

Marketing Media & Money



1st Q. 2023

*The Art of
the Ethical
Enrollment*

*Better Together:
Combining the
Power of Sales
and Marketing*

**The Year of
Intuition**

**How Live
Events Can
Help You
Generate
More
Revenue
Quickly**

**The Fortune (and
Fun) is in the Heart
Centered Follow-Up**

**LEADERship =
LEADers Who LEAD!**

**7 Tips to Unlocking
Extraordinary
Opportunities
Through Business
Networking**

Up Close and Personal with...

Nathalie Gregg

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

Let me start by saying Happy New Year! I am very excited about 2023 and this year I asked our NEW columnists to focus on ideas and strategies to help you get clarity on what you need to take action on to make this year, your best year ever.



My vision has always been to be a resource to help you grow and scale your business, to share what is working NOW by leading industry experts and influencers, to develop a community of collaboration and to invite you to step into your potential and to see what is possible.

With that in mind, here at the Marketing, Media, & Money headquarters we have 8 global influencers and industry experts (including myself) who will be columnists this year with a defined focus and collaborative vision. I will also be personally inviting 2-3 new guest authors who will write for a single issue on a topic I believe you need to know about and implement in your business. Make sure to check out the “Meet the Columnists” page where we also list their area of expertise so you know what you can be excited about and what you will learn from them in the coming year. Make sure to join us in the Marketing, Media, & Money Magazine, Podcast & Events Facebook Group to connect and start the conversation with our sponsor, our columnists, our guest authors and if you are new to us, I would love to connect with you personally.

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

- 7 Tips to Unlocking Extraordinary Opportunities Through Business Networking
- The Fortune (and Fun) is in the Heart Centered Follow-Up
- Better Together: Combining the Power of Sales and Marketing
- How Live Events Can Help You Generate More Revenue Quickly
- The Art of Ethical Enrollment
- Budget & Prosper: Get on the Right Track with Your Business Finances
- A Well Curated Calendar is a Girl's Best Friend
- LEADERShip = LEADers who LEAD
- Reflect, Review and Renew
- The Year of Intuition

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

I would love to hear from you and have you share with me your vision for 2023 and how I may be able to serve & support you. Please feel free to reach out, my inbox is always open.

-patty

patty “Marketing & Media” farmer
Publisher & Editor in Chief, Marketing, Media & Money Magazine



Is your marketing *profitable* or painful??



Marketing, Media & Money Biz Quiz

- Would you like to discover a breakthrough in your business?
- Are you sick of trying strategy after strategy from "gurus" yet still not seeing results?
- Would you like a simple answer to the question "Where should I focus my time and energy to attract highly-qualified, ideal clients?"

If so, click on the link below to take this quick Marketing, Media & Money Biz Quiz.

We've designed it to:

Assess your systems for bringing new prospects and clients into your business

Help you see exactly where you're "on target" and where you need to make changes

Provide you with some "next steps" to create that breakthrough in your business.

Once you take the assessment, check your inbox right away. Not only will you receive your resulting score, you'll also get some important "next steps" based on where you are in your business today.

My personal promise to you is that you will come away from this experience feeling clear, inspired, and ready to take powerful action to grow your business and reach your goals.

Take the Quiz
Now



plug in. power up. get paid.





Table of Contents

Letter From the Editor, Patty Farmer.....	2
Take the Marketing, Media & Money Biz Quiz.....	3
Table of Contents.....	4-5
Connect With the 2023 Columnists.....	6-7
Better Together: Combining the Power of Sales and Marketing.....	8-10
Resource to Share With Your Connections - Free Subscription.....	11
7 Tips to Unlocking Extraordinary Opportunities Through Business Networking.....	12-14
Marketing Tip.....	17
A Well Curated Calendar is a Girl's Best Friend.....	18-20
LEADERShip = LEADers Who Lead.....	22-24
Apply to be a Guest on the Marketing, Media & Money Podcast.....	26
Media Tip.....	27
Reflect, Review and Renew.....	28-30
The Fortune (and Fun) is in the Heart Centered Follow-Up.....	32-34
How Live Events Can Help You Generate More Revenue.....	36-38
Budget & Prosper: Get on the Right Track With Your Business Finances.....	40-42
Up Close and Personal With Nathalie Gregg.....	44-47
Money Tip.....	48
Words From Our Sponsor, Tonya Gossage.....	49
The Art of Ethical Enrollment.....	50-52
Join the Marketing, Media & Money Facebook Group.....	53
The Year of Intuition.....	54-55
Join the Marketing, Media & Money Mastermind for Coaches.....	56
Congratulations to Our Publisher, patty farmer!.....	57

Tonya Gossage

Gossage Performance Consulting

2023 Sponsor



2023 Columnists



Patty Farmer

Marketing & Media Expert
Publisher



Tonya Gossage

Communication & Systems Expert



Theresa Ream

Business Expert



Cathy Compton

Leadership & Team Expert

**Follow our columnists on social media.
Reach out to them and introduce yourself.**

Our experts are looking forward to connecting with you!



Lori Hanson

Mindset Expert



Debbie Hoffman

Follow-Up Expert



Linda Cain

Event Expert



Krista Beavers

Strategic Accounting Expert



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.



Better Together: Combining the Power of Sales and Marketing

Are you an entrepreneur who feels like your sales and marketing efforts are never quite aligned? If so, you're not alone. In fact, according to a recent study, 84% of businesses feel that their sales and marketing teams are not properly aligned.

But here's the good news: aligning your sales and marketing teams doesn't have to be difficult or time-consuming. By following a few simple steps, you can start seeing results almost immediately. So, if you're ready to take your business to the next level, read on!

Sales and Marketing are Essential to a Successful

Business As entrepreneurs, coaches, and small business owners know, it's impossible to succeed without sales and marketing. While the products or services you offer may be top-notch, if nobody knows about them then your hard work won't pay off. Investing in sales & marketing strategies or even hiring a coach to help you is essential to success, without it, entrepreneurs may struggle to keep their businesses profitable. There are plenty of resources available to help entrepreneurs develop effective tactics for sales and marketing that can drive results for their businesses. It's clear that these two components should always be considered when entrepreneurs are looking to get ahead of the competition.

How Sales & Marketing Combined Together Maximize

R.O.I. Finding an effective sales and marketing strategy is key and when used in conjunction with one another, the potential outcomes are unlimited. Collaboratively, sales and marketing can build more thorough client understanding that helps to create a tailored experience for each ideal client. By knowing exactly who you are speaking to and addressing their specific needs, entrepreneurs can get their message across more efficiently while also gaining trust. Moreover, constructing targeted campaigns as opposed to generalized messages will create higher converting rates than ever before.

Here are a few ways you can incorporate sales and marketing together:

1. Identify the core marketing and sales goals for your business and set them as benchmarks for success.
2. Unify marketing and sales strategies to ensure that both are working towards common objectives.
3. Incorporate sales tools into your strategy, such as CRM systems or lead-scoring automation tools.
4. Leverage customer data to understand the behavior of your target audience and better align marketing activities with the needs of potential clients.
5. Use A/B testing to measure the performance of campaigns among different audiences until you find what works best for each niche segment.
6. Foster communication between sales and marketing teams so they work together in building successful campaigns that bring you a higher R.O.I
7. Make sure that all your messages are powerful, relevant, and engaging so that potential clients/customers will be drawn to your product or services instead of competitors'.
8. Incorporate calls-to-action throughout all channels - from emails, social media, website copy, etc. to make it easier for potential customers to take action without hesitation when buying from you.
9. Develop an automated system which can track user activity across different platforms to identify opportunities for upsells or cross-sells throughout the customer's journey with your brand.

Make the Most of Both Communication and Collaboration

Understanding the crucial importance of communication and collaboration between themselves, their clients, customers, and partners will help bridge the gap and open a world of possibilities benefiting both the sales and marketing departments in meaningful ways. By developing communication protocols, setting shared goals, as well as introducing transparency into the process of decision-making, entrepreneurs can help facilitate better communication between their departments and make the most out of their resources. In addition, investing in new technologies or methods to streamline communication can help ensure that everyone is on the same page about what needs to be done. When communication and collaboration align together effectively, it becomes a powerful tool that can take any entrepreneurs venture to the next level.

"How do you get the maximum ROI in your business?"

Invest in yourself. ~ patty farmer



*"Your journey to
business
success begins
at the
intersection of
your idea and
taking action."
~ patty farmer*

Combining Sales and Marketing to Increase Client Relationships

For entrepreneurs seeking to maximize their Return on Investment (ROI), it pays to combine sales and marketing efforts. By working hand in hand, these two essential functions multiply their efforts, leading to an improved customer experience that drives more revenue while cultivating better relationships with clients. Such joint initiatives provide an opportunity to offer packages of services at competitively priced bundles that are easily tailored to meet every client's needs.

Sales and Marketing Complement NOT Compete With Each Other

As entrepreneurs, when we combine sales with marketing, they work together to create powerful strategies that disrupt the marketplace. Contrary to popular opinion, these two methods are not exclusive of each other but function best when leveraged together. This synergy promotes client/customer centricity, strengthens the brand identity with a unified message and provides a consistent buying experience for both clients and customers. When entrepreneurs join forces between sales and marketing, they unlock true potential for their businesses to succeed.

As you can see, there are many advantages to integrating sales and marketing within your business. When both areas work together towards common goals, it results in a more efficient use of resources and improved overall performance. If you're not already working closely with your company's sales and marketing team, or if you are a solopreneur and wearing all the hats now is the time to start! By doing so, you'll be able to take advantage of all the benefits that come from having a cohesive sales and marketing strategy.

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



Marketing Media & Money
5 Year Anniversary Issue
4th Q.

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

Marketing Media & Money 1st Q. 2019
7 Questions to Ask Yourself Before Sponsoring an Event
How Life Coaching Helps You Live Your Dream
Five Business Aspects You Know You're Missing
Employee or Contractor? Which is Best? Have You Built This?

Marketing Media & Money 1st Q. 2021
5 Marketing Trends You Can't Afford to Ignore
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?

Marketing Media & Money 1st Q. 2022
3 Reasons Paid Ads Fail to Get Results
Sponsorship: Is it a Thing?

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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

Marketing Media & Money 2nd Q. 2019
5 Reasons to Say "Yes" to Becoming a Speaker
How to Build Business Influence
IS SU...
How to...
The 3 P's of Profitability: Passion, Purpose & Perseverance
Truth About the 4 Biggest Book Writing Myths
How to Speed Up Your Customer Relationship
Meet Phil Gerbyshak... from a Town of 966 to a Network of 2...

Marketing Media & Money 1st Q. 2020
Live Events As a Business Strategy
Mindset Hacks Guaranteed to Get You More Business
The 3 P's of Profitability: Passion, Purpose & Perseverance
Truth About the 4 Biggest Book Writing Myths
How to Speed Up Your Customer Relationship
Meet Ava Diamond... Leading from the Stage
Using Livestream Video to Turn Lunkers into Leads
Using Technology to Accelerate Growth

Thank you for sharing ❤️
MarketingMediaMoney.com

7 Tips to Unlocking Extraordinary Opportunities Through Business Networking



Communication & Systems Expert

Tonya Gossage is a Business Coach, Consultant & Trainer, Speaker, Podcast Host, Communication & Systems Expert, Master Networker & Relationship Builder. She has vast experience working with leaders across many business sectors including finance, insurance, real estate, fintech, startups & entrepreneurs, health & wellness, retail, marketing & social media. Her background as an Executive Vice President/Director of Retail Banking and Training in the banking sector for 34 years gives her hands-on insights to provide you with a roadmap to achieve your goals and dreams.



1. Define your goals.

Before you start networking, it is important to clearly understand what you want to achieve. Do you want to find new clients or partners? Do you want to learn about a specific topic or industry? Do you want to build your reputation or establish yourself as an expert? By setting specific and measurable goals, you'll be able to focus your efforts and make the most of your networking activities.

2. Identify the right connections.

Not all connections are created equal. To make the most of your business networking, you must be selective about who you invest your time and energy with. Look for people who can help you achieve your goals, have shared interests or values, or have a strong network of their own. Also, consider joining networking groups or organizations that align with your goals and target audience.

3. Build genuine relationships.

Business networking is not about taking advantage of, manipulating others, or going straight for the sale. It's about building authentic relationships based on mutual trust and respect. It's best to take the time to get to know people and genuinely listen to what they have to say. Find out what are their likes, dislikes, and interests regarding their hobbies, etc. You offer help and support when possible and be open to receiving it in return. Building genuine relationships will create a solid foundation for long-term success. I have learned that people become more relaxed and willing to engage in relationship-building when the event host plans icebreakers that encourage a comfortable environment for creating conversations.

4. Be proactive and follow up.

Business networking is not a one-time event. It requires ongoing effort and engagement. After meeting someone new, follow up with a personalized message, email, or text message to stay in touch. Offer to connect on social media or invite them for coffee or lunch. Being proactive and following up will keep the conversation going and strengthen your relationship.

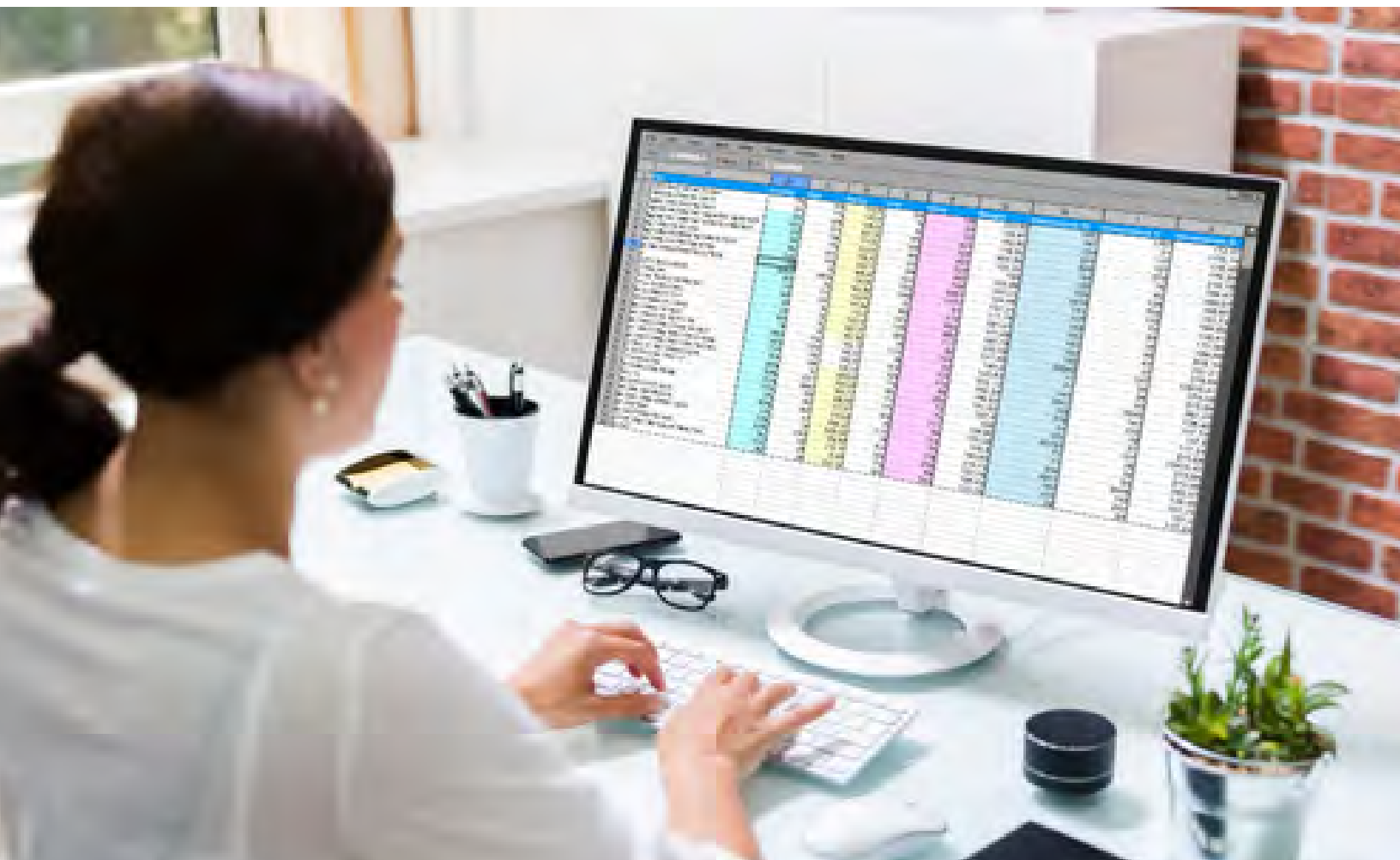
5. Give before you receive.

Business networking is not a transaction where you only give value when you expect something in return. Instead, focus on adding value to others and helping them achieve their goals. You'll create a positive reputation by being generous, helping others succeed, and building more robust, meaningful relationships. By cultivating a referral culture, you set the stage for mutual success. One way to set the stage is to ask individuals in your network who you could introduce them to that would benefit them. As your connections follow suit and start referring business to you, both parties can realize considerable returns in increased revenue streams.

6. Stay engaged and consistent.

To truly unlock the full potential of business networking, you must consistently and regularly engage with your connections. Attend events, participate in online groups or forums, and offer help and support. By staying engaged and consistent, you'll keep your relationships strong and top of mind and more likely to benefit from new opportunities.

With every meaningful connection you make, it's key to stay organized and up-to-date. A spreadsheet or CRM like Hubspot or Salesforce can be your best friend by allowing you to easily track contact activity as well as take notes on everyone in your network so that small details don't slip away with time. Soon enough, you'll have a robust database at your fingertips!



7. Hosting your own network events.

Hosting your own events can be the key to becoming an influential figure in business and making lifelong connections. Why not take advantage of all those online and in-person gatherings that have taught you, open some doors for yourself – get out there and create opportunities!

Business networking can be a powerful tool when you leverage the freedom to connect one to one. Following these tips and building genuine, mutually beneficial relationships can unlock extraordinary professional growth and success opportunities.

"Real relationships are built on mutual respect and understanding that come from taking the time to get to know another person." ~ Sheila Murphy

Rekindling the human connection between two individuals at any gathering is my goal, one where we truly understand each other and can access solutions to problems as if aided by an invisible hand. We are able to recall any name in our digital database that may hold a potential answer and bring unity through referrals and technology.

Ed Mylett talks about The Power of One. You could be that "one" that changes the life of someone you meet at a Networking group, Chamber of Commerce, BNI, Virtual Connect meeting, or a local Lunch n Learn. You could be the "one" who receives an introduction to your next big client who helps you expand your business exponentially. In contrast, this may seem far-fetched as our country is in recession; however, it's during these times when an entrepreneur's company grows. It's now when your services are needed most. I encourage you to step away from the virtual desk, attend some in-person events, create new relationships, and see what extraordinary opportunities you unlock in 2023.

If your business aligns with these tips and you want to learn more about how you can grow your business by connecting with more entrepreneurs in your industry, connect with me on the Alignable network at [ConnectWithTonyaOnAlignable](#).



Unlock the secrets to hosting a successful networking event with our expert tips – learn how to create a memorable and productive experience for your guests.

CLICK HERE



tonya gossage



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

Keep up with the trends and be on the lookout for technologies and opportunities to stand out from the crowd.

-patty farmer





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.



A Well Curated Calendar is a Girl's Best Friend

Let's face it, most of us know that to be successful in the new year requires planning, organizing, and prioritizing. This can be a daunting task that sometimes leaves us stuck, paralyzed or at best gives us a slow start out of the gate. What is the underlying reason for this? It's because we haven't set our intentions, considered a systematic plan, and set up a calendaring system that's easy to modify and shift direction when needed. To make this a little less complicated I have laid out some ideas for you to consider for 2023.

You can tell a great CEO by her calendar.

What are you drawn to, what do you dream of? How do you create it? By creating the person that accomplishes these kinds of dreams and goals. And that's what your calendar does for you. It creates a space to plan so you can build upon the person you are now; into the person you envision embodying your dreams. I am a big fan of Steven Covey's "The Seven Habits of Highly Effective People." One of my favorite habits is "Begin with the End in Mind." So, what does your year end look like. Make a quick list of what your desired year end accomplishments are.

It can include monetary goals, business growth, a bigger social media presence, higher level training, to name a few. To accomplish your vision, you can't do it by being the same person with the same mindset, because the same mindset will get you the same outcome you've gotten in past years. Upgrade your CEO mastery and your calendar will tell you what you need to do to create and elevate that mastery.

Two calendars are better than one.

I am a two-calendar girl. I keep one on my iPhone and one on my home office wall. Everything goes on my phone calendar, set reoccurring where applicable and my appointments have a purple heart heading them, so I know at first glance that I must be somewhere.

Also, I don't keep a to do list, I put all things to do on my phone calendar and move them if I don't get to them on the date they are calendared. If you want to complete "to do" items don't put them on a list, put them on your phone calendar.

My wall calendar is an "At a Glance" yearly dry erase that measures 48X32. The wall calendar does not have everything that's on my phone calendar on it. It doesn't have birthdays, doctors' appointments, and such. The wall calendar is a pliable tool that lets us see the flow of our life. I use it more for strategy and an overall view of time. This way you won't inadvertently jam too much together and create overwhelm. Now, this is how I make it pliable as I plan my year, I put the events, trainings, and programs that either I am hosting or attending on small sticky notes and attach to the dates on the wall calendar. If you are a coach, you can add some retreats and events you want to host and possible lead up events to fill the retreat. If something more important comes up then I have the flexibility to move things around on my calendar while being strategic with my time and looking at the big picture...my wall calendar.



Monetary goals need special attention.

Selling is Service. Know your numbers by analyzing them. Revenue equals lifestyle and gives you the ability to help your family, the community, and the world. Your projections are so important to know so you can calendar and plan revenue generating events and products.

First start with the calculations of what it takes to maintain your business in revenue. Now what are the expansions you want to add to your business and lifestyle and come up with the projected revenue to make these changes. Do you need more money for higher level coaches for a better trained you? Do you want to hire assistants or a website designer. You need to make the plan for more revenue streams. If you're a coach or business consultant, you need to plan what programs you will be offering and how many people you need to have attend. Get this down on paper or a spreadsheet and start to play with it. Remember, keep your calendar somewhat pliable and have fun.

It's very important to calendar a month end review of your financials and don't forget the importance of expenses and write off's and use them wisely. A good write off is as important as your revenue stream and can determine the course of your business.

Deadlines are king and communication is queen.

Make sure you incorporate deadlines into your calendar. A deadline is your finish line to greatness one important goal at a time. As you work out the tasks of your deadlines you can better delegate things that you should not be doing as the CEO of your company. Make deadlines the King and you will command your Court (team) in a well-organized manner.

Now, let's talk about communication. There are so many missed opportunities because we don't keep in contact with influencers and great customers that we worked so hard to establish relationships with. Call, video message and voice messages say you care and are more personalized. Let your audience and team know how much you appreciate them and how they impact your life. People should know that they matter. Make this a big part of your job as the CEO and I guarantee you will soar to the top.

As you go into 2023 your calendar can be the map of your life. Plan it out well and you will surely thrive in your business and life.

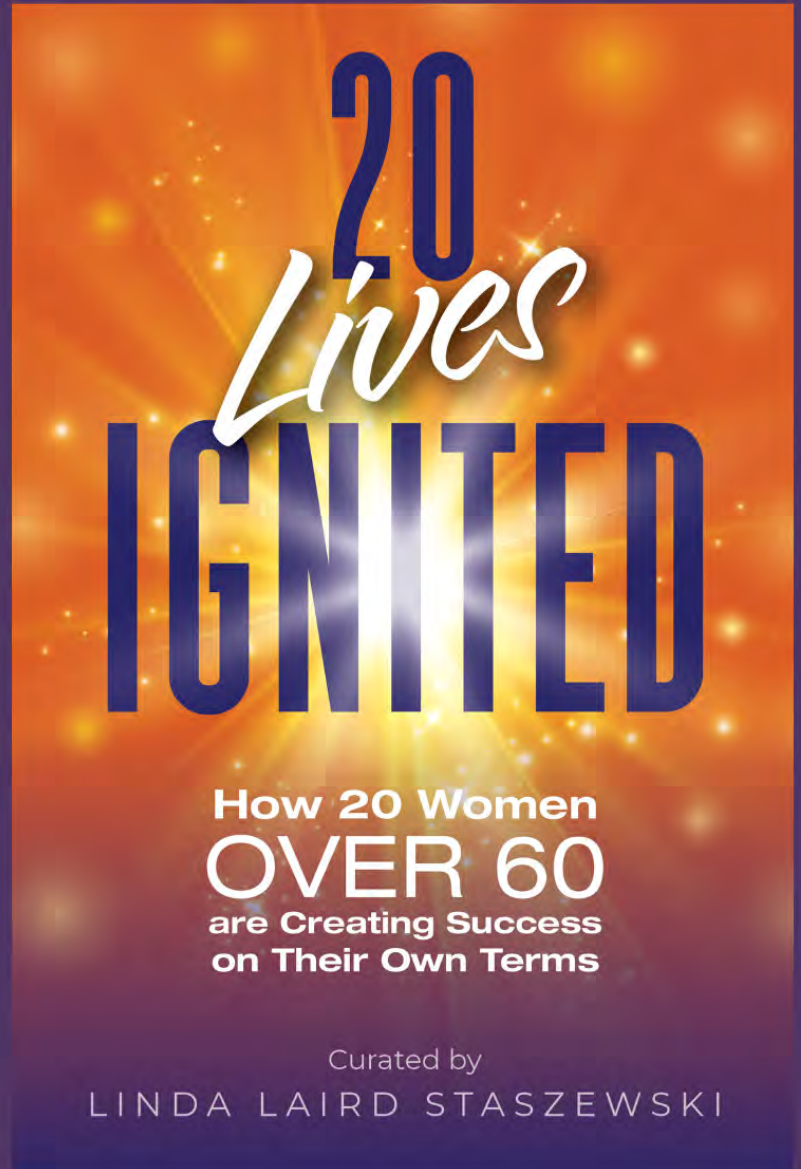
Why Buy the Book?

"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

LEADERship = LEADers Who Lead



Leadership & Team Expert

Cathy Compton truly is a coach of Champions. For 20+ years, Cathy has been coaching championship teams and empowering leaders. With an extensive background in coaching world class athletes, Cathy has coached and/or consulted top level CEO's, Corporate Executives, Olympic Athletes, Business Owners, Major League Baseball, and elite professionals who are committed to peak performance. Cathy ranks as one of the most successful college coaches in NCAA Softball and is a member of 2 college Halls of Fame. Her expertise is building winning teams, developing empowered leaders, & training top performers how to communicate and collaborate for optimal results.



There are literally thousands of books, quotes and cliches on leadership. My commitment is that you discover Leadership inside of a new paradigm for performance; one that empowers you to transform and bring forth the leader in you. To discover what it is TO LEAD.

Let's first debunk the cliches, opinions & inherited conversations on leadership and consider a new view, a new paradigm of how to lead. Leadership when referred to as a noun, distinguishes a position, role or title of a person. We grew up studying leaders in our history books believing that's ultimate leadership.

I have been fortunate to achieve the level of success I have, not by reading books on leadership, using cliches or quotes, or taking courses. My journey is an 'as lived' phenomenon. A boot (or cleats) on the ground having lead sports teams, companies & organizations to level up and perform at the highest level.

Oxford dictionary says a leader is "the person who leads or commands a group, organization, or country. A person who rules, guides, or inspires others".

Let's set the outdated, textbook definition aside to discover a new possible version of leadership. One who inspires and motivates others with a vision, a commitment, and the path to realize that vision.

What if we create leadership as a verb instead of a noun, a way of being and acting to influence, inspire and impact others to take action while leaving them empowered? Inside this new paradigm, leadership would no longer be confined to the position on top of the triangle that only a few have access to. One would not become a "leader" simply by occupying a position or playing some role.



The word “Leadership” has both leader and lead woven into it. So, what does it mean to lead? Leading isn’t limited to being the boss or commander in charge. That’s merely what you do. What if leadership was instead who you are and how you communicate with others? What if real leadership was seen as the ability “to lead”? How powerful yet simple, leaders lead. Anyone and everyone would have access to influence and empower others, to lead and impact the team and mission.

Leader’s touch, move and inspire others to see what they cannot see, so they can be who they want to be and have what's important to them. A leader can move an entire team, organization, or company to accomplish something that was not predictable, that paints a whole new picture and opens the door for each of us to begin to peel away the layers that have masked our ability to lead. It’s a process of chipping away at the “not David” that Michelangelo used to discover the David that was always there hidden in the marble.

Throughout history we see leaders standing for what's possible whether it's Civil Rights, Resource Acquisition or World Championships. Willing to risk, willing to fight for a cause greater than you. To lead is to create relationships where there is genuine connection and authentic communication. To lead is to influence, set the tone and create the vision that lights the path. To be connected to others and the vision that impacts high level performance.

There are leaders and then there are those who lead. While leaders have a title with authority, those who lead inspire us to go beyond what's predictable. We follow such leaders not because of the title or power but because they inspire us. They have us step to the edge and then go beyond. We follow them not because of who they are but because of who we get to be inside their leadership.

Several years ago, I met with a professional Major League Baseball player whose team was in last place, even though statistically, he was performing quite well. Goldie was a talented player and a leader who led by example. He worked hard, had a great attitude, and was a team player. In a coaching session, he asked me what it would take to have the team go from last place with a losing record, to first place? I acknowledged him for the question and for leading by example and shared that while admirable, it was not enough to impact the team's performance. I went on to point out that Goldie had the respect of the players, yet it would require a new kind of leadership to "level up" their performance. While not simple, it would be worth it. I challenged him to get his attention off his performance and focus on the players, standing for the success of each and every one. I assured him the winning would take care of itself. Goldie took the coaching and the team catapulted from last place to first place, ending up one game short of playing in the World Series. Goldie stepped up, lead, and fought for each player. Even more remarkable, he went on to place 2nd in the MVP voting that year. The team won and he never looked back. Goldie was named MVP of the league in 2022.

"To lead is not to sacrifice. It's a powerful place to stand to impact & influence others and fulfill on your own dreams and goals." ~ Cathy Compton

What might be possible for your family, your business, and your life as you discover what it is to lead? Study other leaders and discover what you admire about them. Those ways of "being" are available to us. Try it on. If it fits and feels good, keep it. Each day we are given an opportunity to make an impact and make people matter. To lead! What we do with that opportunity is up to us. The future belongs to those willing to climb the mountain with no top called Leadership.



Cathy Compton

Looking for a Great Podcast Guest?

*Cathy has a range of topics lined up
for 2023 interviews including:*

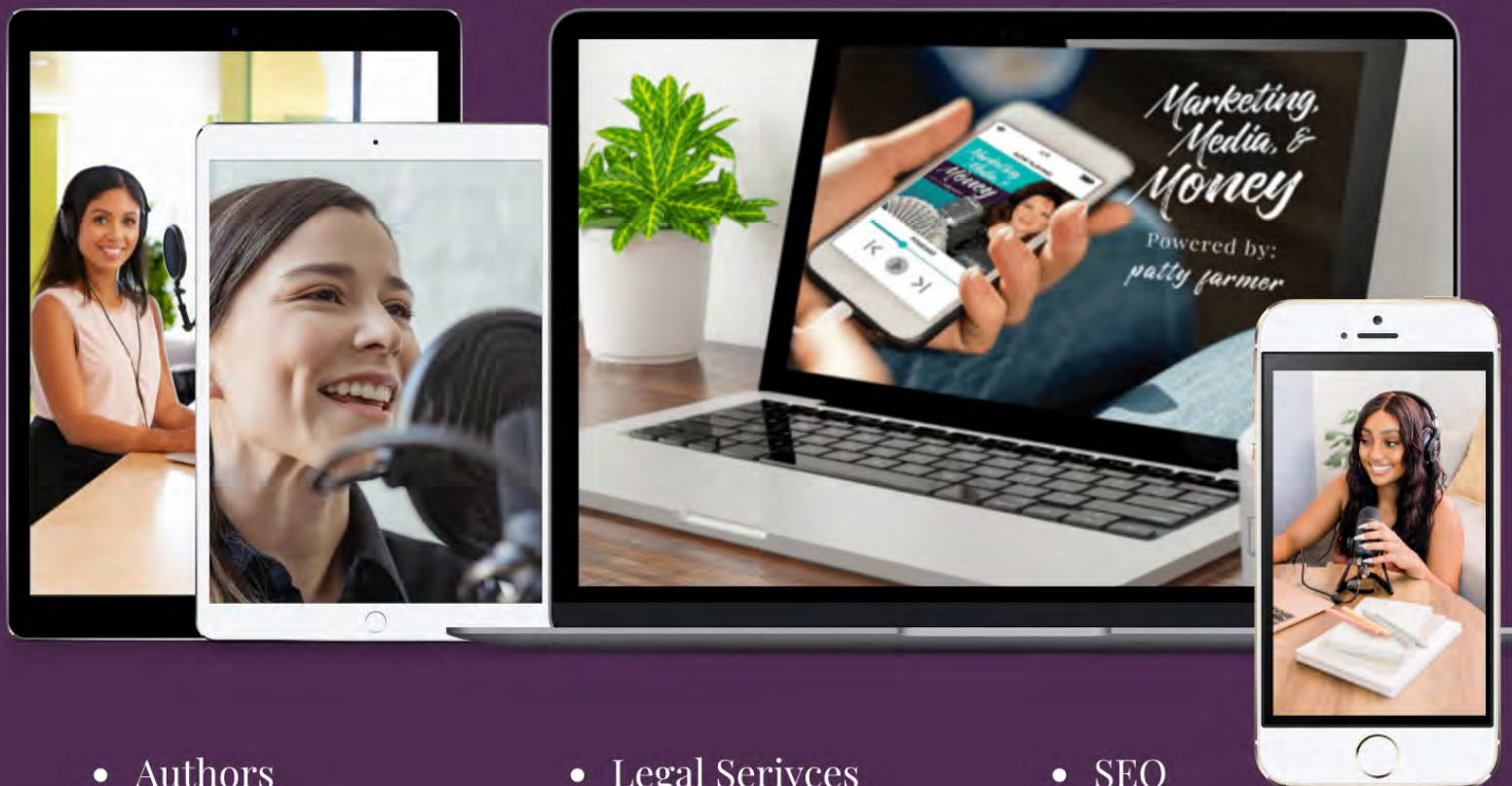
- Unprecedented Leadership - Going Beyond the Obvious
- Don't Just Manage Teams, Lead People
- Leading From Adversity to Accomplishment

Book Cathy!



Cathy Compton / www.CathyCompton.com / 480.292.5322

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



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



plug in. power up. get paid.

Yes! I'd like to apply.



Media Tip

When you are holding the mic, whether on a stage or a podcast interview, remember that much of what goes into public speaking happens before you speak the first word. Preparation and practice are key.

-patty farmer

Reflect, Review and Renew



Mindset Expert

Lori Hanson is The Success Whisperer, an Executive Performance Coach, Keynote Speaker and Author of 5 books. She creates experiences that Increase Awareness, Shift Perspective, and Inspire Action. She is the founder and CEO of Lori Hanson International which focuses on "Shifting Your Mindset for Success." She inspires women to amplify their authentic voice, own their value, and step up to their Next Level. Lori is committed to sharing her expertise with corporate leaders, business owners and sales leaders through speaking, coaching, live events and retreats. She believes you have NO Limits.



These three words may instantly make you exhale and feel good, or they could evoke a response of "Yeah, right. Like I've got time for that!" Which response did you have?

To function at your best, and perform at your highest level, it is essential to slow down, lift the hood and attend to routine maintenance. Have you ever ignored the check engine light, getting your tires rotated or oil changed and later regretted it? In order for your car to perform as expected, be dependable and get you where you want to go, it requires taking time for routine maintenance on occasion.

As a human being, you function as mind, body and soul. And just like your automobile, there are many integrated facets that are required for *you* to run smoothly. Things that contribute to your motivation, attitude, mindset, focus, energy, and drive.

What is Mindset and Why is it Important?

Your mindset is a set of beliefs that shape how you think, feel, filter, react or respond as you go through life. Your mindset is a critical factor in your ability to fail or succeed.

A belief is a statement that you've heard or repeated over and over until it becomes your... belief. "I can be successful because..." or "I will never be very successful because I was always told..."

When you *believe* something, it conditions your mindset about what you can or cannot do. If you Google, "thoughts per day" Cleveland Clinic estimates that we have ~70,000 thoughts per day. Bruce Lipton, author of *Biology of Belief* says, "We use our habit mind (subconscious) 95% of the time. Our conscious mind influences our perception only 5% of the time."

This means auto pilot is running the show! Whether those thoughts are negative or positive, there is a profound impact on your life. Think about how much effort you invest to be present and stay in the moment and focus! Meditation is a "practice" because you're not used to quieting your thoughts and being silent.



I had a good friend for many years, a wonderful person, who is always “busy.” When I text her for her birthday, the response is, “Still working, so busy, talk soon.” Which we never do. She has the belief that she must always be busy. I find it exhausting to be in this energy for long. What can you do to align your mindset and focus to improve your quality of life? Check out these tips.

3 Ways to Manage Your Mindset

Whether you want:

- Better results in your business
- More peace and quiet in your personal life
- More confidence and courage
- To improve your financial health or
- To feel amazing in your skin

*It starts with
maintaining
your mindset!*

1. Reflect

Take time to **reflect** on what’s happening in your business. This is an inexpensive tool that will generate highly valuable insights for you. However, using this tool requires that you take off the fancy clothes, remove the lipstick and become vulnerable and honest with yourself. I highly recommend sitting down with pen and paper for this exercise, as it brings a deeper connection (feeling) to the information you are exploring. Find a time and location where you won’t be disturbed.

Ask yourself these questions:

- What is working well? Why?
- What isn't working? Why?
- What do I believe that makes me successful?
- What beliefs are holding me back or blocking my desires?
- Am I ready and willing to release this belief(s) that I know is not true?

2. Review

Now that you've taken time to Reflect on what's been happening, it's time to Review. These questions relate to your mindset on a broader level.

Ask yourself these questions:

- Where is my mindset when I start the day—how do I show up?
- Am I happy with the work I'm doing and executing from a place of joy or am I complaining, blaming and being defensive?
- What is it I want to Have, Do or Be? Has this changed since my last review (or when I started)?
- Am I aligned with my greatest desire and priority?
- Am I attempting to control things I have no control over?

3. Renew

With the answers to your Reflection and Review graciously documented, it's time to Renew. One thing I love about the start of a new year or new season is the ability to wipe the slate clean. It gives you the feeling of a fresh start. You can put your baggage down and choose to release the resistance you have toward taking action on something uncomfortable. When you renew your intentions for your business you can release any resistant thoughts that are hanging on to you like Velcro.

You have a choice what you focus on, what thoughts you think and what emotional state you choose to be in throughout the day. Making conscious choices on your thoughts will empower you, offer you more courage and most of all—gives you the ability to have more fun, create clarity and expand your appreciation and gratitude for who you are, how you serve and the gifts you've been given.

The more you stay in awareness, the more you'll hear, feel, or see the intuitive nudges that lead you to inspired action. This is the source of your true power. Schedule time to Reflect, Review and Renew throughout the year on a cadence that feels good to you: Every month, every quarter, every six months, or the start of each year. Then watch what happens!

"You Have No Limits!" The Success Whisperer

Looking for a Great Podcast Guest?



Lori Hanson

*Lori Hanson is The Success Whisperer.
She creates experiences that Increase Awareness,
Shift Perspective, and Inspire Action.*

Lori's Most Requested Topics Include:

- Elevate Your Mood, Embrace Your Style, Excel as a Leader
- 3 Reasons to Rewire or Retire Relationships for Better Results!
- Own Your Value, Tune Your Voice & Believe in Your im-possible Vision

LORIHANSON
Shifting Your Mindset for Success


**Book Lori on
Your Podcast**

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The Fortune (and Fun) is in the Heart Centered Follow-Up



Follow-Up Expert

Debbie Hoffman is a heart-centered sales & follow-up expert, speaker and founder of "Power-Up! Your Follow-Up." She works with relationship-driven entrepreneurs, coaches, and network marketers who are letting potential clients and income slip through the cracks because they don't have a reliable sales & follow-up system in place. Her proven step-by-step formula supports them to have more ideal clients saying "yes" to working with them. Her mission is to support entrepreneurs to share their gifts and get their message out in a big way so they can create the impact they're here to make.

Do you hesitate to follow up with potential clients and Power Partners because you're afraid of coming across salesy and pushy? Or perhaps you don't reach out because you don't know what to say or don't want to bother people.

Too many entrepreneurs struggle to consistently enroll clients, because they don't have a reliable sales and follow-up system in place. They spend time, energy, and money creating their perfect website, developing programs, and running Facebook ads but all that time, energy, and money is wasted if they're not following up effectively.

The key to being successful in sales is connecting and developing relationships. Clients like to do business with people they trust and have a deep personal relationship with. Following up is critical for establishing and maintaining those relationships.

Few people enjoy following up. My clients have shared with me how much more comfortable they feel when they follow up in a way that feels authentic to who they are. These clients are building connections. They're not coming across salesy or pushy.

It's a very different experience when one shows up in service and demonstrates that they care about the other person. It creates deep connection and trust.

On numerous occasions people have thanked me for following up with them. I've even had people share with me that I made their day because I called them. Phone calls have proven to be exponentially better than texts or emails. When you make a phone call, people feel that you really care about them.



How do I meet potential clients and partners?

One of the best ways to meet potential clients and partners is to attend networking events. I also recommend that you attend in person and online seminars, workshops, and training events. Many struggling entrepreneurs believe that networking events are a waste of time and ineffective, when in fact, these events can be extremely productive. I've built three 6-figure businesses from networking.

How to maximize your results from networking events.

- **Set an intention** of your desired results from the event, without having an attachment to your agenda or any specific outcome. When you have an agenda, you can come across desperate and people will pick up on that energy.
- **Make a list of your Power Partners.** Power Partners are business owners that serve similar clients as you but are not in competition with you. As you build relationships of mutual respect and trust with your partners, you will consistently refer clients to each other. Successful entrepreneurs know that it's imperative to develop relationships with Power Partners.
- **Attend events with the intention of finding your Power Partners.** Most entrepreneurs go to these events to find clients and make sales. My clients have been amazed at how looking for Partners alleviates the pressure that they were feeling to sell and get clients. They're getting great results from the events they're attending and they're having a lot more fun!
- When you find a great partner **invite them for coffee** so you can learn more about each other, deepen the relationship, and see if/how you can support each other.
- Be curious and **ask provocative questions** which will lead to deeper relationships and dramatic results with Power Partners.
- **Show up in service** when you attend these events. Come prepared with different ways you can support people.
- **Think of people you can connect them with.** They will be grateful for those introductions and will do whatever they can in return to support you. When you go out of your way to help people, it creates that know, like and trust factor which we all know is so important in business.
- If someone leans in wanting to learn more about what you offer, dig deeper and **ask questions to pre-qualify them** to make sure that they are really interested. If they are, invite them to connect with you for a free Discovery Session to see if you are a good fit to work together.
- **Be prepared with how you're going to answer the question, "What do you do?"** The mistake I see a lot of entrepreneurs make is that they share too much information about what they do and repel people.
- **Block out time in your calendar to follow up** with people after the event. This is the most important step and so many entrepreneurs don't do it.

I'd like to share what happened with my client, Gwen. She hated networking. Gwen was afraid of being pushy and salesy and wasn't bringing in business from the networking events. She changed her entire approach to networking and practiced her "what do you do" response and in 10 weeks she brought in 8 new clients and \$20,000 in additional income. Now, 80% of her income comes from networking.

Here's what I've learned over the years. Many entrepreneurs are afraid of coming across pushy and salesy and they don't want to bother people or be a nuisance. These limiting beliefs stop them dead in their tracks and they're not following up.

The result is that they are struggling to enroll enough clients to sustain their business and they're feeling frustrated and giving up hope. The truth is that people are so grateful when you follow up with them. It's time for a mind-set shift around sales and follow-up!



Follow up is all about building relationships. When you have systems in place and know what to do, what to say and how to be, you'll create deeper connections, and more clients/partners will say "yes" to working with you. You won't be the best kept secret anymore and you'll be able to make the difference you're here to make.

*Do you hesitate to
follow-up because you
don't know what to say?*



Authentic Conversations

3 Templates To Connect ...Serve...And Sell From The Heart

- ① How to connect with a prospect after a networking event
- ① What to say to someone who's been buried in the pile of business cards on your desk
- ① What to say to an interested prospect who's gone MIA



I WANT YOUR SCRIPTS!



Event Expert

Linda Cain, CEO & Founder of Blu Diamond Events is all about events. Whether in-person, virtual, hybrid or high end destination retreats, Linda and her team at Blu Diamond believe that hosting events is the number one way to drive revenue to your business, create lasting relationships and community, and expand your visibility and influence to be purposely impactful. They help their clients map out a 6 & 7 Figure Event Driven Business success plan using events as part of their marketing strategy and focusing on key activities that will drive revenue, fill their events and create extraordinary experiences. **SCHEDULE A CALL WITH LINDA.**



How Live Events Can Help You Generate More Revenue

If you are looking for ways to quickly generate consistent revenue, live events are the answer! In this article, you'll discover the power of virtual and in-person events that enable you to find your ideal clients, build your authority and attract a following of potential clients you can leverage for years to come. Let's dive in!

Introduction to Live Events

When it comes to generating revenue, live events are a great way to get a quick influx of cash and hosting a live event is still the #1 way to position authority, build a community and create profit. But what exactly are live events? Live events are gatherings of people for the purpose of promoting and/or selling a product, program, or service. This can include everything from trade shows, meetings and conferences to concerts and festivals.

There are many benefits to hosting live events, including the ability to reach a large number of people at once, the potential for media coverage, and the opportunity to create an engaging experience that will encourage people to buy your product or service.

If you're thinking about hosting a live event, there are a few things you need to keep in mind. First, you'll need to choose the right venue and promote your event effectively so that people will show up. Second, you'll need to make sure your event runs smoothly and that everyone has a good time. And finally, you'll need to follow up with attendees after the event is over so that you can continue to generate revenue from them in the future.

Recommended Types of Events

While there is a myriad of events you can participate in, these mentioned below are the ones that are specifically designed to drive profits at your events and revenue in your business quickly and repeatedly. Here are a few popular options:

1. Enrollment Events: These events are designed to generate excitement and buzz around a new product or program release. They can be virtual or live and typically involve multi-speaker presentations, host focused training, special event experiences, networking and a high-ticket enrollment offer from the event host.

2. Webinars: These events are usually educational in nature and involve an expert presenter sharing valuable information with attendees via a live video stream. Webinars can be used to sell products or services, or simply to build brand awareness.

3. Retreats & Workshops: These events are typically designed for smaller, more intimate audiences, focused on experience, transformation, education and where an expert presenter shares valuable information with attendees. Unlike webinars, however, they typically take place in person (though they can also be done virtually).

4. Industry Specific Conferences: These events bring together people with common interests for networking, learning, and fun. They can be focused on any number of topics, from business to education to hobbies.



Tips for Planning a Successful Live Event - When it comes to planning a successful event, there are a few key things to keep in mind.

- Have a clear purpose, vision, and goal.
- Know your budget & choose the right venue.
- Create your promotion plan through affiliates and marketing.
- Create additional revenues through sponsorships.

While it may seem simple, planning profitable events that generate considerable revenue requires thoughtful planning and a willingness to do what it takes to put all the pieces in place. The good news is... the rewards are amazing and so worth it!

How to Generate Event-Driven Revenue To maximize your revenue from live events, there are a few things you should keep in mind.

- Market your event well in advance. More attendees = more profit.
- Determine your ticket prices (Free only if you have other income sources).
- Consider sponsorships. Sponsors add extra income and engagement with your attendees, which gives both an added reason to attend.
- Offer VIP packages. This is a great way to increase revenue and cover costs.
- Sell merchandise. Attendees love purchasing swag!
- Collect donations. Collecting donations from attendees is another great way to generate additional revenue for your event or sponsor a charity or a cause related to the event's theme.
- Create an Event Assessment. Creating a self-evaluation assessment as part of your marketing strategy will help you attract the right audience & increase back of room sales.

By using these strategies, you can maximize revenue from your live event and make it more successful overall. **Here's the bottom line...** Live events are a great way to generate more revenue quickly, provided you put in the work to make sure that your event is successful. With the right planning and execution, you can create an unforgettable experience for your attendees while bringing in new leads, customers, and revenue. It all starts with having a clear vision of what success looks like and taking steps to ensure that everything goes according to plan. If you're looking for ways to increase your sales quickly, consider holding a live event – it just might be the answer you've been waiting for.

In our next article we will be diving deeper into the 4 types of events for entrepreneurs: Virtual, Hybrid, In Person and Retreats and helping you decide which ones are right for your business. In the meantime, we would love it if you would take our *Event Success Assessment* to see if you qualify for a Free Strategy Session with Linda. **TAKE THE EVENT SUCCESS ASSESSMENT**

Show me how to: Host, Fill & Profit

CLICK HERE

EVENTS BY BLUDIAMOND

PROFITABLE EVENTS: THE COMPLETE GUIDE

Our Proprietary Formula For Producing Consistent
Live, Virtual Hybrid & Retreat Event Profits

BluDiamond



By Linda Cain,
CEO & Founder Events By Bludiamond



Krista Beavers

Strategic Accounting Expert

Krista Beavers is the founder of Guardian Accounting Services, serving the public for 10+ years. She is a speaker on finance and shares her signature customized system, Dress your Business For Success, with audiences in California and beyond. She services clients across the United States. Her services are customized to the needs of the client, from accounting, consulting, payroll to CFO. Her business growth is driven by referrals from satisfied customers whose businesses have grown using her services. Krista works directly with her clients to make the decisions that will drive growth, including how to scale the business at the right time.



Budget & Prosper: Get on the Right Track with Your Business Finances!

Are you ready to harness the power of financial expertise? Financial professionals like bookkeepers, accountants, and CPAs can all help your business improve its financial health. But how exactly do these roles work together? Let me explain.

A *bookkeeper* is responsible for tracking the day-to-day financial transactions of a business, such as accounts receivable and payable; they also process payroll and generate financial reports.

An *accountant* focuses on analyzing data from the bookkeeper's reports and using it to create more accurate and detailed financial statements, such as balance sheets and income statements. An accountant uses those records to analyze financial data and compile reports to advise companies on strategic decision-making and investments.

A *Certified Public Accountant (CPA)* is a highly trained professional who specializes in tax preparation, audit services, and financial consulting.

So, while there may be some overlap among their duties, these three professionals are key players in helping businesses successfully manage their finances with accuracy and confidence! If you have found yourself missing one of these key players in your business, any one of them should have a referral partner to refer you too.

Most businesses find that they have the bookkeeper and the CPA covered, but not having an accountant could have the business owner aimlessly chasing money. In my experience, that is usually because the business owner hasn't created a budget and that is the roadmap, and an essential part of running a successful business.



Creating a budget is essential for any successful business, yet it's often overlooked and undervalued. But taking the time to plan ahead and strategize, it can help you manage your cash flow, plan for the future, and keep your business on track.

Navigating the financial waters of running a business can seem like a daunting task. From the moment plastic was introduced into society, it has become increasingly difficult for some people to distinguish between what they can and can't afford. With careful budgeting, however, you can improve the financial wellness of your business and plan for future successes. Creating a comprehensive financial plan that takes into consideration the month, quarter, and year as a whole is essential to creating a successful budget and ensuring the prosperity of your business.

By budgeting for these different timelines, you can identify areas where you need to shift resources or make adjustments in order to maximize profits over the long term. Plus, it can give you peace of mind knowing that you have a clear plan in place and are prepared for whatever lies ahead.

Bottom line: budgeting your business finances can help ensure that you're making smart investment decisions and staying on track with your overall objectives. So, get out there and start budgeting — your business will thank you!

Sales – Expenses = Profit. So don't forget we all got into business to make a profit. It's not a dirty word or bad thing and I want to help. I have created a template to help you get started, but first I wanted to share a few categories to better understand how to break each area out and quickly overview your budget to decide which area you may want to spend more or areas that you may want to cut down.

- Operating Income:** This is your primary source of business revenue
- Non-operating Income:** This is any additional income that is not from your primary business but does contribute to your business operations (ex: interest income, grants, investments)
- Salaries/Contractors:** This is you and your team! Depending on your state you may need to hire employees, or you may be able to use contract labor, I've got you covered either way. But don't forget to cover yourself too!
- Monthly Expenses:** Includes all other expenses you need to operate your business on an ongoing monthly basis. They could also be broken down further into fixed or variable expenses, but we're going to just scratch the surface for starting our business budget.
- One-time costs:** These expenses could consist of start-up costs, a new purchase when expanding into another product category or service industry, or large replacement items for outdated or worn-out equipment and furniture.

Ready to plan for success? Keeping an eye on your expenses can help you reach your financial goals and give you the power to totally own your future. Don't worry—let budgeting be your saving grace! But before you get started, ask yourself these questions?

- What are my most important needs this month, quarter, and year for my business?
- What are my operational needs to avoid service disruptions?
- What areas do I need to allocate money to grow my business?
- How much money do I need to make personally to support my lifestyle?

Filling out your business budget can seem daunting, but with patience and the right resources, it doesn't have to be. Keeping track of your financials will help you better understand where your money is going and steer you on the path to success. With a well-crafted budget, you'll be able to have peace of mind that your bottom line is secure. Get started now and put your money worries behind you!

"Creating a budget is the first step to creating a successful business! Having a well-crafted budget will ensure your company's growth, and help you make informed decisions that lead to success." –Krista Beavers

Budget Smarter

Ready to UNLOCK the
Power of Financial Expertise
for Your BUSINESS?



Krista Beavers



**YES! I WANT TO
BUDGET LIKE
AN EXPERT!**

Up Close and Personal With...

Nathalie Gregg



What does success mean to you?

Success means being a true philanthropist! Being able to share my talent, time, and treasures. Knowing that I have the power to create the life that truly brings me joy. For me it is living my mantra, "My play is my work, and my work is my play, it is a seamless integration."

What keeps you awake at night?

I am an educator by trade and an entrepreneur by design. I step into the spotlight as the solution for women's empowerment by creating space for influential women to #LeadLoudly! Women's Empowerment is not simply something to "achieve" or a box to check. It's something to embody, and it takes continuous work and improvement.

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

The second model of the #LeadLoudly framework. The Power Of The Fearless Ask!!! Growing up in small town USA, my mother instilled in me that women are supposed to be seen and not heard. So I decided that the #LeadLoudly Movement would be my rebuttal! My deepest fear is that little girls will one day grow up to become women who are afraid to ask!

What was your ah ha moment that inspired you to become a speaker & entrepreneur?

I can remember my first Chamber of Commerce meeting with my father. He had just been elected to the board of the Marion Chamber of Commerce and decided that I would accompany him to his first meeting. I noticed that I was the smallest person at the table. As I settled in, I was trying to decide why he insisted that I accompany him to a board meeting. This was certainly not my idea of fun. I began to look around the room and there was not one person who looked like me. Not one! There I was, stuck in a room full of men! And at that very moment, I discovered Girl Power!



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

Inspiring women to become their own economic engines! Being your own economic engine gives your choices and freedom.

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

You gain strength, courage, and confidence by every experience in which you stop to look fear in the face. For me it is continuing to champion the #LeadLoudly Movement.

"You must do the thing you think you cannot do." ~ Eleanor Roosevelt

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

Continuing to work and develop my mindset while expanding my network. These two must work in tandem. As my mentor Troy Sandridge instructs "establish a cadence, build a habit, have a resolve. Giving ourselves permission to change while not reverting to our default." Making a choice to continue to embrace a growth mindset and knowing how to return to grow when necessary.

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

Simon Sinek. Listening and focusing on Simon Sinek's Ted Talk How Great Leaders Inspire Action. Anyone who knows me understands that I am a "SuperFan" of Simon Sinek's incredible work!

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

Start your own revolution by being ambitious. Ambition is a provocative word. To think the thoughts and much less say the words “I want to be great” is a huge leap of courage. We must begin that process by shifting our mindsets; shifting is the tangible manifestation of the power of change.

The revolution begins with a slight change of attitude. If you change your thinking, you also change your behavior and life. It allows you to envision yourself in a brand-new light. Embracing new ideas and new priorities will affect how others see you. Shift toward becoming a better version of yourself. Our lives should be continuing to evolve as we stretch and grow. In order to shift, you must discover what centers you, keeps you focused, and gives you freedom.

The secret behind the shift is Courage! Maya Angelou says that “Courage is the most important of all of the virtues, because without courage you can’t practice any other virtue consistently.” Courage has little to do with heroic acts but more to do with the moment-by-moment decisions that we make. Each time an opportunity challenges you to push the envelope, take it and do not look back. Take responsibility to design the life that you desire. Do not engage in activities that do not bring you joy. Always remember to stop, challenge, and choose. Choose to be courageous!

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

~**Start with Why: How Great Leaders Inspire Everyone to Take Action.** by Simon Sinek

~**KNOWN & Cumulative Advantage: How to Build Momentum for Your Ideas, Business and Life Against All Odds.** by Mark Schaefer

~**Primal Branding.** by Patrick Hanlon

~**A Passion for Excellence: The Leadership Difference.** by Tom Peters

~**Build Your Dream Network: Forging Powerful Relationships in a Hyper-Connected World** by J. Kelly Hoey

~**How to Win Friends & Influence People.** by Dale Carnegie

Nathalie Gregg is the author of “Leading in Stilettos”. Mark your Calendar for the revised 2nd edition which will be released Fall, 2023.

What do you love most about your business TODAY?

Having courageous conversations with like-minded leaders around the world who believe what I believe; curating courageous conversations that inspire, lead, and transform how we practice women's empowerment!

What's next for you?

Continuing to Network My Ambition around the globe. When your networking is on brand, it is a perfect component to nailing your customer experience while creating unique opportunities for collaborations. When you are networking successfully, it becomes a part of your daily activities, touch points, and finally your brand.

Nathalie Gregg is the author of "Leading in Stilettos". Mark your Calendar for the revised 2nd edition which will be released Fall, 2023.



*Connect With
Nathalie on
Social Media...*



Money Tip



Learning how to communicate more effectively with your ideal clients/customers will shorten your sales cycle and increase your sales results.

-patty farmer



Words From Our Sponsor

Tonya Gossage

Ten months ago, I crossed paths with a fellow entrepreneur in the virtual realm of a course we were both taking. Then we connected over brief introductions in a breakout room exchanging our elevator pitch and what projects we were working on and then immediately booked a follow up Zoom chat. Within moments, we both sensed something special between us and knew somehow we would work together. We felt an undeniable connection based on our background, accomplishments, mission, and our vision for our future.

We became business accountability partners! What we discovered during the days and weeks into our accountability time is almost unbelievable. How can two strangers have so much in common? We discovered the following:

- We serve the same communities and have an abundance mindset
- We think alike and can finish each other's sentences
- We eat the same foods and shop in the same stores
- We like the same brands of clothing & have the same shoes
- We both wear toe rings and on the same toe & have the same thumb ring
- She comes from a mortgage background; I have a banking background
- We both have a big heart to serve and to make a difference

I am thrilled to have met a stranger willing to take a leap of faith to be my accountability partner and now my power partner and dear friend. It is an honor to sponsor Marketing, Media, & Money Magazine this year and to share ideas, tips, insights, and systems to help you create meaningful connections through conversation and intentional networking.

One thing I have learned is to never underestimate the power of one connection. It only takes one to lead you to your next dollar or one million dollars; you just have to be willing to make the connection. I am so thankful I made the connection and am now a part of Patty's community and if you are reading this, you are too. I am looking forward to getting to know you. We will be seeing each other a lot this year.

Tonya

The Art of Ethical Enrollment

Jane Deuber

Let's face it... as an entrepreneur, sales are the lifeblood of your business.

No matter what stage of growth you are in, when you master enrollment, you have a strategy to fund your priority projects and write yourself checks that support the life you desire. But, in the wise words of my entrepreneurial father, if you don't have a proven process for generating sales, you don't have a business... you have a hobby. The challenge is most entrepreneurs don't have a proven process and revert to winging their sales process – ultimately leaving their income and their future up to chance.

But what if it could be different? What if enrolling your dream clients could be simple, fun, and incredibly rewarding? What if you had a system for enrolling ideal clients that is aligned with your values, truly serves prospects **and** ends in a YES 80% of the time?

If that feels good, read on! Over three decades of starting and growing 7 successful businesses, I know, firsthand, the importance of mastering the art of enrollment. It's why I developed an enrollment process I teach today so business owners, like you, can move beyond your fears and once and for all, master the art of enrollment.

It's a process I believe will help you as well. What makes this process more effective than other sales systems, is a technology tool that changes the game by personalizing the process and up-leveling your outreach at every step of the process **-an assessment.**

In essence, an assessment is an interactive online tool that allows prospects to get crystal clear about where they are on their journey to success. It gathers essential information to help you spot your ideal clients and helps paint a picture of how you help clients create the shifts they desire.

If you are new to lead-scoring assessments and how to use them to increase enrollment, they can support you to...

- Deliver uncommon value by helping others get clear about what's not working and what needs to change.
- Quickly build rapport and trust by celebrating what pieces they already have in place.
- Easily discover the challenges they need to overcome and the dreams you can help them achieve.
- Respectfully explore what needs to change so they create the outcomes they desire.



- Clarify clear next steps they need to take to achieve what they are wanting.
- Articulate how you can help them address the missing pieces and guide them toward their goals.
- Guide them through any blocks or concerns that are keeping them from saying YES.
- Paint a picture of what's possible and inspire them to invest in your support.

Now that you have a sense of how an assessment empowers more meaningful enrollment conversations, here is a quick peek at the

5 Stages of our Ethical Enrollment Process.™

Stage 1: Connect

In this stage we focus on creating a meaningful connection. Being totally present, practicing active listening, coming with an understanding of who they are and where they are on their path; these first 5 minutes of an enrollment conversation are sacred and sets up the call in which they feel *seen, heard, and understood*.

Stage 2: Explore

In this stage we begin to explore their assessment results and use it to celebrate wins (what they've accomplished) and respectfully explore those areas they need to address in order to create the results they desire. It's a sacred exchange where you get curious about where they are on their path and discover what they need to succeed.

Stage 3: Clarify

After exploring the gap between where they are and where they want to be, during this stage, you take a moment to reflect back to them what you understand to be their blocks and challenges. By clarifying their frustrations and challenges you give them the opportunity to fully embrace what support they need to move forward.

Stage 4: Build the Bridge

In this stage you share exactly how you can help them move toward what they are wanting. Whether it's a 3 to 6-month coaching package, an online course, or a full-blown mastermind, it's in this stage that you clearly articulate how you will support them in creating the shifts they are wanting, by reviewing the details of your offer.

Stage 5: Close

If it's a fit and you believe you can help, this is where you extend the invitation to work with you. For this step we teach the "Magic Wand Question" where we paint a picture of what their life might look like in the future, using the assessment categories and statements. This lays the foundation for getting curious and addressing any blocks or resistance they may be feeling.

In truth, this is just a tiny glimpse of how a lead-scoring assessment can transform your ability to master the art of ethical enrollment.

If you want...

- A creative call to action that sparks curiosity,
- More conversations with highly qualified prospects,
- Only hopping on calls with those ready and willing to invest,
- More meaningful Discovery Sessions that end in a YES,
- A simple way to articulate the outcomes you help clients achieve

then experience an assessment firsthand by embracing assessment marketing and taking the [Sales Acceleration Quiz](#).

Along with your assessment results, you'll also receive "*The 7 Proven Strategies of Assessment Marketing*" which will open your eyes to how a lead-scoring assessment can simply and cost-effectively accelerate your sales success.



Jane Deuber is a business consultant, best-selling author and has built seven successful businesses over three decades. Through her two tech-based businesses, she now helps entrepreneurs create a business they love, that impacts meaningful change and provides a life of freedom and abundance. She is the CEO and Founder of Magpai – the world's leading assessment software. Experience our assessment software first hand by taking the [Sales Acceleration Quiz](#)

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The Year of Intuition

Jennifer Urezzio

Before the ball drops and the last chime rings on New Year's Eve, most of us have already decided what we want to change in the new year. And then, by January 3rd, we've gone back to our old ways.

What if we could create real change in our lives? What if it's as simple as listening to our intuition and our hearts, instead of what our minds "think" is in our best interest?

The first step to generating lasting difference is to accept who and where we are. When we judge ourselves, it produces feelings of self-doubt and not enough in the body. Then we use that energy to manifest, rather than creating from a place of knowing that we are loved, supported, and provided for.

How do you know that you are in judgment or non-acceptance? The image I always share with clients is that you are in London, with a map of London, standing in front of Big Ben and you are insisting that you are in Paris. You will never get to Paris if you don't accept that you are in London.

From a deeper place of self-love and acceptance, we can access our innate intuition in a whole new way. Here are some additional tips to support a new year filled with less judgment and more accessing better understanding.

1. Understand Your Database

Your Soul and higher power speak to you via your intuition. So often, we want it to look and feel like something other than it is. Many clients want their knowing to be in the form of visuals, yet they have all this knowledge being provided to them via their body that they are not registering as intuition. The first step is understanding how your intuition is "speaking" to you. I suggest clients ask this one question each morning: what does my intuition want me to know today?

Then, write some notes. When your day is complete, jot down some experiences you've had throughout it and notice if there are any patterns. Did you see an umbrella when you asked the question and then it rained? Did you feel something in your body? Remember, it is highly likely your intuition is going to be communicating with you in a way you understand. Meaning, if you don't speak Spanish, it's unlikely that your intuition is going to "speak" to you in Spanish.

2. Create A Conscious Conversation

Our intuition isn't always rational, but it is always loving and supportive. Each year, I ask how I can go deeper in conversation with myself. When we have a loving relationship with ourselves, it is more likely we will trust what we feel, see, and hear. You can consciously choose each day to not only offer yourself love, but continuously ask the question "Is this thought, action, or belief a loving one?"



3. Set Aside Time to Play

If you aren't practicing using your intuition, trying to work the muscle when you are in fear and panic isn't supportive. So set aside some time to play with your intuition.

When your phone rings, before you look at the caller ID, try to guess who it might be. Keep track of how often you are correct so you can notice how your connection is getting stronger.

Set the intention to utilize your intuition during business calls and see what occurs.

It's time to stop doing all the heavy lifting by yourself! Ask for assistance, guidance, and support from a higher energy – whether you call that power Source, the Universe, God, Master Planner, Nature, Divine, etc. And this is a great opportunity to truly define yourself what that higher power truly is for you. It is also a great time to let go of those patterns and beliefs that keep you feeling disconnected from that source.

And when you are facing a challenge, instead of moving into “doing” to fix or resolve it, go take a walk, watch a funny cat video or wash the dishes, and give your intuition time and space to provide guidance for leaping over those obstacles.

A little belief goes a long way...set your intention to believe that in this new year, transformation is taking place every day.

A little belief goes a long way...set your intention to believe that in this new year, transformation is taking place every day.



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

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