates to your situation and of course learn about the ways the event host may be able to support you once the event is over.

"Create sound bites from your speech for social media content, to pitch the media or promote the event." ~ Patty Farmer



The sales team can also serve as a great resource for connections. This works particularly well at in-person events where your sales team can connect you with other attendees at the event who may have similar interests or backgrounds. A great time to leverage this relationship is at evening mixers when the team is more likely focused on connections and relationship building.

This worked well at an event I supported earlier this year. Since the sales team connected with event attendees before everyone arrived at the event, they were then able to foster connections and introductions at the event kick off mixer. The event attendees loved it and it made it easier for the sales team to build genuine relationships.

Leveraging a sales team at a live event can be a definite game changer. Understanding how a sales team can best support you is key. Then you must have the courage to develop a relationship with the sales team to obtain the desired result. Could a sales team be the solution at your next event?



Dr. Nadia Brown is a sales strategist and trainer at The Doyenne Agency. A sales agency with a singular obsession for increasing the sales results of their clients. Visit Nadia's website: www.thedoyenneagency.com.

The Benefits of Automating Your Accounting

by Krista Beavers



There have been many challenges for business throughout the last couple of years, yet we have also seen many benefits flourish from those challenges. Automation has been a desire for many in businesses across most industries. For businesses to face the multitude of pandemic challenges and maintain revenue while business locations were mandatorily closed or workflow for staffing shifted to remote work, creating automated processes became a forced adaptation for most of us.

Many believed that automation would replace human workers, yet the pandemic had shown that automation is an extension of the employees that we have. Now, as we face labor shortages in 2022, automation has become more vital to our post-pandemic success! In a recent article by Bloomberg, I read that there were roughly 4.3 million Americans that left their jobs in December 2021 when we had more than 10.9 million jobs open. Additionally, in 2018, accounting graduates dropped nearly 7% from their peak high in 2012. This leaves finding talent and staff to be the single biggest challenge for many businesses in 2022.

Again, as businesses, we are faced with identifying and investing in technology that automate areas that had previously been done manually. This allows us to decrease the amount of time our staff need to do the work and in turn improves both efficiency and capacity. It can be overwhelming to attempt to manage the accounts of your business all while running its day-to-day operations. From start-up to victory, accountants can remove or automate administrative and accounting tasks that distracts business owners from their core business allowing you to run your business with more clarity and confidence.

Cloud based access has exploded from entertainment to accounting. Most of us are binging TV on Netflix or listening to our favorite music on Pandora. They are providing us, **what we want and when we want it!** The benefit of outsourcing your accounting provides the business owners with what they want, improved focus on core business activities, increased efficiency, controlled costs, increased reach and a greater competitive advantage. The benefits of outsourcing can be substantial, from cost savings and efficiency gains making your business more flexible and able to adapt to the changing market.

Outsourcing the accounting provides access to accounting and business technology experts. They are business professionals who are trained to employ the accounting practices and implement tools and systems to integrate the financial data across your company. Accountants are using affordable cloud-based software to set up your business to perform time intensive tasks such as staff scheduling and time recording, point of sale, accepting payments, customer relationship management, invoicing, accounts payable, payroll and more! They are devoting their time and energy to ongoing research, training, and technology to increase their operational efficiencies for your business.


Outsourcing the accounting operations has become more common in this post pandemic era, although it has been available for many years. I started my company, Guardian Accounting Inc., 11 years ago as an outsourced accountant and CFO. Our company found growth in COVID as small to midsized companies found that talent and staff became increasingly difficult to find, our automation practices streamlined their accounting functions or that the turnover of this CFO position was too critical to their business and therefore sought out outsourcing to ensure consistency in their business management.

As we seek to gain more insight into our business, the automation of data enables us to spend more time where it is needed, in analyzing the data. This data provides the financial pulse of our business and drives better decisions. Such questions as: Are we priced correctly? Where should I invest my marketing dollars? Do we have enough cash to make payroll? Should I hire more employees? These decisions impact the profitability of your business, and a top accountant can provide this insight.

Whether your business is looking to expand its accounting operations further than basic bookkeeping or into hiring a complete accounting department, outsourcing could be the viable option your business needs to ensure a scalable department that provides accounting experts and peace of mind. Better insight allows for better decisions. Being in business can be tough in the best of times, outsourcing your accounting operations could provide your business with the **automatic accountant** you need to ensure you are *working on your business, not in your business*.



Krista Beavers is the founder of Guardian Accounting Services, serving the public for 10+ years and a business growth strategist. She works with her clients to make the decisions that will drive growth & scale the business at the right time. Her clients include startups, brick and mortar, corporations, and solopreneurs. Visit Krista's website: www.myguardianaccounting.com

A woman with long, dark, wavy hair is looking off to the side with a slight smile. She is holding a white mug in front of her. The mug has a logo that says "POWERED BY pattyfarmer international" and "plug in. power up. get paid." below it. The background is a soft-focus indoor setting.

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