

# Marketing Media & Money

5 Year Anniversary Issue

4th Q. 2022

*Why You Need  
a Brand and a  
Branding Strategy*

**Leaders  
Developing  
Leaders**

**Own Your  
Boundaries, Skills,  
and Gaps to Own  
Your Success**

**Be a Better Boss:  
The Parking Ticket  
Paradox**

**An intimate chat  
with our publisher...  
*patty farmer***



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



Welcome to the 5 Year Anniversary Issue of the Marketing, Media, & Money Magazine. First, I would like to take a moment and say thank you to our loyal readers and subscribers. YOU are the reason we publish this magazine, and you always will be. I would also like to thank our 2022 Sponsor, Meg Schmitz, our 2022 Columnists Alecia Huck, Theresa Ream, Carolyn Gish, Mary Amoedo, Meg Schmitz, and Connie Vanderzanden as well as our 2022 guest authors for sharing their brilliance with us so generously. And finally, from the bottom of my heart I want to thank my fabulous team at the Marketing, Media, & Money HQ. I appreciate each one of you and the contribution you have made the last five years to our readers, the magazine and to me.

As we wind up the last quarter of the year, we are all busy working on strategies to implement the goals, project ideas and collaboration opportunities that have manifested this past quarter and year and to take action to insure the first (and every) quarter of 2023 is a profitable one. And because this magazine is designed and created for YOU, we are staying focused on fresh ideas, marketing trends, and strategies to help you make this year, your best year, in both your business and life.

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

With that in mind, here at the Marketing, Media, & Money HQ we are working diligently on our vision and goal to bring you opportunities, insights, a fresh perspective, a community and to create a collaborative environment.

Our columnists & guest expert are sharing in this issue topics including:

- Be a Better Boss: The Parking Ticket Paradox
- Mentors Guide for Informed Money Choices
- Leaders Developing Leaders
- Are You a Trailblazer?
- Mindset, Self-Regulation, and Leadership
- 3 Words Missing from Your Presentation Success
- Own Your Boundaries, Skills, and Gaps to Own Your Success
- Why You Need a Brand and a Branding Strategy

I would love to hear what your plans, goals, and dreams are for 2023. My inbox is always open, and I read and answer every single one personally.

*-patty*

patty "I can brand you" 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



plug in. power up. get paid.





18-20



50



8-10

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# 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.



# Why You Need a Brand and a Branding Strategy

Many people do not know or understand the difference between brand and branding, with these terms often being used interchangeably. Let's start with the semantics; a brand is a thing (noun) while branding is an action (verb). Asking yourself the following two questions when thinking about creating your brand is a great start.

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

## Let's Start with Your Brand

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

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

- Seth Godin

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

## A Brand can be simplified to one thing: perception.

Investing in creating a trusted and visible brand will ensure that your product or service is noticed by your target customers. It will also increase customer confidence reducing resistance to interacting with your organization.



Moreover, it could motivate strategic partners to offer collaboration opportunities because they recognize and trust your brand. Everyone wants to be associated with a credible and visible partner. Your brand can lower barriers and open doors of opportunities for you.

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

## 5 Reasons You Need to Build a Personal Brand

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

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

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

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

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

## Your Branding

The goal of branding is to attract and retain loyal customers by delivering a product, service or experience aligned with what the brand had promised.

Small business owners can achieve a lot of success by being deliberate in their branding efforts, ensuring that every aspect of their interaction with customers elicits a positive emotion. This will enable them to cultivate an emotional connection and a long-term relationship with their customers.

In an increasingly competitive business environment, being able to develop a strong emotional connection with customers can play a vital role in positioning a brand to thrive.





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

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

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

## So, to sum it up...

Your brand is not what you say it is... it is what your customer says it is. Brand is a relationship and a promise between customers and the business. Your brand identity consists of elements like your logo, fonts and/or a color palette While your brand is a relationship, your brand identity is the design. Brand is intangible and brand identity is tangible.

## **You don't design a brand; you build a brand.**

Brand identity is what we can see, it's the design of a brand. Branding is a process of building awareness and loyalty and about seizing every opportunity to express why people should choose one brand over another. Without branding there is no alignment between what you want people to think about your company and what they think about your company.

## And finally, what is brand strategy?

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

**Not sure if your brand and branding are in alignment and need a brand strategy? No problem... I can fix that!**



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



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How to Create a Custom Marketing Plan  
How Life Coaching Helps You Live the Life You Imagine  
Five Business Aspects You Know You Need to Respect

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It's Time to Build Relationships Differently  
Live Streaming Video Content Ideas for Businesses  
9 Myths About Sales You Still Believe  
Did Your Health Goals Lose Steam?

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Be a Better Boss: Master 7 Critical Skills  
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A Ten-Year Vision for Building a Community Online  
You Need LinkedIn Newsletter

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# Mindset, Self-Regulation, and Leadership

What do mindset and self-regulation have to do with sales and leadership? The American Psychological Association (APA) defines self-regulation as "the control of one's behavior through self-monitoring, self-evaluation, and self-reinforcement."

In the February issue, I wrote about the secret to communication is understanding the values of others first and communicating in their preferred language. People's values drive their decision-making and how they behave in different situations. In terms of self-regulation and mindset, by understanding your values and that of others, you have the opportunity to change your behavior accordingly in different cases. With the awareness of other people's values, you can change your communication to match that of the person you are speaking to so that they feel seen and heard and avoid conflict by staying away from the tripwires to a "no."

In the May issue, I focused on how to build business relationships to achieve your business goals of increased revenue, broader reach, better retention, and consistent referrals. I wrote about how it costs a lot more time, energy, and money to acquire a new client or customer than to retain the ones you have. This also relates to leadership in that if you don't understand your team's values and speak their language, you will be in the churn-and-burn game with your team. It costs a lot more money to keep acquiring new team members than to retain and develop your group by understanding their values and language. This will enable you and the team to align on values, mindset, and goals, creating a high motivation and satisfaction level.

Furthermore, a leader's ability to self-regulate impacts team morale and commitment to the common goals of a business. Acknowledging your team through remembering what's important to them (i.e., birthdays, personal accomplishments, and family) solidifies their commitment to you as a leader, which supports a company's long-term growth. As they say, there is no "I" in team.



*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.







My last article talked about Emotional Intelligence, relationships, and responsibility. According to Daniel Coleman, Emotional Intelligence is the ability to optimize personal and professional relationships based on self-regulation, internal motivation, empathy, self-awareness, and social skills. By reflecting on your emotional intelligence, you will be aware of where and how emotional dynamics are impacting your business and personal relationships. It can also improve productivity and create long-lasting relationships with your team that can support the long-term goals of your business.

### **7 Ways a Leader Can Raise Their Emotional Intelligence**

1. Embracing change as a leader helps to build resilience and reduce anxiety in yourself and your team.
2. Creating an environment where you are open to other people's opinions and points of view creates an environment where you, as a leader, listen from a place of understanding instead of judgment. Your team will be more creative and come to you with fresh ideas and possibilities that can move your business forward.
3. Be aware of your emotional triggers and what may trigger others on your team. It is also essential as a leader to be mindful of your biases. When we are under both physical and emotional stress, we can be more sensitive to these triggers, and we must remember that we are responsible for our responses to what people say and do.
4. As a leader, it is essential to be on a journey of self-improvement and be curious about new opportunities to learn and grow and foster that mindset for your team. Be in pursuit of progress, not perfection, and promote that with your team.



5. Become more self-aware and self-confident as a leader by recognizing your strengths and weaknesses, and don't be afraid to ask for help from your team. Try to weigh compliments and criticisms equally for a more realistic self-image and be careful not to obsess over negative assessments or blow them out of proportion.

6. Have empathy for others and listen actively. Try to imagine how others might feel in different situations and strive to provide the needed support.

7. Practice the attitude of gratitude as a leader and foster that in your team. Create an atmosphere of health and wellness with your team and lead by example so you and your team can achieve their goals and dreams for the business.

In addition to the strategies for increasing emotional intelligence, four self-management strategies to consider as a leader are:

- Situational modification is the ability to anticipate the potential pathways a particular situation could take and adjust accordingly to avoid a negative outcome. This requires a leader's forward thinking and an understanding of your team's values and triggers.
- Attentional deployment focuses on the angle of focus and distraction. You can either focus on certain positive aspects of a situation that elicited a negative emotional response or distract yourself with "happy thoughts" to reduce the emotional impact.
- Cognitive reappraisal focuses on broadening your perspective and improving your situational awareness. You can do this by reframing a situation through a different perspective, allowing you as a leader to create a different meaning for a problem to elicit a different emotional response that is more positive. This is the most effective strategy for self-regulation or self-management.
- Suppression is a common strategy for leaders to deal with frustration and other negative emotions. Still, it is the least effective as it leads to stress and bottled-up emotions that are sure to come out at the most inappropriate time and cause damage to team dynamics and reduce trust in your leadership ability.

In summary, by understanding your values and that of others, as well as their language of communication, you can change your behavior and communication style accordingly in different situations, which will maximize your emotional intelligence, ability to effectively self-regulate, and in turn, maximize your success!



## 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

“When you sell with features and benefits instead of with the RESULTS you deliver, you become your own competition.”

*-patty farmer*



# Are You a Trailblazer?



*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.

Stepping into the role of a Trailblazer CEO has never been more important than in today's changing business climate. Our goal as a CEO is to run an exceptional business and that means being an innovator. First and foremost, it means stepping back and looking at your business through a new perspective and making the necessary changes in your business. Your prospects and clients NEED you to make it easy to do business with you.

### Change your perspective to your client's perspective

Customer Service should be the trail blazers number one priority. Do you see your business through the eyes of your customers? Every CEO should step back and take a hard look at their business insights. If necessary, hire someone to secret shop your business and even look over your systems and culture. What does your customer see? Most CEO's live at the top and don't see the nuances of their businesses that create an inferior experience for their customers. Many CEOs are visionaries and look to expand their business but seeing your client's perspective IS the foundation of your business.

CEOs of smaller retail and service businesses are feeling the impact of Big Box stores and services. How do you combat these giants? You must know your clients. Why are they shopping at the big box instead of you? Is it that the return policies at the big boxes is more lax? Then loosen your return policy. Is your software outdated, making it difficult to track your customers, their purchases and communicate with them regularly? Then it's time to bring in a software expert on customer relationship management. There are many that don't enjoy the big box experience, it's hard to get the help and expertise they need and it's overwhelming at times. A perspective change could be the answer to up your revenue goals.





You have the power to create an experience for your clients that the larger stores cannot. So be creative, aware, and attentive. Educate your customers that a lower price, poorer quality, and service don't always add up to better value.

### **Run your coaching business through the perspective of your clients**

Coaching and mentorship are one of the fastest growing businesses in a world where the self-education revolution is in full swing and informal education is on the rise. I highly recommend hiring a coach in areas you want to strengthen, and I have always had a coach and most of the time two or three in different areas.

To become a Trailblazing CEO of your coaching businesses it's imperative that you keep in mind the unique client perspective of each of your clients. A cookie cutter approach leads to unhappy clients that are not long term and do not bring in more business to you by referring. Keep communication open so it's clear and you have firsthand knowledge about what is most important to your client. You can never ask too many questions. Your client may not be versed on how to be coached properly so it may feel like it's a one-sided gig for you. Teach clients how to be a good participant to reach their goals in a timely manner.



Think carefully when suggesting additional costs on top of your agreed upon fees. Clients go into their coaching agreements with their budgets in mind and may find it necessary to cut your coaching altogether if costs keep compiling. Your clients are usually positioned to look to you as the expert and may not know when to say no. You will have to get into your client's head and heart, which will be ever changing based on her needs, desires, and plan changes. On this, I am speaking from experience, I had a wonderful coach for ten years, but over time the cost became rather inflated, and I found myself not trusting his motives and judgment. I eventually had to end the relationship, which was very painful to him and myself.

### **A Trailblazer CEO should have great managers and assistants**

If the systems run the business and the employees run the systems, who runs the employees? A good manager will be able to keep your staff in production mode along with a reduction in wasted time and resources. This is true even for solo-preneurs that don't have employees. Hire an assistant or virtual assistant to help keep you on track and working at the CEO level.

You need managers on site governing your employees and creating a great customer experience. This is true whether you are retail, a restaurant, or a service provider. If you can't be in oversight of your staff, hire and train a manager. The training should include your vision and business philosophies. No matter how well you hire and train employees, most will not be able to see the big picture like you do and transfer that to your customer. We have all been patrons where the cashier talks on her cell phone, never looking up or speaking to her customers, or the restaurant staff spends most of their time talking amongst themselves instead of being attentive to their customers or the cleanliness of the restaurant? A good manager will not take away from your bottom line but will increase profits and customer satisfaction.

### **Now go out and blaze some new trails in your business!**

*"I've learned that people will forget what you said,  
people will forget what you did, but people will  
never forget how you make them feel."*

-Maya Angelou

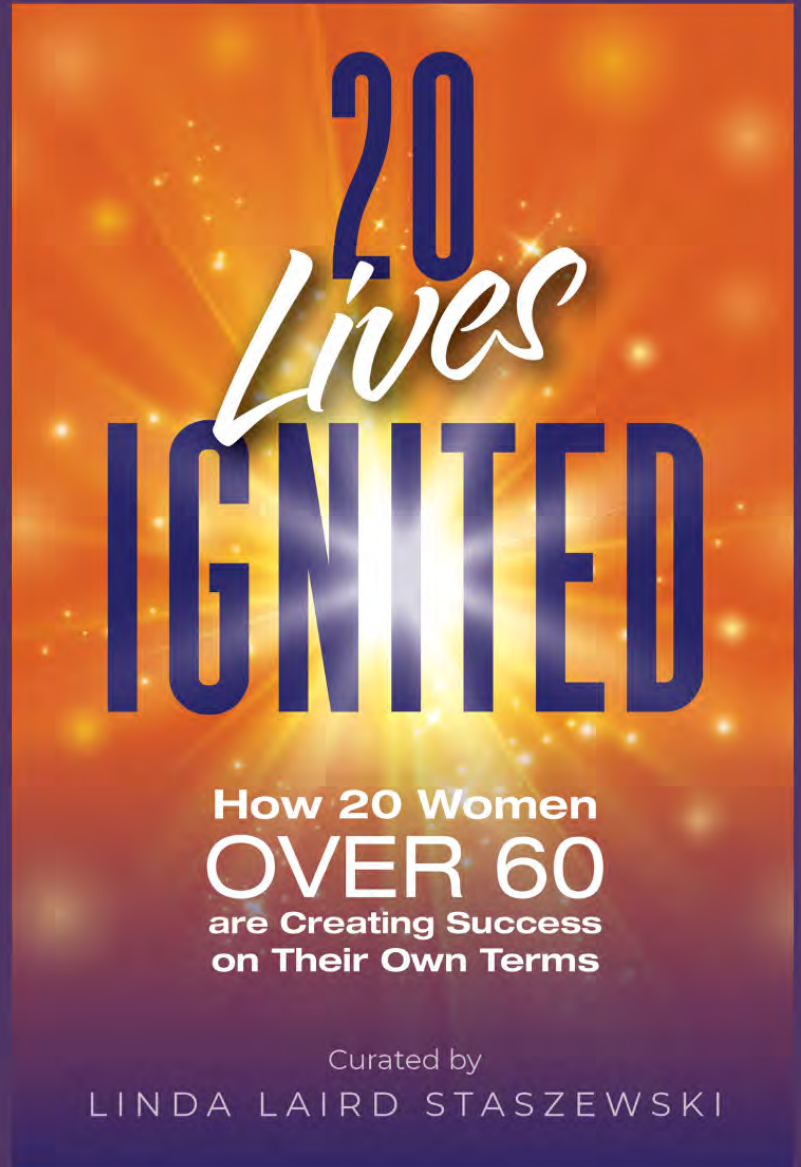
# Why Buy the Book?

"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?*



**BUY IT NOW**



*Theresa Ream*



# Own Your Boundaries, Skills and Gaps to Own Your Success



*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 found myself in a tough spot. I hired someone into a significant role within my company, as Chief Development Officer, and from the beginning no one liked him. Increasingly, that included me.

As the Franchise Guru, I help people realize their dream of business ownership in solid, growing franchises. I don't emphasize enough that I also own a 20+ year old environmental restoration company, now maturing into a parent company with three subsidiaries. Within that framework, I am a catalyst for growth and expansion, helping my employees realize the dream to grow the business locally while expanding it regionally.

Back in 2021, my husband and I recognized this significant, important opportunity we were sitting on. The culture is rewarding, the work is environmentally vital, and our employees embrace pride of ownership doing their jobs every day. We questioned the drive of our President to create a long-term employee retention plan, and why it was that the President is more focused on a lifestyle business than in developing retention strategies to give employees upward mobility and career growth.

During a revealing dinner conversation, I "raised my hand" and said to my husband that I would spearhead efforts to determine where the roadblocks are, how to work with them or around them, and identify key gaps that, if we could fill them, would jump-start his long overdue visionary plan.

At that time, I was networking with business owners who critically assess essential elements that enable, or block, those growth strategies. The group is composed of both male and female business owners, and we all agree that "Hiring Fast, Firing Faster" is critical to consistent cultural stability and long-term health of the company.



One of our members quickly gravitated to me. He asked if we could meet, which happened via virtual and in-person sessions, to discuss currently revenue streams, growth viability, and his vision for advancement in new markets. He volunteered himself, as both an MBA and CPA with his own entrepreneurial start-up and expansion experience, as the Ideal Candidate. He had the qualifications to assess, reorganize, and direct the company into a direction that would be more efficient, profitable, and lead to uniform growth. **It all sounded so perfect. Until it wasn't.**

From me to you, as a small business owner who is a woman, this was a doozy. He was a whirlwind who developed into a hurricane. Although my 4-person board agreed to hire him, he was mine to groom and manage. I asked him to “first seek to understand” the company and each job role as he shadowed my long-term employees. Instead, he came in like a wrecking ball with visions of grandeur. He proposed to key employees that we would rapidly grow from 2 Midwest offices into all 50 states. We would embark into major markets and acquire the competition, so that employees could take over their own offices and grow into a nationwide entity in just a matter of months.

Not only was I not respected for my directive to first listen and learn, he did not respect the experience of my best asset, my long-term employees. He pounded his chest, admiring his ability to create this vision of growth. What he really did was pull the pin from the hand grenade, and watched as employees ran for their offices, closed their doors, and feared that the company they painstakingly, lovingly built was going to die at the hands of this new hire. When he claimed that the company culture was passive aggressive, and that he couldn't get communication or commitment, I knew who and what the problem was. I had to act quickly.



Many of you reading this know what had to happen next. Would you have done an assessment, asked employees for feedback, and hoped another 3-6 months would sort out the situation? I did not. Any delay would spoil my company culture, turn employees sour, and create a long uphill climb to regain to stability. My mind quickly parsed the problems and disconnects, resolved that my CDO's style was at odds with ours, and that my company's future needed to be protected.

My communication style is just like my writing. I am direct, specific and honest. I speak from the heart while being passionately committed to my employees first. I had to address this man as a C-level equal, not as a woman, and to communicate objectively while assessing the needs of both sides.

During that weekly management conversation, he questioned whether I was frustrated and sad. Admittedly, we were all disappointed that there was no substantial, measurable progress towards growth or expansion, despite utilizing Teams and Notion, where daily updates could be shared. I told him Yes on both accounts, that neither employment expectations weren't met, nor achievements being transparently communicated.

He then asked what happened next. I said that there would be a 90-day review, and that in the absence of metrics, I really couldn't defend his work. As a CPA/MBA he was hired based on credentials and reputation, and that there wasn't anything to substantiate his work.

I was beyond ASTOUNDED when he asked "so that's the way it is? What about our friendship?" That was an outright attempt to manipulate my emotions. I did not fall for it.

For those of you who hire friends and family, you must stop and consider the future health of those relationships, and how quickly they can sour. Besides that, you must embrace that your small business is your financial football, and if you are going to win the game, you must quickly recognize leadership and wins, as well as fouls and failures. Hire fast, fire faster. And know your boundaries, skills and gaps, so that you own your success.

Don't let being a woman, a small business owner, a small-town entity or any other head trash get in your way. When you have the wrong hire in place, protect yourself and your valuable assets. Own it, and move on.

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



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## A Few Thoughts from Our Sponsor

*Meg Schmitz*

Happy Anniversary to all of the Marketing, Media, & Money subscribers and readers.! I so look forward to every quarter of this publication, as the content-rich articles featured here provide a myriad of insights and knowledge from many of the smartest, most talented business people and authors. I am continually impressed by the guest authors as well, who bring diverse perspectives to those of us who devour these digital editions.

If you have been listening to Patty Farmer's podcasts, or have participated in any of her live events, you know she is a force to be reckoned with. We should all admire Patty's passion for excellence in all of her businesses, her ability to dig deep into a topic and bring new thought leadership to the surface, and her goal that all of her followers will live their best, most abundant lives. Her heart is always full, and her giving is immeasurable.


Five years ago, Patty began this journey into greatness so that all of us could find inspiration, motivation, achievement, and camaraderie along our own paths. I hope that because of your participation in the Marketing, Media and Money World, your business and personal activities have delivered better outcomes.

Please join me in celebrating FIVE YEARS of the magnificence that Patty has created and shares so freely!

  
*Meg Schmitz*  
TAKE the LEAP



# Media Tip

A photograph of a baby lying on its back, wearing dark sunglasses and blue and white striped swim trunks. The baby's mouth is open in a joyful expression, and its hands are raised in the air. The background is a plain, light-colored wall.

“When pitching stories to the media, let them know you will share the story to your followers. If it is sharable, it is airable.”

*-patty farmer*



# Mentors Guide for Informed Money Choices



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".

I want you to make informed choices about your money. As a Cash Flow and Business Mentor, my primary role is to reveal opportunities to tweak your current processes, examine your conditioning, and create awareness around how money supports your business and life.

### Hit the Pause Button

Spending money triggers the brain to release endorphins and dopamine, and while that feels good, it also clouds our judgment! As a natural spender myself, buying things brings *meso much* joy that pressing pause has saved me some serious money over the years.

You get to decide the mechanics of your own pause button. For example, purchases over \$500 might need the input of your business coach or accountability buddy before you can complete the transaction. Or perhaps you need to develop a "sleep on it" habit where you wait 24 hours and see if it still makes sense.

Depending upon how you process information, waiting to make the purchase allows you the time and space to process the decision in several ways, including **somatically** (where you get into your body and out of your head), **consciously** (where you consider the facts instead of the emotions), and **financially** (where you consider what expenses need to be adjusted and/or what additional revenue you need to bring in and how).

### Consider the Ripple Effect

When you say "Yes" to a purchase, you also say Yes to others. *And* you're saying "No" to things you've said Yes to in the past



Let's say you bought an apple. Will you eat it now, or does it need to be stored somewhere? Will it go on the counter or in the fridge? What needs to be moved or thrown away to make space for it? What if, instead of buying a piece of fruit, you hired a new team member? They need training, access to tools, and access to you. Do you have the capacity for this right now? If not, what adjustments do you need to make to accommodate that new hire and everything they need to be successful?

What about that exciting new group coaching program that promises to get you through a major challenge? Can you commit to all the sessions? Do you have space and time to implement what you learn, or are you rolling straight in from a different program without fully integrating all the material?

Who else is impacted by your decision? Who uses what you've just bought? If it's a team member and they can't be convinced of its usefulness, even though it's a total game-changer for the business, will you find a new hire who will champion its cause? This happens more frequently than you might think!

### **Pick Your Payment Method**

You can draw from three sources: your operating expense or checking account, your savings account, or some kind of financing — a credit card, a line of credit, or a straight-up loan. In today's cashless society, we're disconnected from our spending. Would your decision change if making this purchase required going into the bank to withdraw the cash?

My personal philosophy is "Debt is not a four-letter word." There's nothing wrong with creating it, as long as you also make a plan to repay it that includes an amount and a schedule.

### **Wait One More Day and Split the Truck**

The "One More Day" and "Split the Truck" techniques are both things I learned from *Profit First* by Mike Michalowicz.

"One More Day" is a close cousin to the Pause Button. Even if you've made the informed choice to follow through on the purchase, it's still worth asking yourself, "*Do I need it right now, or can I wait one more day?*"

I never say "no" to my clients when they have an energetic yes to a purchase. I'm not the boss of their money, and their intuitive "hit" on a business decision is not to be ignored. Rather, when you consider the urgency of the transaction, it's easier to craft a plan for how money will support the purchase.





“Splitting the Truck,” on the other hand, encourages you to get creative in finding solutions using some of the resources you already have instead of buying an all-new shiny bauble.

In *Profit First*, the business owner needed a second type of truck to deliver their orders — one that required a completely different configuration from their existing truck. That meant doubling a lot of their expenses, including gas, insurance, and another driver. Instead, they found a way to reconfigure one side of it. Thus the saying split the truck!

Let’s say you want to update your website. Is it more important to do the back-end SEO for better search opportunities, or do you need better functionality on the site itself? Sure, a new fresh re-do always feels great, but will that capture more leads? If you spend a little on search engine optimization and improve your Google rankings, your website will get more traffic and, ideally, close more sales.

### **Measure the Success**

Money is your most important team member, so it needs a performance evaluation! How will you know that this purchase made your life or business better? Consider things such as ease of use, time or money saved, or simply the level of joy it brings you. (A perfectly acceptable business case in my eyes!)

### **Next Steps**

Look at your current process for saying yes to spending. Would creating a pause and asking more questions allow money to support your life fully?

Click anywhere on the next page to be taken to [www.moneyactiontips.com](http://www.moneyactiontips.com). From there, you can schedule a complimentary 30-minute conversation.

Profit with Connie

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# Leaders Developing Leaders



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.

*"A sign of a good leader is not how many followers you have but how many leaders you create."*

- Mahatma Gandhi

For most of my life I've been in some position of leadership. Usually this was in school organizations or in church during my younger years and as I became an adult, I found myself leading in my company and my business. I loved being on the forefront and driving results! But the real turning point in my fulfillment as a leader happened when I started developing other leaders around me. There's nothing more gratifying than watching someone you have mentored step into their own greatness and lead others in ways they never thought possible.

Great leaders always begin with the end in mind. Great leaders want to make a difference, create an impact, and more importantly leave a legacy. You can create incredible things as a leader – change policy, create sales, drive a movement – but if you don't raise up the next generation of leaders in whatever your area of expertise is, then your impact dies with you. The biggest difference you can make in this world is to be able to develop someone who can carry your torch long after you are gone and carry it even better than you ever did!

In this article, we are going to tie together the topics of the first three leadership articles of the year. Developing leaders is the pinnacle skill of the greatest leaders of all time. Mastery of this skill will incorporate mastery of the three other skills we distinguished this year – Self Leadership (Q1 2022), Boundaries (Q2 2022), and Communication (Q3 2022). If you haven't read these articles or completed the exercises in them, RUN and do them asap! Without these foundational skills, it will be challenging to attempt to raise up other leaders.





In order to make the biggest impact with your already limited time, investing time with the right people rather than spending time with the wrong people will be critical. A lot of leaders make the mistake of trying to raise up a person who is a results producer but lacks the main components of being a great mentee and future leader – a hunger to grow and a coachable spirit. Time is a commodity that is either invested with a return or spent with nothing to show for it. Invest your time in the people who will take your time and knowledge, apply it, and create a return that will produce a ripple effect for generations to come.

Your job is not to have the people you mentor become another version of you. Your job as a leader developer is to bring out their greatness and have them become the best version of them! Your first mission is to help them distinguish their own Core Values. This will give you a baseline of what's most important to them and what they are truly passionate about. This is foundational in creating their own identity as a person and as a leader.

You can use the Core Values exercise listed here:

<https://www.richardandmary.com/corevalues>



Once you have helped them distinguish their Core Values, your responsibility as a great mentor is to keep your eyes open and help identify any blind spots they might have. You have to be a great observer to see where you can help them grow. Two critical areas you can examine on a consistent basis to help someone develop is boundaries and communication.

These areas are often difficult for someone to recognize shortcomings in themselves but much easier for a trusted mentor with a different vantage point to identify areas of growth. Read back through those two articles (Q2 and Q3 2022) to familiarize yourself with them. Examine them through the lens of a coach or mentor for your mentees rather than for yourself. Hopefully by now, you have developed a greater mastery in those areas for yourself. The goal is to transfer areas of mastery to the next level of leadership.

I work in a field that spans multiple generations. What I have found is the mode of communicating varies from generation to generation. What is acceptable for one generation may not be acceptable for another. This generation of young adults has grown up being constantly bombarded by information 24/7 by a plethora of sources. Because of this constant barrage of content, one of their greatest challenges is having appropriate boundaries and developing healthy communication skills. They have grown up with social media that is intrusive where boundaries are blurred and people of influence speak and post with little to no filter. They have been modeled how NOT to lead effectively and many have confused influence with leadership. In this hustle and bustle culture we currently live in, one of your greatest tasks will be to slow down your mentees to be less reactive and more proactive – to live a life by design rather than living a life by default. This includes LEADING by design and not by default.

Your job is to challenge them to stretch beyond where they normally stop and beyond their comfort zone. Empower them by creating an atmosphere that allows them to step into something bigger for themselves and their life. You do this by speaking life into them and creating a vision for who you see them as in the future not who they have been in the past. And often you have to remind them that even though the distance between where they are and where they want to be is so far, it's usually much closer than the distance between where they are and where they came from.

*Investing in tomorrow's leaders will be your greatest impact and greatest legacy so invest wisely and expect a great harvest!*

**DO YOU HAVE A**  
*Hunger* FOR  
GROWTH & DEVELOPMENT

*Desire* FOR  
IRON SHARPENING IRON  
RELATIONSHIPS

**JOIN US!**



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

**MARY AMOEDO**

LEADERSHIP MENTOR  
M3 MAGAZINE LEADERSHIP EXPERT

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

AUTHOR UNKNOWN

  @MARYAMOEDO





# Be a Better Boss: The Parking Ticket Paradox

Superman can write more parking tickets, faster, than anyone on the planet.

But that's not a good use of a superhero.

One of the strange things about becoming a manager is that the thing that gets you the job—your ability to get a lot of stuff done, quickly becomes the reason you stink as a manager.

This is the Parking Ticket Paradox. Superman's job is law enforcement. And parking tickets are part of law enforcement.

Getting a lot of stuff done is a big deal. It's what gets you praise. It's what earns you promotions. It is part of your job as a manager to make sure stuff gets done. And there is SO MUCH to do. But management is not about what you can get done. Management is about what you can get done through other people. It is a fundamentally different job. The pivot can be tough for several reasons.

First, it is HARD to see important things not get done. Effective leaders are disciplined about doing the work that matters most. But that doesn't mean it won't hurt to not do the rest of it. It's usually feels wrong to ignore unfinished projects while you work on planning or developing people. Plus, you're in the habit of getting things done. It might even be a core part of your identity.

So, leaving things unfinished, failing to hit a deadline and focusing elsewhere might be really uncomfortable. Know that developing new habits takes time and be willing to work through the discomfort.



*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.



Second, you probably have unrealistic expectations. (These are also known as high standards.) It isn't easy to see your people fail, to miss deadlines, or see mistakes getting made. You are probably better and faster at most things. But that doesn't mean other people can't do them well. Set clear expectations. Train your people.

Provide support and accountability and don't get lost in how they produce results. If you're paying too much attention to unimportant work, you're not paying enough attention to the work only you can do.

Third, the people around you are likely trained to be part of the problem. At some level they like having you pitch in, solve problems, provide answers. When you're doing all that, you're making their work easier. They will line up at your door and fill your inbox with problems you will feel good solving. You may worry about being seen as, or being arrogant for not pitching in. Get the priorities straight, develop your people, and practice saying no. Practice asking them for their solutions and putting the responsibility back on them.

To be a good manager, you have to overcome old patterns and build new habits. To help you, here are four smart shifts to make both mentally, and in practice. You want to shift focus away from doing ALL THE WORK, and toward:

1. Doing the RIGHT Work...PRIORITIZE: When you're focused on how much stuff there is to do, it's easy to put all your attention on getting as much of it done as you can. Prioritization, the simple act of making a list and deciding what goes on top, forces you to see things in context. It makes you decide what matters most and makes it easier to focus on that.
2. Doing the Work ONLY YOU Can Do...PLANNING: When you lead a team, part of your job is to do the big picture thinking. You may or may not be in charge of deciding what your goals are. But the plan, which resources you'll use, who and how the work will get done, is your responsibility. If you're too busy fighting fires or helping your people do their jobs, the planning won't get done. Which leads to more fires and more work.
3. Doing the BIG PICTURE Work...BUILDING PROCESSES & TOOLS: Managers have to worry about getting the day-to-day work done. But good managers also focus on the big picture. They think about how that day-to-day work gets done. They build and refine their processes for doing the work, making decisions, and moving information. They find or invent better tools to make doing the work easier, faster, and to improve quality.





4. Doing the FUTURE Work...DEVELOP YOUR PEOPLE: Developing your people means training them, helping them develop and practice new skills, building their confidence, improving their mindset, and helping them think more strategically. It takes time to develop people. It takes consistency. It takes feedback and practice. Your job is not to just manage the people you get, it's to develop them into the people they can become.

If you feel like you don't have enough time for any of this, you're not alone. Management is not an easy job.

There is an old saying in the military that wars are won in the general's tent. It means that the strategy and thinking that go into a battle determine success. Hopefully your work doesn't feel like a war. But the principal still applies. If you're the boss, you have work that belongs only to the person in your chair. All the work is important. A lot of it is urgent. But if you're in the tent, it's your job to do the general's work. And if you're not spending enough time prioritizing, planning, building processes and tools, and developing your people, who will?

*"Wars are won in the general's tent."*

-Military Saying



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*Alecia Huck*

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# An intimate chat with our publisher...

*patty farmer*



**What does success mean to you?** To me, success means I get to live my life by design. To have the freedom to do the things that bring me joy and feed my soul. And to help others to do the same. I believe the secret to my success is that I'm crystal clear on my why, my goals and my dreams, and I am very intentional about everything I do and that it brings me closer to them, not further away. I understand that my inbox and voicemail is everyone else's agenda for me, and I fiercely protect my time, energy, and resources.

**What is your why that keeps you doing what you do?** My mission is to empower 100,000 women to own, speak & live their truth in a way that frees them from the past and allows them to experience the greatest joy while taking bold and fearless action to design the life(style) and business they want and deserve.

**What was your ah-ha moment that inspired you to become an entrepreneur?** My ah-ha moment was when I had been working as a department manager at a casino in Las Vegas and one day we were told we were going to have to start asking for permission to go to the restroom. In that moment, I made the decision to turn in my two weeks' notice and to become my own boss. To this day, I have over my desk a plaque that reads "I will never ask to go the restroom again." It was a moment that changed the trajectory of my life and business.

**We all have titles, but what are your superpowers?** My superpowers are that I am an Idea Generator, a People Connector, a Relationship Builder, and a Revenue Multiplier. But with that said, my motto is "Lead with contribution, and compensation will follow" so building relationships is the currency I choose to focus on in today's business environment. Having a "Serve Not Sell" mindset and remembering "People Over Profits" will result in a successful, joyful, and balanced business and life.

**What are your strongest traits as a leader?** Integrity, gratitude, empathy, and respect for others, and being a good communicator.

**Can you give us a snapshot of your brand?** I specialize in marketing and media for women who consider themselves rebels and mavericks—women who are not afraid to think outside the box but are ready to kick the box to the curb. I work with my clients to design the lifestyle they want to live and build a business that supports that lifestyle, not the other way around. My clients are decision-makers, action-takers and rule-breakers ready to disrupt the marketplace and do it in a way that aligns with their vision & beliefs AND feeds their soul.

**Can you tell us more about who you love to work with and the transformation you help them with?** I love to serve & support **women** who are established service-based entrepreneurs, small business owners, coaches, and speakers to **identify** their expertise, **define** their *target buyers*, **communicate** effectively to **attract, and convert** their ideal clients, **package** their knowledge into products and services, and **position** them in the marketplace to maximize revenue and make their marketing **profitable... not painful**. And to help them make a big impact in the world and bigger deposits in their bank account. But it is not just about making a dollar, it is also about first making a difference.

**What is the best business advice you ever received?** When I made the decision to become a speaker, I believed that I needed to be more eloquent—to wear what I call, “soap opera dresses” and to make pregnant pauses and then 3 points etc. For the first 18 months I literally was physically sick before every talk I gave. A friend and speaker coach told me the secret is to speak to audiences that wanted and needed to hear it the way I shared it. That was a game-changer for me and my speaking career.





**How do you stay connected with other entrepreneurs in business?** I am very intentional about connection and surrounding myself with other like-minded thought-leaders, global influencers, and industry experts in the global marketplace. I am a member of several organizations that serve, support, and align with people I want to have in my life and business. I also serve on the board of a few national organizations that support what I am most passionate about which includes women, children, animals, and our vets.

**What's the best compliment you have ever received?** The best is one I receive often. When people meet me in person, they tell me I am exactly what they thought or hoped I would be. That means everything. They initially came into my world after hearing me speak live or through my Marketing, Media, & Money Podcast or this Magazine or they follow me on social media. Maybe it was from an introduction. Either way, to them, I am the same person in real life. It is very important to me to be authentic, especially in the marketing and media industry.

**What books do you recommend to business owners?** I read 2-3 books a week, so this is difficult to narrow down but the 5 books that most impacted my life and business are:

- The 5 AM Club by Robin Sharma
- Miracle Morning by Hal Elrod
- The Greatest Miracle by Og Mandino
- Tribes: We Need You to Lead Us by Seth Godin
- The Perfect Close: The Secret to Closing Sales by James M. Muir

And of course the Bible.

**What would your advice be to a new business owner and/or entrepreneur?** I have so much to share here. The best advice I would give is:

- Make sure you are clear on who your *target buyers* vs target market is.
- Determine your strengths and what are not because this is where the biggest area for collaborative opportunities that will get you to the marketplace faster are.
- Outsource the tasks you do not need to be doing yourself as soon as possible.
- DIY effort produces DIY results. If you want expert results, hire an expert. And the first hire should be a Business Coach.
- And lastly, remember that you cannot ask someone to invest in you, IF you are not willing to invest in you. Investing in you and your business will be the greatest R.O.I. in your business.

### **Who and what**

**inspires you?** I am inspired daily by my children and their passion for life, by my husband who continually helps me see the big picture, but also the daily small things that matter most. I am also inspired by my best friend, Karen, whose perspective and insights keep me grounded and balanced and by Team Epic, a small group of trusted advisors I respect and admire.



**How are you mentoring others?** I have a special place in my heart for women who have a deep desire to become an entrepreneur. I have both a scholarship and a mentoring program in place, where I feel I'm blessed to be able to serve them and get them started with a strong business foundation. I believe God gives you gifts; he didn't just give them to us to sell, but also to serve.

**What do you love most about your business TODAY?** I love so many things about my business but the two that stand out the most are:

1. I love being able to combine business with the lifestyle I love by being able to travel the world as a speaker and get paid for it.
2. Being able to choose clients that bring me joy and that are making a difference in the world. I am not in the information business; Google is. I am in the transformation business, both for myself, my clients, and their clients too. It is hard to be the light of the world when you are still trying to keep the lights on so as soon as you are able to scale and sustain a business that allows you to do both is when you can start working on the legacy you want to leave and why you got into business in the first place. I love helping my clients achieve both.




**What's next for you?** I'm in the process of working on a concept for hosting a TV show and creating our in-house video and recording studio. I am excited about launching my new mastermind specifically for coaches in the first quarter 2023. My three-year growth plan is to triple the size of our team, grow our revenue tenfold, expand my event division internationally, and open a book publishing division next year.

**On a personal note, tell us a little about you.** I am blessed every day to be married to my best friend. He is the love of my life, my hero, my cheerleader, and the world's greatest dad. He is the man who listens and supports me when I have "another" idea, holds me when they don't always work out, wipes away my tears and makes me laugh like no one else can. He is still the man who makes my heart flutter when he looks at me across the room. He hands down is the man I would die for.

Together, we have raised six daughters, each of whom are my heart, who inspire me daily and who I love more than I can say. I believe that raising our daughters is the inspiration (and fortitude) that led to my passion and purpose of working with women and teaching them to empower themselves, own their voice, trust their gut, and believe in their heart that they can achieve anything they are willing to work for. We also have two rescue puppies. I am not sure to this day who rescued who and I cannot imagine my life without them.

**How do you prioritize your health, family, and career?** I prioritize my life by the "5 Fives" — Faith, Family, Friends, Fitness and Finances. The order except for the first one can change at any moment.

**How do you like to spend your down time?** By refilling my cup. For example, I no longer see clients on Friday, but instead spend that time getting a massage, going to lunch, shopping with my girlfriends, or getting my nails done. I also love reading a book with my puppy in my lap. I call this "Patty Time." I also love spending family time on the weekends. I am fully present with my family and able to enjoy our time doing things we love to do together without thinking of things I need or want to do for myself.

**What is a celebration without gifts???** The Marketing, Media, & Money Magazine is a gift from my heart so to celebrate our 5 year anniversary I would like to GIVE you our brand new e-Book **"52 Weeks of Marketing, Media, & Money Tips"** (no opt-in required) as a GIFT for being one of our loyal readers and subscribers. My wish is that you will go through the e-Book and choose ONE tip per week and implement it in your business. I believe your business will thank you.  **Click [HERE](#) for your free eBook.**

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# 3 Words Missing From Your Presentations

by Catherine Mattiske

Presentations, regardless of whether they are referred to as PowerPoints, slide decks, or keynotes by your corporation, are the language of business. They are the principal means by which we transmit information from top to bottom within our firms, and from inside our organizations to the world outside our industries. And if we're being really candid, a lot of people don't really pay attention to them at all. We have been present for so many, week after week, that seeing them has become something like breathing: You don't notice them until something about the environment seems different. What can speakers do differently to guarantee that their speeches are truly remembered by their audiences rather than just being endured by them?

For many speakers, a presentation simply focuses on the **WHAT**: the specific information that needs to be collected, organized and distributed. This results in slide after slide of either wall-to-wall text (not recommended!) or bullet-pointed lists. And even if they use the latter, and even if every word of every bullet point on every slide may be necessary and important — who's truly paying attention to all of that detail? Many speakers know to add in the **WHY** — which is super effective to build an "aha" rapport with the audience and to hook them in, especially in a common, recognizable connection.

However, an effective presentation must also be about the **WHO**: *What sort of people are going to receive this information, and what is the most effective way to communicate to this specific group?* And, most importantly, let's not forget the **HOW**, which speakers and presenters often leave out. In these cases, they fail to answer some basic questions: "How does it work? How do I use this? How can I start putting this into action?" Ensuring that you include **HOW** content within the presentation will help people to see the roadmap towards action.

Having said all of this, some magic can be used from the very beginning that will assist in weaving this all together to produce more successful, engaging, effective, and exciting presentations. Long before you start to worry about the actual material that will be going on any slides, there are three key inclusions that you need to think about and develop.



**1. Empathy.** Empathy is the capacity to understand what another person is experiencing, to put oneself in their shoes, and to see the world through their eyes. A presenter's own style is natural, but a genuinely outstanding speaker can empathize with each new audience and modify the flow of information most efficiently for them. Consider the different teams in attendance and what they may be looking for to satisfy their respective concerns and actions

**2. Process.** Each person has what I call one of the four Processing Powers, which is their default setting for organizing and acting on the information they encounter. Some want to *Connect* new information to the big picture. Some want very granular data and *Detail*. Some want immediate opportunities to *Construct* solutions and get in and try out new things. And some want to experiment, brainstorm, and *Invent* possibilities. The more you balance your presentation across all four Processing Powers, the more audience members you'll engage.



**3. Archetype.** As a result of how people take in and process information, each person has a communication Archetype. "Narrators" prefer to learn in story form and need to feel a connection to the message. "Futurists" want to see visuals and diagrams. "Masons" want a chance to physically get their hands on whatever is being discussed. There are nine more Archetypes, each of which is discussed at [thegeniusquotient.com](https://thegeniusquotient.com).

One of the key findings of our research into Archetypes at Inner Genius is that most of us unconsciously present based on how we want to be taught, and that our presentations reflect that bias. This energizes the portion of the audience who share our same learning preference but will likely cause the rest to tune out.

But what happens when a speaker is presenting their message to a vast group or when they are unaware of the Archetype(s) that make up their audience? The good news is that one can learn via Inner Genius how to balance one's communication in such a way that every Archetype is addressed, nobody feels left out, and everyone is left feeling engaged, influenced, and motivated.

And, by developing an empathetic mindset that intentionally considers the Processing Powers and Archetypes that will be present in each audience, your presentations will go from informational and organizational to **relational and inspirational**. Your audiences will notice the difference and are likely to become more engaged during the presentation — even if they can't quite understand what sets your content and delivery apart!

The power of including and using **Empathy, Process, and Archetype** in your presentations will reverberate even in post-presentation dialogue and action steps, unlocking enhanced connection and communication for the business outcomes that we all want.



**Catherine Mattiske** is the founder of TPC — The Performance Company, a training and consulting organization that has worked with Fortune 100 companies around the world. The author of more than 30 books, her latest is "Unlock Inner Genius: Power Your Path to Extraordinary Success" (September 2021). Learn more at [thegeniusquotient.com](https://thegeniusquotient.com).

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# Money Tip

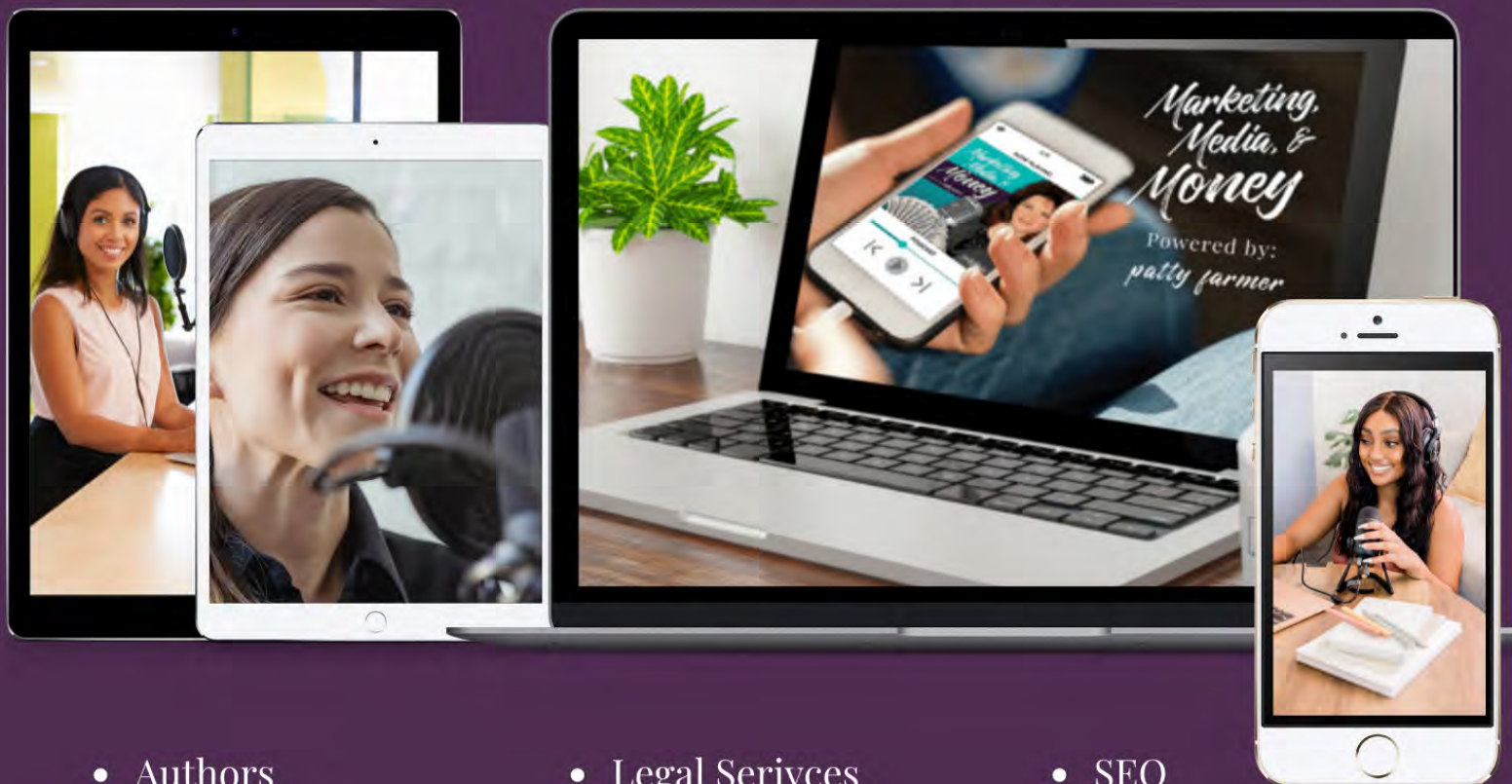


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*- patty farmer*



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