

Marketing Media & Money

1st Q. 2024

**Navigating 2024:
Key Marketing Trends
& Strategies for
Entrepreneurs and
Online Marketers**

**How to Avoid the
Dreaded 'Call Me Back
Next Quarter' in Sales**

**Building Your
Vision and Believing
in Yourself**

*How to Turn One
Podcast Episode
or Youtube Video
into a Month's
Worth of Content*

**Success to Significance:
A Blueprint for
Visionary Leaders**

*The Power of the Guest
Podcast Interview*

6

*Ways to Define
& Amplify
Your Podcast
Success*

**The Profound
Impact of
Storytelling**

Meet...

Deirdre Tshien

**From Australia to Austin
to AI for Podcasters
and so much more.**



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

Let me start by saying I am so excited about 2024 and what we have in store for you. This year we will have the biggest issues yet. 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 10 global influencers and industry experts (including myself) who will be columnists this year. 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. If you haven’t joined our Marketing, Media, & Money Magazine, Podcast & Events Facebook Group we invite you 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.

We are sharing in this issue different perspectives on:

Podcasting - including How to Turn One Podcast Episode or YouTube Video Into a Month's Worth of Content, 6 Ways to Define & Amplify Your Podcast Success, and The Power of the Guest Podcast Interview.

Marketing - including Key Marketing Trends in 2024 for Entrepreneurs & Online Marketers, Rethinking Some Simple Marketing Strategies, Navigating the Marketplace: A Tale of Two Eras, and Harnessing the Power of Event Driven Marketing with High Ticket Offers.

Sales, Leadership, Business Growth, Storytelling, Building Your Vision - Beyond Success to Significance: A Blueprint for Visionary Leaders, The Profound Impact of Storytelling, The Shift to Digital Transformation for Business Growth, Building Your Vision and Believing in Yourself and How to Avoid the Dreaded 'Call Me Back Next Quarter' in Sales.

Another exciting change we have this year is we have a NEW Sponsor and want to welcome “Amplifyyou Podcast Management Company” and look forward to having them as part of our community. I would love to hear from you and have you share 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.



8-10



44-46



12



40-42



36-38



18-20



30-32



26-28



35



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14-16



52-55



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2024 Columnists



Patty Farmer

Publisher
Marketing & Media Expert



Braden Ricketts

Sponsor & Podcast Expert



Tina Parker

Leadership Expert



Joe Pallo

Sales Expert



Theresa Ream

Business Expert

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



Krista Beavers

Strategic Accounting Expert



Rachelle Bryant

Storytelling Expert



Tracie Root

Community Expert



Linda Cain

Event Expert



Tonya Gossage

Communication & Systems Expert 7

Navigating 2024: Key Marketing Trends & Strategies for Entrepreneurs and Online Marketers



Publisher

Marketing & Media Expert

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.



In the ever-evolving landscape of digital marketing, staying ahead of the curve is not just an advantage but a necessity for entrepreneurs and online marketers. As we venture into 2024, several key trends are shaping the way brands engage with their audiences. Among these, podcasting, livestreaming, and video marketing stand out as powerful tools for creating impactful, memorable connections with consumers. And as AI technology continues to evolve, its role in digital marketing strategies will become increasingly critical, offering innovative ways to connect with and captivate audiences worldwide.

Now, let's dive into these trends and explore strategies to help you leverage their full potential.

Podcasting: The Voice of Your Brand

Podcasting has seen a meteoric rise in popularity, offering a unique blend of intimacy and convenience for listeners. Here's how to make the most of it:

- 1. Niche Targeting:** Find your niche and dominate it. Tailor your content to address the specific interests, challenges, and aspirations of your target audience. This focused approach helps in building a loyal listener base.
- 2. Collaborations and Guest Appearances:** Collaborate with other podcasters or invite experts as guests. This not only enriches your content but also extends your reach by tapping into the guests' audiences.
- 3. Leverage Social Media:** Promote your podcast across your social media channels. Utilize snippets, quotes, or interesting insights from episodes to spark interest and draw in listeners.

Livestreaming: Real-Time Engagement

Livestreaming offers the thrill of real-time interaction, making it a powerful tool for engagement. Here's how to harness its potential.

- 1. Interactive Q&A Sessions:** Conduct live Q&A sessions to engage directly with your audience. This real-time interaction fosters a stronger connection and builds trust.



2. Behind-the-Scenes Looks: Share behind-the-scenes glimpses of your business or production process. It humanizes your brand and creates a sense of exclusivity.

3. Influencer Collaborations: Partner with influencers for live sessions. Their endorsement can significantly amplify your reach and credibility.

Video Marketing: The Visual Storyteller

Video marketing remains one of the most engaging forms of content, offering endless creative possibilities. Here are 3 strategies to maximize its impact:

1. Storytelling with a Purpose: Craft your videos around stories that resonate with your audience. Emotional and relatable storytelling can drive stronger engagement and recall.

2. SEO Optimization: Optimize your video content for search engines. Use relevant keywords in titles, descriptions, and tags to improve visibility,

3. Diversify Content Types: Experiment with different types and formats of video content. Variety will keep your audience interested and engaged.

Implementing the Trends

Implementing these trends requires a mix of creativity and strategy. Entrepreneurs and online marketers should focus on understanding their audience to tailor content that resonates and engages. Additionally, leveraging the right tools and platforms can amplify your marketing efforts, enabling you to reach and connect with your audience more effectively. In addition to podcasting, livestreaming, and video marketing there is one strategy that is still my favorite and has created the most revenue in my business and brought me the most joy while feeding my soul and if you are not already implementing it in your business you may want to consider adding it in 2024.

The landscape of digital marketing is dynamic, with podcasting, livestreaming, and video marketing leading the way in 2024. By adopting these trends and employing strategic approaches, entrepreneurs and online marketers can create compelling, engaging content that captivates their audience. Remember, the key to success in digital marketing lies in authenticity, consistency, and the ability to tell stories that resonate. Embrace these trends, innovate, and watch your brand grow in this exciting digital age.

Influencer and Micro-Influencer Collaboration

- **Authentic Partnerships:** Seek collaborations with influencers and micro-influencers who genuinely resonate with your brand. Authenticity in these partnerships translates to more trust and credibility among their followers.
- **Niche Targeting:** Utilize micro-influencers to target specific niches or communities. Their highly engaged audiences can offer better conversion rates than broader influencer campaigns.
- **Long-term Relationships:** Build long-term relationships with influencers rather than one-off campaigns. Consistent collaboration allows for deeper brand integration into the influencer's content narrative.
- **Community Engagement:** Engage in community projects and initiatives that demonstrate your brand's commitment to social and environmental issues. Share these efforts through your marketing channels.
- **Value-based Messaging:** Align your marketing messages with the values and ethics important to your target audience. This can help forge stronger emotional connections with your brand.

Influencer and Micro-Influencer Monetization Strategies

1. **Affiliate Marketing:** Implement an affiliate program where influencers receive a commission for every sale made through their referral. This performance-based approach incentivizes influencers to create compelling content that drives sales.
2. **Sponsored Content:** Offer paid partnerships for influencers to create content that features your products or services. This can range from sponsored posts and videos to stories and livestreams, tailored to the influencer's audience.
3. **Co-branded Products:** Collaborate with influencers to create co-branded products. This not only leverages the influencer's following for product promotion but also offers a unique product that can attract both your audiences.

The strategies outlined offer a roadmap to not only connect with audiences on a deeper level but also to unlock new revenue streams in a manner that aligns with today's values and technological advancements. Implementing these monetization strategies requires a careful balance between maximizing revenue and maintaining trust and engagement with your audience. It's crucial to always consider the value exchange between your brand and your customers, ensuring that any monetization efforts add value to the customer experience. By thoughtfully integrating these strategies, you can effectively monetize your marketing efforts while building stronger relationships with your audience.

In conclusion, the time to adapt and thrive is now. **The question isn't whether to get started, but how quickly you can integrate these trends into your strategy to reap the benefits and propel your brand to new heights.**

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12
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Planner



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of the planner NOW!**

Marketing Tip

Define who your target buyers are, not just your target market, create personas for them and make sure every piece of content you create speaks directly to them across all platforms.

-patty farmer



Meet Our Sponsor



Braden Ricketts

Meet Our New Sponsor... Amplifyou Podcast Management Company.

It is my pleasure to introduce you to our sponsor Amplifyou Podcast Management Company co-founded by Michelle Abraham and her brother Braden Ricketts. They are a full-service Podcast Management Company who like to work with leaders in their field who are making a massive impact in the world. I am very excited to have them as part of our community, and as a strategic partner who aligns with my mission and my vision for business using your voice whether with a podcast, a magazine, a virtual or in-person stage or any platform where you have the ability to use your voice for change and to make an impact..

“Your uniqueness is your genius, amplifying it to the world is mine.” ~ Michelle Abraham

I have personally known Michelle for over 5 years, and she is one of the most strategic thought-leaders I know and uses her voice and her heart to serve. Her focus is on building relationships, not accounts and was #14 of Top 50 Moms in Podcasting 2 years running and has traveled to 47 countries and counting.

When Michelle and I reconnected on the Podcast Cruise we spent some time strategizing about podcasts and this magazine. She introduced me to her brother Braden Ricketts who is the co-founder of Amplifyou and the current CEO. He is a Podcast Expert and Coach and passionately assists high-frequency entrepreneurs in leveraging the podcasting platform and turn their passions into profitable endeavors. He has embraced a lifelong philosophy instilled by his parents – the idea that following one's passion can lead to financial success. This guiding principle has steered his journey from exploring personal inspiration to discovering innovative ways to monetize his interests. His commitment extends to facilitating transformative conversations, where he identifies individuals' distinctive strengths and explores how these strengths can contribute to creating a positive impact on the world.

I am honored and proud to have Amplifyou join me as a sponsor, and a colleague to work together this year in a collaborative effort to help YOU, our loyal readers to AMPLIFY your voice, make a difference in the world, an impact in our community and an increase in YOUR bank account.



AMPLIFYOU



Sponsor Podcast Expert

Braden Ricketts is a passion and purpose accelerator. From his time in artist management to his years as an employment counsellor, Braden facilitates life-changing conversations. Braden, along with his sister Michelle Elise Abraham, started the company Amplifyyou, a boutique podcast accelerator and management firm where they support heart-centered coaches on creating a podcast they love.

6 Ways to Define & Amplify Your Podcast Success

How do we truly measure success in the world of podcasting? The conventional metrics, such as download numbers and ratings, seem inadequate in capturing the full impact of your show. Surprisingly, even major players like Apple and Spotify don't see eye to eye on what makes a podcast successful. Apple dismisses ratings and reviews in its ranking algorithm, while Spotify relies solely on total listens.

As a podcast strategy and production agency, we're often bombarded with questions about "growing our show" or "increasing our rank." However, we challenge the status quo with a counter-question: "What does a better rank do for your business?" or "What will you do with all the extra listeners?" If industry giants can't agree on success metrics, why should we tirelessly strive to please their algorithms? In this article, let's shift our focus from download numbers to six unique approaches that redefine podcast success in terms of business impact.

1. Building Authentic Connections: The Power of the Know, Like, and Trust Factor

Podcast success is no longer solely about chasing numbers but building authentic connections with your audience. Instead of aiming for a million listeners, focus on creating a dedicated tribe of a hundred action-taking fans. The real power lies in forging connections that foster the 'know, like, and trust' factor. These connections transcend passive listenership, transforming into a community of raving fans who actively engage and advocate for your brand.

2. Expand Your Reach: Networking Beyond Boundaries

Podcasting is a gateway to networking opportunities that were once out of immediate reach. Consider the impact of interviewing a high-profile guest, such as a CEO, on your podcast. This not only expands your network but positions you as a thought leader in your industry. Success is no longer just about download numbers; it's about leveraging these opportunities to connect with influential figures and, in turn, amplify your brand's reach within your target audience.





3. Simplify Your Content Creation: Efficiency in Action

One of podcasting's unsung advantages is its ability to streamline content creation. With just one hour of podcast recording, you can unlock weeks of content across various platforms. This efficiency allows entrepreneurs to share insights, stories, and expertise in diverse formats, catering to audience preferences. Success is not just about creating content; it's about doing so efficiently and strategically, ensuring your message resonates across different channels.

4. Strategic Partnerships: Collaborate for Business Growth

Podcast success extends beyond download numbers to strategic partnerships. Many entrepreneurs have experienced significant business growth by collaborating with individuals they've interviewed on their podcasts. The interview format becomes a unique way to identify and build relationships with like-minded individuals contributing to your business's success. Success is no longer a solitary journey; it's a collaborative effort amplifying your impact and opening doors to new possibilities.

5. Value Action-Taking Fans: Quality Over Quantity

In the pursuit of podcast success, the focus should shift from quantity to quality. A million listeners may sound impressive, but the real value lies in cultivating a smaller, action-taking fanbase. These dedicated fans are more likely to engage with your content, support your initiatives, and, most importantly, convert into loyal customers. Quality engagement surpasses sheer numbers in the long run.

6. Leverage Networking Opportunities: CEO Interviews and Beyond

Podcasting offers unparalleled opportunities for networking, especially when securing interviews with high-profile individuals like CEOs. While securing a one-on-one meeting might be a challenge, inviting them to share their insights on your podcast opens doors to invaluable networking opportunities. This strategic move not only enhances your credibility but also creates a platform for meaningful connections within your industry.

So, what does podcast success mean to you this year? Redefining success involves prioritizing authentic connections, expanding reach through strategic interviews, streamlining content creation processes, and unlocking the potential of strategic partnerships. As entrepreneurs, let's shift our focus from the quantitative to the qualitative, from sheer numbers to meaningful engagements. True success lies in the lasting impact on our audience, the strength of our connections, and the growth of our businesses. Embrace these six pillars and embark on a podcasting journey that transcends conventional definitions of success.

My personal statement of success:

I help people get PAID to pursue their passion by using podcasting as a platform to create a business around what lights them up. As the CEO of Amplifyyou, I lead the boutique podcast accelerator and management firm where I support high-frequency entrepreneurs on utilizing the platform of podcasts to create their 'Dream Job' and get paid to play.



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Beyond Success to Significance: A Blueprint for Visionary Leaders

Since you are reading this magazine, I know you are a visionary leader who has big dreams, big ideas, and big goals. In a world that is changing faster than most leaders feel equipped to keep up with, a paint-by-numbers, cookie-cutter approach to leadership won't cut it anymore. There is no check-the-box approach that can prepare you for every unexpected challenge that might disrupt your grand vision.

The only thing you can be certain of is YOU, what you stand for, and the direction you choose to lead your life and business. Imagine cultivating the courage to take bold steps in the midst of uncertainty, unlocking more time, energy, and freedom to lead the life you love, and creating meaningful impact without burnout and overwhelm. In this Transformational Leadership series, you'll learn how to do just that.

As a retired Air Force Lt. Col., co-founder of multiple businesses, and a seasoned life and leadership catalyst, I have guided hundreds of business leaders and entrepreneurs, just like you, to step into their genius and design a clear path to bring their vision into reality, regardless of external circumstances.

What I've found is that most leaders think the chaos happening around them is the cause of their exhaustion, frustration, and stagnation. The truth is, the chaos happening WITHIN us creates more overwhelm, burnout, and disengagement than anything outside of us.

*"When we are no longer able to change a situation,
we are challenged to change ourselves."*

-Viktor Frankl, Holocaust Survivor

As a retired Air Force Lieutenant Colonel, former C-Level Executive, co-founder of multiple businesses, and a seasoned coach and speaker, Tina has been a trusted advisor for more than 20 years to hundreds of executives, government and military officials, and business owners to help them unlock enhanced opportunities and possibilities, elevate their impact and influence, and design a clear path to bring their greatest vision into reality without sacrificing their soul. She is on a mission to unleash purpose-driven visionary leaders to break out of the "box" they are stuck in, trust themselves, speak their truth, and...LEAD OUTSIDE THE LINES!





Don't get me wrong, our external environment can certainly create challenges, but our internal environment plays a much bigger role in the outcomes we produce than most of us realize. This leads us to the first of six elements in the SCALE-UP framework that we will uncover throughout this series to help you courageously execute your vision with clarity, certainty, and confidence!

Structure: Your internal structure is your foundation and drives everything you do...or don't do. You may have heard the saying, "Structure creates culture". According to James L. Heskett of Harvard Business School, "Culture can account for up to half of the difference in operating profit between two organizations in the same business."

When we look at a company's culture, we often first look at the external environment like the physical layout, metrics measured, and how people act. But all of that is shaped by thoughts, feelings, beliefs, values, and meanings underneath behaviors and outcomes that are seen externally. The same is true of you.

Your foundation, or internal structure, is comprised of your mindset, values, psychology, and strengths. It is what drives your actions, keeps you moving forward, or keeps you stuck swirling in confusion, indecision, and self-sabotage.

Mindset – Your mindset determines what you believe ABOUT yourself, others, opportunities, the world, and your place in it. It shapes your experiences, your perceived capabilities, and the opportunities you either recognize or dismiss. Pay attention to the stories you tell yourself ABOUT people, things, and opportunities. One of my coaching clients wanted to expand his business by sharing his unique expertise but he couldn't bring himself to talk about it. As we uncovered what was keeping him stuck, turns out, he believed people who talk about themselves are jerks, and he didn't want to be seen as a jerk.

Values – Les Brown once said, "You don't get what you want in life. You get who you are." When you are clear on who you are, what you value, and what you want to create, you'll begin to discover your authentic path forward and execute it in a way that fuels your soul and naturally builds trust with others. You'll make aligned decisions faster and magnetize the right people and opportunities for you.

Psychology - Our psychology (thoughts, feelings, emotions, beliefs) drive our actions, or lack thereof. Your psychology and mindset account for 80% of your success, yet most people focus on behaviors and actions without understanding what's driving them...and then wonder why they aren't creating the outcomes they truly desire. If we are honest with ourselves, most of our results are aligned with the beliefs we hold. If you think money is hard to make, you are likely working harder than necessary to make money. We tend to think of beliefs as truths, but they're not. They are simply micro decisions you have made over and over which have been etched firmly in your brain so they feel like truth. More than 90% of your beliefs were formed before your 10th birthday, so they've had a lot of time to "hard wire" in your brain. The good news is you are not stuck with the beliefs you currently have. Your brain is malleable, and your beliefs can be changed.

"If you believe it will work out, you'll see opportunities. If you believe it won't you will see obstacles." Dr. Wayne Dyer

Strengths – Where focus goes, energy flows. Focusing on strengths versus weaknesses increases productivity, naturally generates more energy, and elevates all aspects of your life and business. When we focus on our strengths and what we do well, we are 6Xs more likely to be engaged. We are also telling our brain to search out more opportunities aligned with our strengths and what we are good at.

Whether your goals are greater wealth and business outcomes, improved health and wellbeing, or more fulfilling relationships, building a strong inner structure is the first step to achieving them. Without it, self-sabotage can take over and ruin the most dialed in strategy.

In the next edition, we'll dive into how Clarity and Alignment unlock opportunities and possibilities beyond what you previously imagined so you can consistently move forward with certainty and ease.

Ready to Turn Your BIG Vision Into BIGGER Impact?



Unlock the Secret to Reach
Beyond Success To Significance!

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Joe Pallo

Sales Expert

Since 2017, Sales Coach and Game-Changing Trainer to Top Producers, Joe Pallo has guided 100's of clients across multiple industries to double or triple production without working harder. His point of differentiation is his emphasis on mastering the art of the emotional connection. Building on 35+ years of direct selling experience and well over 30,000 sales calls, he empowers top performers to follow his E.A.R.N.I.N.G™ Sales System to bring about decisive and lasting results across industries ranging from financial services to retail to agriculture. He says that the two most powerful words in sales are **"What else?"** They are also the most underused.



How to Avoid the Dreaded 'Call Me Back Next Quarter' in Sales

Call me back next quarter"– the 5 most hated words in sales. We've all heard them and will most likely hear them again... unless you start Selling Nothing.

Think about it. How many times have you had one of those *perfect* sales calls, where everything goes right. They're laughing at your jokes, asking questions, providing great answers to your questions, and the meeting ends with a, *"Can you come back next week? I would like to see a proposal."* It feels like a done deal. Sometimes we even allow ourselves to mentally "spend" to commission.

Then the follow up meeting happens... and it sucks. It's horrible. They are not really with you, looking at their watch, their computer screen, not laughing at all, not asking questions, and the meeting ends with a, *"Can you come back next quarter? I need to think about this for a bit."* And you never get back in to see them.

People often ask me what they are doing wrong in the second meeting. Why does that happen? What do I need to do differently?

They're good questions. But the problem didn't start in the second meeting. It began in the first.

Let's look at what really happens in a sale... We all know that in sales there are two sales that need to be made or, as I like to call them, buckets that need to be filled. The Logical Bucket and the Emotional Bucket.

The Logical Bucket is needed to confirm the sale. It's filled with your voice; you are the expert.

The Emotional Bucket is needed to make the sale happen. It is filled with their voice.

If both buckets are filled, you will get to the next step.

Let's talk more about these buckets...

The Logical Bucket is filled with your (the salesperson's) voice. We know how to do this, most of our sales talks guide us through this piece. It is primarily facts and figures, and often hard to argue against. An important piece, the logical bucket is finite. Once it's filled, you cannot fill it anymore; or better said you can't sell logic.

It's like having a bucket filled with water. It is impossible to add more water to it because it will only overflow and become a big, annoying mess. If they are logically sold, it is impossible to sell more logic and often unneeded.

The Emotional Bucket is filled with their (the prospect's) voice. It's what they want and why they want it. Our job as salespeople is to get them to share that. To fill up their Emotional Bucket in the **first** meeting. Get them to tell you not only what they want, but why they want it. Their what and why is what you will need to close on in 5 minutes, 5 weeks or 5 months and you won't know until they tell you.

Here is the kicker – The Emotional Bucket has holes in it, and it needs to be refilled during each interaction otherwise your prospect will not move forward. The sale won't happen and the *"call me back next quarter"* objection will occur until you, the salesperson, have them refill their Emotional Bucket.

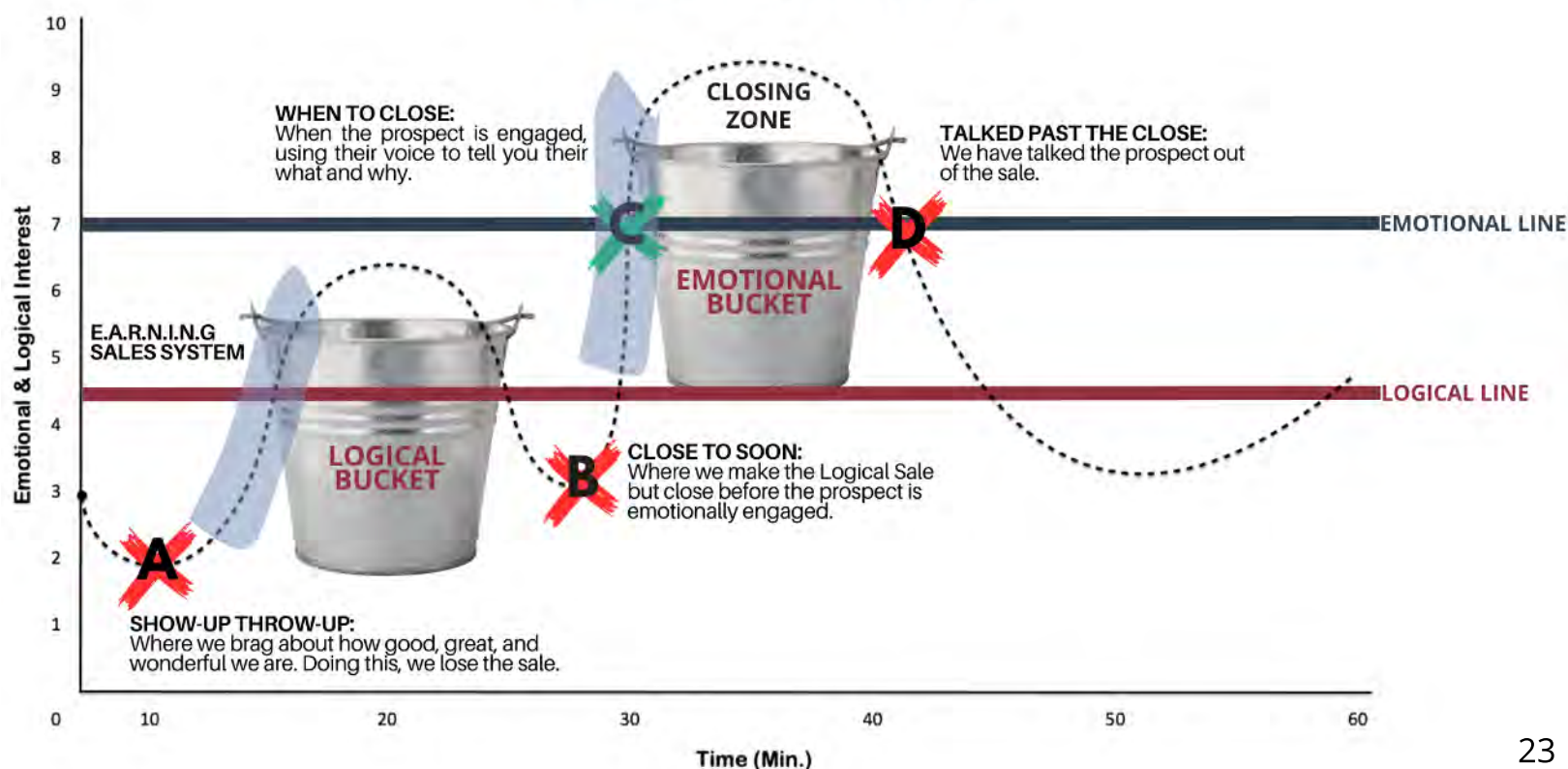
When I hear this, my thinking is that they are only ½ sold. I just need to get them to repeat their "why they want it". It doesn't matter that I've heard it before or that they've said it before. It needs to be repeated.

The value is in their voice, not the salespersons.

I coach on this principal: **Whoever is talking is buying.** In a selling situation, if I am talking more than you, I am literally buying your objections.

Here is a graphic of what happens in a typical sale for visual learners...

THE BUYING CURVE



The dotted line demonstrates how your prospect's thinking changes throughout the sale. The Logical and Emotional lines (and buckets) need to be crossed and filled before closing. Notice how the Emotional line and bucket is higher? That's because we need our prospect to tell us their what and why in their own voice.

Here are some areas to take note of:

- 1. Show-Up Throw-Up Introduction:** where we brag about how good, great, and wonderful we are. Doing this, we lose them.
- 2. Close To Soon:** where we make the Logical Sale but close before they are emotionally engaged.
- 3. When To Close:** once they are engaged, using their voice to tell you their what and why, the more area you have to "sell".
- 4. Talked Past the Close:** you have talked them out of the sale.

The shaded areas are where you need to focus to get your prospects engaged and make the emotional sale. [My E.A.R.N.I.N.G. Sales System](#) is an easy-to-follow acronym that will set you up with the right questions to ask and accomplish this.

Now, we all know that there is no such thing as a sale technique that will always work, but this gets close. It allows you to get your prospects emotionally engaged. Bluntly put, **it is easier to sell what they want to buy vs. selling what you want to sell**. Our job as salespeople is to get them to tell me what they want, why they want it, and just sell that.

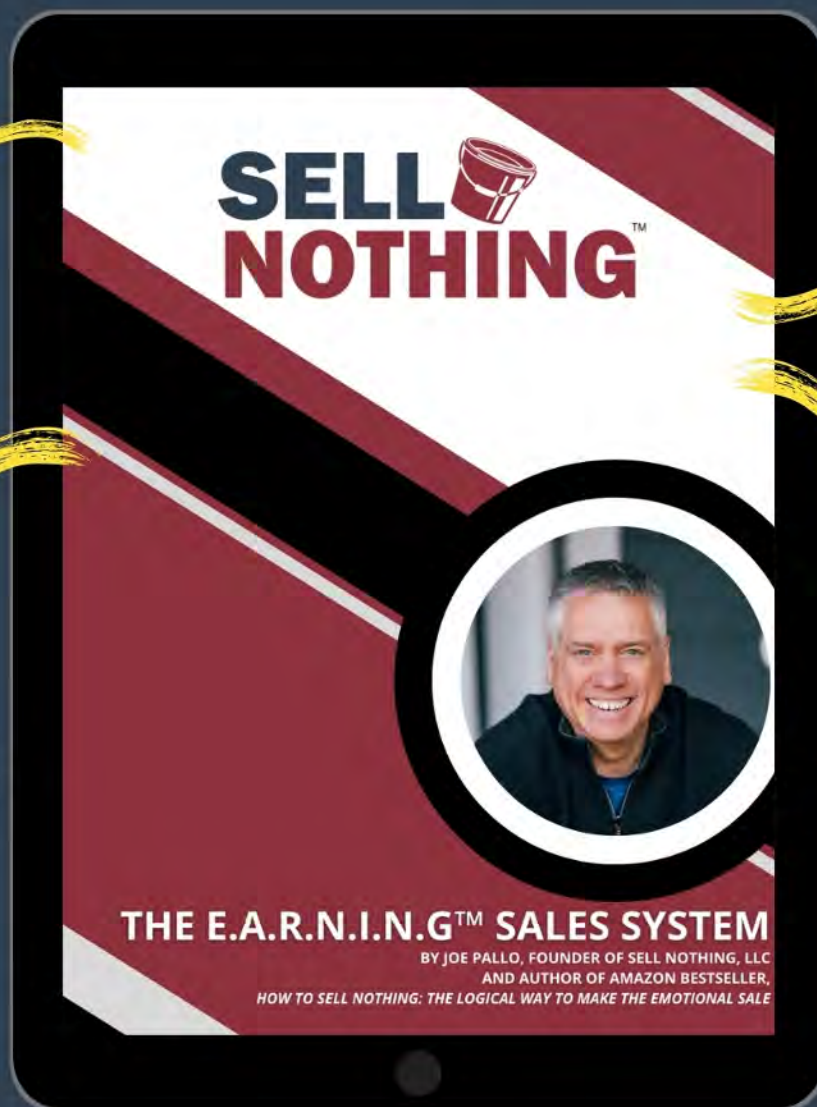


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Business Expert

Theresa Ream is the founder of several multimillion-dollar businesses known as the Ream Companies and has over 42 years of business success. Theresa is also the founder of Feminine W.I.L.E.S lifestyle business consultants, and her passion is helping established CEOs and entrepreneurs. She utilizes her strong organizational, financial, marketing, and nurturing skills to help women eliminate overwhelm and get clarity in their businesses by coaching them in systems, marketing, and building happy teams.

Theresa is a community leader, speaker, best-selling author, blogger, and host of The Ask the Expert Podcast. Theresa believes you must build the woman to build the business.



Rethinking Some Simple Marketing Strategies.

With the new year comes new thinking and many of us need a quick pick me up regarding our marketing. I have put together a few steps to get the ball rolling for 2024 to help turn those prospects into raving fans and make your business profitable. So, let's get started.

Your Target Market.

Your niche may be too broad. Focus those limited marketing dollars so your ideal prospects will sit up and take notice. Narrow your focus down to specifics. For example: new moms, CEOs over 50, downsizing empty nesters, etc. The list can really be narrowed down no matter what industry you are in.

Marketing a large list of services means you're not speaking to any one type of prospect; this can hurt your business conversion rate and makes it impossible to dominate your niche. The market is looking for specialists to help them and that should be you.

When narrowing down your niche, consider this.

1. How much do you personally enjoy working with your identified narrowed down niche? Because if you don't enjoy this segmented niche, it will not be successful, and you won't be good at it.
2. Are they willing to pay a high price for your work? Charging too low for your product or services is a sure way to either be a miserable business owner or go up in smoke.
3. How profitable is this niche? High prices don't always equate to high profits. I have seen many high-end businesses and coaches go out of business. This is due to not having systems, funnels or expanded programs that turn clients into long-term clients.

What is your unique selling proposition? Why should they buy from you? What makes you different? Be unique, yes, this usually involves some type of showmanship. Transform ordinary and boring into interesting and sought after. Creativity needs to be tapped into. Think about something you pay more for because their business plan is unique in some way that ties in with their marketing. Apple? Starbucks? We could get a cheaper cup of coffee or phone. How about the last expensive face cream you bought vs the grocery store creams? Think about what makes you spend more on an item.



Prospective clients' inaction is your biggest enemy when it comes to why they don't buy from you. Therefore, you need to keep your message as simple as possible, confused prospects don't become clients. Too many options and they move on. I love the saying "Choose clarity over cleverness when marketing your message".

Sell the fact that you can relieve their pain points.

The features and benefits of your product or service is not as important to your client as relieving their pain points. How do you solve their problems beyond the usual qualities and advantages of what you do? For example, people love the latest smart televisions, computers and cell phones but hate set-up, transferring data and learning new features. The Geek Squad took the pain out of purchasing the latest technology. They deliver, mount it on the wall, connect it correctly and train you on usage and if you need them, they come back and fix what's wrong or find a solution. Now is price as important to you with a package like that? Think beyond what your features and benefits are to marketing to their pain and what they dislike doing themselves that keep them from buying.

Are you using direct response marketing to get the best ROI? If not, consider these points:

Is it compelling? Are you making sure it's focused solely on your niche with persuasive sales copy? It needs to be attention grabbing without looking like an ad.

Make it free. Selling right out the gate is a turn off, instead get them to take an action step such as requesting a free report, webinar or video educating them about the problem they have. This helps you build trust.

It requires a response. Unlike regular ads or some networking tactics that can capture their information, this allows you to track which marketing offers are working.

Are you providing follow-up? Always have a next step to offer more valuable information to your prospect; this allows you to keep in touch with those slow cooker prospects.

Your marketing should flow into your sales process. It's all about education, this will build trust and enable you to make the buying process easier for your prospect. Remember, you are the person who educates them, consults with them, advises them and solves their problem. This type of marketing is cost effective, impactful and a powerful marketing strategy for small businesses.

Numbers point to the health of your business. Have you ever talked to a business owner that painted a picture of health about their business only to find out later that they are totally broke and either the income or profit margin could not sustain their business? Knowing your numbers is a key differentiator between a struggling business and a thriving business.

I have nine large teams for each of the divisions of my corporations. I measure each team's numbers in the exact same way. It's called the...

The Minimum vs Actual Report

I have a minimum that my team must measure in the following areas:

- Work scoped
- Work in progress
- Work completed and billed
- Money collected
- Actual gross profit margins for each team

In the next column, I have their **actual** numbers in the same categories. At any given time, some teams far exceed their minimums and others may be below. This gives me a basis to dive in deep. Do we need to hire more team members to get the jobs completed, do we need to lay off, do we need to be more vigilant in our collection of money, are we making our minimum profit needed? Are we over our profit and needing to give the team a bonus?

Without knowing this I would be running my multimillion-dollar businesses in total darkness. Marketing and numbers are full circle. Businesses need marketing dollars and when the fuel (money) runs out the whole business is in critical condition and can quickly or slowly go into shut down phase taking the owner down with it.

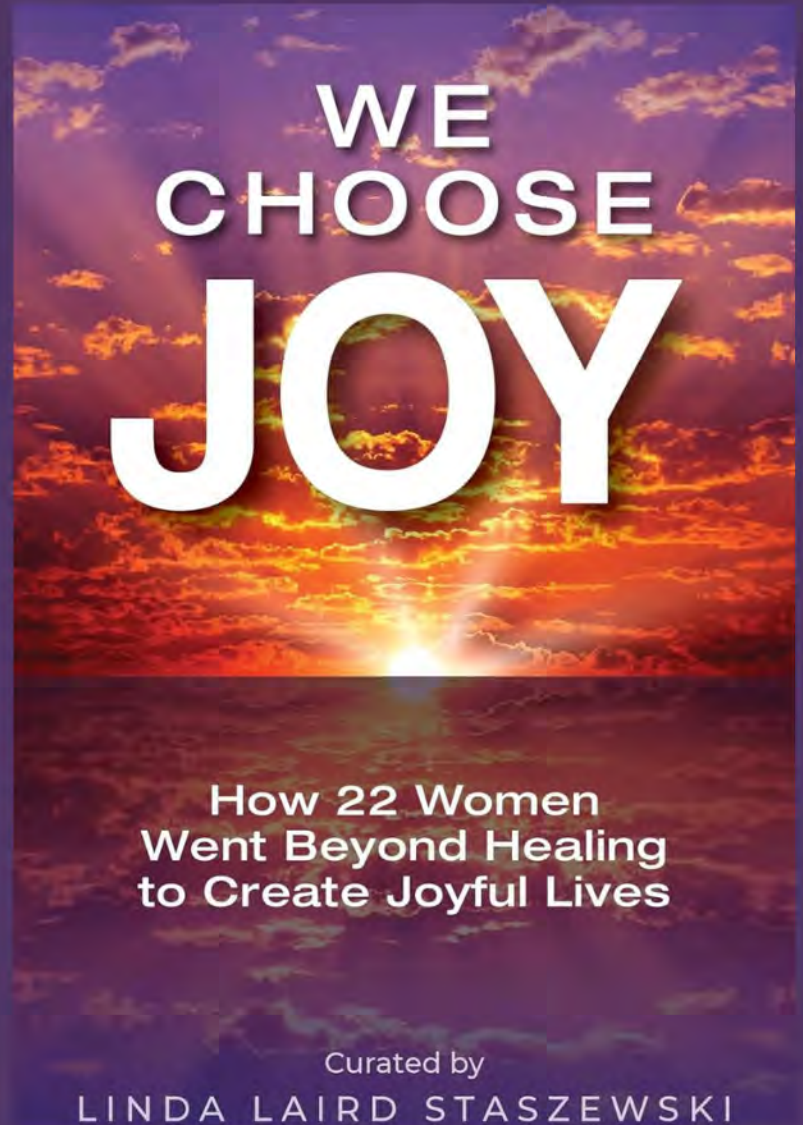
Get to work on any of these concepts and you should see a more profitable year!

Why Buy the Book?

“In this book, you will be inspired by 22 women who share their profound story and journey through the trials and trauma that led to their truth, transformation and triumphant healing that empowered them to go on to cultivate a life filled with JOY and of contribution and community. You will shed tears, but you will rejoice in the resilience of these women in a way that will touch your heart and may empower you to make a change or tell YOUR story, causing the impact of this book to continue.”

~ Patty Farmer

Marketing & Media
Strategist & Speaker



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your copy yet?*

BUY IT NOW



Theresa Ream



Krista Beavers is a master business growth strategist and founder of Guardian Accounting Inc, 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: startups, brick and mortar, corporations, and solopreneurs. Her services are customized to the needs of the client, from accounting, consulting, payroll to CFO. Her business growth is driven by referrals from clients and strategic partners. She is passionate about being of service to the community and serves as Treasurer on the board of PWN.



Navigating the Marketplace: A Tale of Two Eras

Buckle up, fellow time-travelers! We're about to embark on a nostalgic journey through the neon-lit streets of the 1980s and the fast-paced digital highways of today. Think back to the days when "The Breakfast Club" ruled the box office, MTV played actual music videos, and the concept of streaming was reserved for waterfalls in the serene countryside.

As we stroll down memory lane, cassette tapes in hand, I know you can remember the days when the dollar could stretch a bit further, and the Friday night pizza tradition didn't leave your wallet gasping for air!

We are going to explore purchasing power, comparing the glorious 1980s to the hustle and bustle of today. Purchasing power, the magical ability to turn your hard-earned money into tangible goods and experiences. It's the force behind our daily decisions, influencing what car we drive, the home we live in, how often we can indulge in the occasional guilty pleasure and what we have available to invest in our business growth.

Ah, the '80s - neon colors, arcade games, and a sense of financial optimism. The average family income during this era provided a comfortable cushion for the occasional shopping spree. In fact, the median household income in the United States in the 1980s was around \$30,000, allowing families to indulge in the luxuries of the time. With a lower cost of living and inflation rates, families were able to splurge on the latest gadgets without breaking the bank.

Remember cassette tapes and leg warmers? Those were the days when a Cabbage Patch doll, priced at around \$30, having that birth certificate and adoption paper was a status symbol. "Gourmet coffee" meant a simple cup of black coffee from the corner diner, costing a mere dollar. Life was simpler, and so were our budgets, with the average cost of a movie ticket hovering around \$3.50 and a gallon of gas at approximately \$1.25.

In the '80s, where big hair met big dreams, and every small business owner sported a power suit as their armor. Back then, the game of entrepreneurship had a different set of rules, with a dash of shoulder pads and a sprinkle of Walkman beats.

Small business owners navigated a landscape of rotary phones and paper-based bookkeeping. The corporate tax rate, a formidable opponent, hovered around a whopping 46%. Yet, amidst the challenges, a secret sauce existed, local connections. Business owners were the neighborhood heroes, building relationships over handshakes and local partnerships.

Adaptation was an art form, mastering the nuances of the community. Sure, there were limitations, global domination was a stretch, and expansion often meant moving just a few blocks down the road.

Fast forward to today, and we find ourselves in a digital age where a simple tap on our smartphones can make things magically appear at our doorstep. The economy has shifted, and with it, the dynamics of our wallets.

Wages have evolved, with gig jobs and remote work challenging the traditional 9-to-5. Technology has made our lives easier but also brought a new set of expenses. Globalization has made goods more accessible, but it comes at a cost. So, how does all this translate to the modern family's purchasing power?

In today's world, the average family is juggling more than ever. With increased income inequality and rising living costs, the pressure is on. The cost of housing, healthcare, and education has skyrocketed, challenging the once undisputed purchasing power of the middle class.



"In the '80s, wisdom was knowing where to invest; today, it's also knowing when to resist the allure of instant purchases." —Krista Beavers

Debt has become a familiar companion for many families, as they navigate the delicate balance between wants and needs. Families are not only tightening their belts but also exploring new income streams. Side hustles, freelancing, and the gig economy have become integral parts of the modern family's financial portfolio, offering both flexibility and supplementary income.

Affordability challenges persist, forcing families to get creative with housing choices and location decisions, often requiring strategic financial planning. Yet, the story isn't all doom and gloom. Picture this: browsing through an online marketplace at midnight, ordering groceries with a click, and having them delivered the next day. Technology and online shopping have revolutionized how we spend, influencing our purchasing habits and shaping the market landscape.

According to a recent survey by the National Endowment for Financial Education, a staggering 70% of families in the 2020s have incorporated budgeting and financial planning as essential tools for managing the ebb and flow of modern life. This statistic highlights the widespread recognition that financial literacy is no longer a mere luxury but an absolute necessity.

According to the digital grapevine, 70% of small businesses have hopped onto the digital marketing dance floor. It's not just about local charm anymore; it's about global raves. E-commerce, social media, and virtual connections have turned the game into a worldwide party.

As we look to the future, it's clear that the economic landscape will continue to shift. Predictions abound, from the impact of emerging technologies to the potential effects of evolving global dynamics. However, one thing remains constant—the need for informed financial decisions to navigate the ever-changing marketplace.

So, whether you're reminiscing about the '80s or embracing the opportunities of today, one truth stands: the purchasing power of the average family is a reflection of the times. As we continue this journey, let's arm ourselves with financial knowledge and adaptability, ensuring that our wallets stay resilient in the face of whatever economic surprises the future may hold.

After all, isn't life a little sweeter when we can afford that extra slice of pizza on a Friday night?

"Budgeting today isn't just about cutting costs; it's about strategically investing in experiences and necessities that truly matter." —Krista Beavers

BUDGET SMARTER

Filling out your business budget can seem daunting, but with patience and the right resources, it doesn't have to be. With a well-crafted budget, you'll be able to have peace of mind that your bottom line is secure.

***READY TO UNLOCK
THE POWER OF FINANCIAL
EXPERTISE FOR YOUR BUSINESS?***



YES, PLEASE!

Krista Beavers



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The Parking Ticket Paradox

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Media Tip

Use social media to amplify your content and increase engagement and awareness of your services and products by sharing your content in a multiple of formats to expand your reach into new markets.

-patty farmer

The Profound Impact of Storytelling: A Symbiotic Relationship between Personal and Professional Significance



Storytelling Expert

Rachelle Bryant has spent the last 20+ years educating, guiding, and supporting others in sharing their stories. She is an inspirational storyteller and speaker, focusing on intentionality, vulnerability, shame, empathy, resiliency, and authenticity. She runs multiple social media pages on mental health, education, and the newest one, Transformational Truth. Her latest book is *We Choose Joy: How 22 Women Went Beyond Healing to Create Joyful Lives*. She is also the founder and owner of multiple businesses under the name Wildly Free. She believes everyone, including you, has the ability to design the life they want, embracing the untamed spirit within.



The art of storytelling shapes personal narratives and leaves a memorable mark on the professional culture. Exploring the multifaceted significance of storytelling allows you to delve into its transformative power both in personal narratives and the dynamic world of business.

S - Structure, symbolism, suspense, saga, sequel, soliloquy

T - Theme, tension, twist

O - Orchestration, originality, outcome, obstacle

R - Relatability, resolution, revelation

Y - Yearning, yield, yore

T - Tale, Transition, tragedy

E - Epiphany, enigma, epic, emotion, evolution, endurance, exposition

L - Legend, legacy, laughter, loneliness

L - Lure, loyalty, lament, loss

I - Inspiration, intrigue, identity, innovation, irony, imagination, interlude, incident, insight, intuition, impact, integrity, influence, integration

N - Narrative, novelty, nuance, noteworthy, nurturing, navigating

G - Gripping, guidance, glimpse, growth, gratitude

Storytelling encompasses all these words and their meanings. These words create emotional responses within us and help explain why storytelling has a profound impact, personally and professionally.

Storytelling is about sharing parts of ourselves to let others know they are not alone. Have you ever listened to a story that touched you so profoundly that it stirred up deep emotions? Sometimes, all it takes is listening to a story that resonates with us to make us feel seen and heard. It can be a powerful validation of our struggles and make us feel less alone.

The power of stories lies in their ability to stir emotions, make a profound impact, and connect with others on a deep level.

"By normalizing personal storytelling, we can break down barriers and see each other as equals, fostering a more inclusive and collaborative culture." ~ Rachelle Bryant



The stories we tell ourselves and others matter on many different levels. Storytelling is in all that we are and all that we do. We share experiences that are part of our truth. We often create stories to explain our feelings, actions, and decisions.

Stories are in our DNA. Stories are stored within us from our ancestors. This is how our gut instincts come into play. They are influenced by past experiences of our family members, helping us to determine what feels right or wrong.

Identity and Connection

Our personal stories have the power to connect us, fostering a sense of shared humanity that transcends our differences. By sharing our experiences, we create a space for others to relate to our challenges and triumphs, and in doing so, we inspire and uplift one another.

Self-Reflection and Growth

Storytelling helps in self-reflection and understanding ourselves and others. It has been a tool within families, tribes, and communities to share life lessons, celebrate the good times, and realize that life is full of rewarding and challenging experiences. We learn and grow simply by opening ourselves up to the stories of others, even if those stories are different from our own.

Professional Impact of Storytelling

Professionally, sharing stories establishes trust because they make us vulnerable and authentic. They differentiate us from others because no two people have the same stories. Stories foster stronger relationships because they represent us in beautiful, personal ways.

Every professional connection begins with a story. When meeting new people, you share parts of yourself to connect and find common ground.

Effective Communication

By incorporating storytelling into your communication, you contribute to a culture that values authenticity, and it strengthens your credibility. We weave narratives to convey information, evoke emotions, and create unforgettable experiences.

Memorable storytelling captures attention and leaves a lasting impact. Storytelling is the magic that allows us to have a voice. Every story, whether written or spoken, has value and deserves to be shared.

Building a Compelling Brand

Your brand directly reflects you and the stories you carry within. When determining your brand aesthetics, think about the story you want to tell through your graphics, fonts, colors, and wording.

A strong brand story fosters connection and establishes trust and loyalty with those who come into contact with you and your business.

Leadership and Influence

Great leaders know how to use storytelling to inspire and motivate their teams. The stories they tell help shape the culture of the workplace by aligning with the organization's mission and values. When leaders are open and honest, they build trust, positively impacting individuals and groups inside and outside the business.

Problem-Solving and Decision Making

Storytelling is an incredibly effective tool that can significantly aid problem-solving by providing valuable context and perspective. It can enhance decision-making skills by presenting complex information in a memorable and relatable way, allowing individuals to make better and more informed choices.

The importance of storytelling reverberates through the tapestry of our personal and professional lives. Personal narratives provide a profound understanding of ourselves and others, fostering empathy and growth. Professionally, storytelling serves as a catalyst for effective communication, brand-building, and leadership. Recognizing the transformative power of storytelling allows us to navigate our journeys with purpose and contribute meaningfully to the professional world.

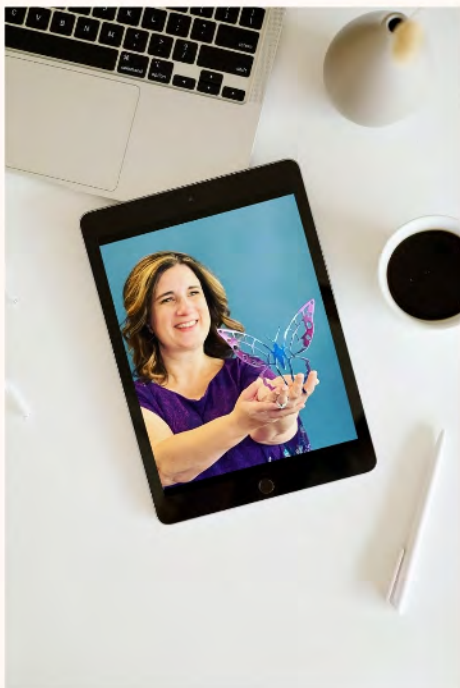
The beauty and freedom of storytelling, whether personal or professional, lies in the fact that no one can limit your ability to express your unique self. You have a diverse perspective, which enriches and adds value to cultural narratives. Through creativity and innovation, you can invite others to experience the same freedom by sharing their unique stories and ideas, thereby creating communities.

Sharing your cultural heritage educates others and offers perspective into your world while passing down stories through generations. The freedom of empowerment is unparalleled once you become more comfortable and allow your stories to flow.

Storytelling can be scary at first, especially if you were taught to separate your personal life from your professional life. These are outdated practices as the importance of personal connection has been proven to be one of the most powerful tools for successful interactions.



WHAT'S YOUR STORY?



Start mastering the art of personal and professional storytelling by scheduling a free 30-minute consultation.



I'M READY TO
TELL MY STORY

Rachelle@WildlyFreeLLC.com

BOLD Beginnings: Building Your Vision and Believing in Yourself



Community Expert

For over a decade, Tracie Root has been serving and supporting women to SET and to GET their goals in life and in business. As the founder of The Gather Community, she took her own goal-getting advice by shifting in 2020 from holding and hosting in-person events in her “brick-and-mortar” space to creating a nationwide community of like-minded women who are growing and thriving together. Tracie guides women in business who are ready to shift toward their next exciting chapter in business by creating a structured, sustainable, and successful business with decisive BOLD action.

Not all of us begin our careers thinking we are going to change the world. Often, as a young person, we are looking to break into adulthood. To be on our own, to earn a living, and to grow into what we’ve imagined being a grown-up might look like.

In those early days, I thought I had to be exceedingly self-reliant. I did everything on my own and I believed that was the way it was supposed to be. My brain power, my dreams, and my plans are what got me up in the morning. In the exciting and ever-changing world of women's entrepreneurship, a remarkable journey can unfold with every venture.

Did you know that women-owned businesses are growing at a rate five times faster than the national average? Behind every success story lies a journey fueled by a clear vision and unwavering self-belief. I didn’t know it yet, but I had harnessed the transformative power of building a vision and believing in oneself.

Build Your Vision

The first milestone on this road to success is to *Build your Vision*. Picture your entrepreneurial journey as a masterpiece and the vision as the canvas on which it unfolds. A well-defined vision is that north star that guides you through the maze of challenges and triumphs. Think about renowned women entrepreneurs like Oprah Winfrey or Sara Blakely—visionaries who shaped their industries through a clear sense of purpose.

When building your vision, be sure to begin with a solid foundation. What are your passions? What impact do you want to make? Your vision should be a reflection of your values and aspirations. Refine it over time, allowing it to evolve as your business grows. Remember, a vision is not a fixed destination but a dynamic force that propels you forward.

Rest assured that this vision will change over, and over, and over again. Recently I was working with a coach who encouraged us to really allow our dream to take shape during a session. She asked us to see it, feel it, smell it, taste it - use all of our senses to really attach our heart to the idea we had in mind.





Then, she asked us about it and challenged us to be BOLD and to state it, out loud, to the others in the room. It was amazing how I had been telling myself I couldn't, that I had to start smaller and more "realistic". Man, I hate that word. Realistic. Yuck. **The transformation had begun.**

Believe in Yourself

With the clarity of your vision in hand, the next crucial step is to *Believe in Yourself*. This is not just a mantra, but a profound mindset shift that propels you toward your goals. Consider the story of your favorite entrepreneur who transformed self-doubt into self-assurance, building an iconic cosmetics empire or global media company, or maybe she became an incredible coach for women in business.

Tip #1 - Harness the power of self-belief by embracing positive affirmations. Affirmations are not just words; they shape your thoughts and actions. Repeat empowering statements daily to reinforce your self-belief. Remember, you are not defined by your failures; you are defined by your resilience. Turn failures into stepping stones and view them as opportunities for growth.

Tip #2 - Set clear boundaries around what matters to you. Whether it's for your personal life or for your business, being clear about what is OK and what is not OK in your life allows you to know yourself that much better and to be treated as the queen that you are.

Tip #3 - Do something nice for yourself. Yes, self-care matters and it's not all massages and mani-pedi's (although those are awesome). Remember what you enjoy and find a way to spend time doing it - hobbies and passions can be hard to hold on to when we are so busy. Treat yourself as you would your very best friend.

As you cultivate self-belief, you'll find that it becomes a magnetic force. It draws a supportive community toward you. Authenticity is the key to attracting like-minded individuals who resonate with your journey. Think about successful entrepreneurs who radiate confidence - people are naturally drawn to their energy.

Leadership Qualities

Leadership is a vital element in any entrepreneurial venture. To embody the qualities of a community leader, start by being an effective communicator. Consistency and trustworthiness build a strong foundation of reliability. Embrace a visionary mindset to anticipate industry trends and stay ahead. Foster creativity and innovation within your team, and watch your business evolve. Prioritize connection and teamwork—your network is a source of strength. Lastly, be agile; adaptability is the key to navigating the ever-changing entrepreneurial landscape.

Now it's time to turn inspiration into action. Reflect on your vision—does it align with your passions and values? Embrace self-belief as a constant companion on your journey. Share your vision and beliefs with the community around you; let your story inspire others. In The Gather Community, you can connect with fellow women entrepreneurs. Share your vision and learn from others on similar paths. Together, we can amplify our impact and create a supportive culture for BOLD beginnings.

"Success is liking yourself, liking what you do, and liking how you do it."
~ Maya Angelou


Building a vision and believing in yourself are not just steps; they are the essence of a BOLD entrepreneurial spirit. Stay tuned for the next article in our series as we continue to unravel the facets of BOLD that empower women entrepreneurs worldwide.



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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.**



Happy New Year 2024! And hello to my fellow enthusiasts of the event industry! For those of us who have spent years in this exhilarating world, we understand the magic that events can bring to the table. I'm here to share insights from three decades of experience as a seasoned event producer, having worked closely with high-level clients, all while approaching this year with the wisdom and understanding that comes with this amazing journey.

One thing that has become abundantly clear in my journey is that events are not just about creating memorable experiences; they are about growing your business and profits too. In fact, when leveraged correctly, events can serve as a potent marketing strategy, generating substantial revenue for your business.

Our clients have collectively made over \$120MM and just this past year alone hit over \$20MM and mostly from virtual events (in Zoom)!

Six Insights for Event Success:

1 - Define Your Business and Target Audience:

Before you dive into the whirlwind of event planning, it's essential to get your foundation right. Drawing from my experience, I can't stress enough how vital it is to have a deep understanding of your business and your target audience. It's not merely about throwing events; it's about crafting experiences that resonate with your audience's desires and challenges. And why do we do this?

Because events provide an exceptional opportunity to connect with potential customers, engage with existing ones, and, most importantly, drive high-ticket sales.

2 - Set Clear Objectives:

As seasoned event producers, we know that success starts with a well-defined set of objectives. These objectives are our North Star, guiding us through the event planning process. For instance, imagine setting a goal of generating \$500,000 in high-ticket sales during an event. This goal alone can shape your entire event strategy, ensuring every detail is geared toward achieving profitability. From ticket sales, to utilizing sponsorships and affiliate promotions, mapping out your marketing plan and event strategy is key.

3 - Develop Your Event Strategy:

We've learned that not all events are created equal when it comes to profitability. High-level clients demand high-level results. Workshops, masterclasses, or specialized conferences provide the ideal canvas for selling high-ticket products or services. It's all about selecting the event types and formats that promise the most significant returns on investment.

There are four main types of events: Virtual Events, In Person Events, Hybrid (both Virtual & Hybrid) and Destination (Retreat Style) Events. Each of these types of events can be used in your event driven business and marketing strategy.

4 - Event Planning and Execution:

Meticulous planning and execution are the backbone of our craft. Managing costs, optimizing ticket pricing, and exploring strategic partnerships can all influence your event's profitability. But here's the real secret sauce - high-ticket offers. We seamlessly weave them into our events, incorporating them into materials, presentations, and discussions. It's about creating an environment where attendees can't resist the allure of these premium offerings, complete with persuasive sales tactics like limited-time discounts or exclusive access. Being authentic, providing experiences as well as education are the tactics that drive profitability.



5 - Post-Event Follow-Up:

Our events don't conclude when the curtains close. This post-event phase is where the magic often happens. High-ticket offers can have a profound impact here. We seize the momentum generated during the event to follow up promptly with attendees. Special promotions, extended access, or additional value can all tip the scale toward profitability. Think of doing an Encore event. Pulling out the key components from your event and sprinkling in some new experiences and making the offer again. Remember sometimes it's just offering an opportunity to have a follow up call that gets the attendee to open up and sign up!

6 - Continuous Improvement:

We're no strangers to the importance of adapting and evolving. By consistently analyzing the ROI of our events (return on investment), we identify what works best. High-ticket offers must evolve too, staying relevant and competitive in an ever-changing market.

Now, let's back up these insights with some industry statistics. According to the Event Marketing Institute, 95% of marketers believe that live events provide valuable opportunities to form in-person connections in an increasingly digital world. Furthermore, the Content Marketing Institute reports that 75% of content marketers consider in-person events as the most effective content marketing strategy. These figures underscore the profitability of event-driven marketing as a strategy.

Did you catch that?

75% of content marketers consider in-person events as the most effective content marketing strategy. Have you incorporated events into your marketing strategy? If not, why not?

In conclusion, events are not just a labor of love; they are a labor of profit when approached strategically. By combining the power of event-driven marketing with high-ticket offers customized for your audience, you unlock the potential for substantial profits and long-term business success. So, let's keep planning those events, fellow industry veterans, and watch our profitability soar to new heights.

This year is the year of the Dragon. 2024 equals 8 when added together - the Chinese number for abundance. This year will bring authority, prosperity, and good fortune. However you define this success, the journey is far from over, and the best is yet to come!



BLU DIAMOND EVENT MANAGEMENT

12 EVENT DISASTERS AND HOW TO AVOID THEM

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Navigating the Shift to Digital Transformation for Business Growth



Tonya Gossage, founder of Gossage Performance Consulting, leverages her 34-year executive banking experience to uplift coaches, trainers, speakers, and podcasters. Renowned for her strategic insights and exceptional networking skills, Tonya's consultancy specializes in increasing clients' visibility, influence, and income through her innovative "Who Not How" plus AI framework. Her approach combines personalized coaching, training, and community support, ensuring her clients are primed for success. Tonya's dedication to fostering authentic connections and her passion for helping others excel make her a distinguished ally in the professional growth and transformation of her clients.

In today's digital age, businesses must continuously evolve by incorporating digital technologies. This transformation facilitates growth and innovation, as seen in the adoption of eCommerce platforms, AI integration, & technology upgrades, all crucial for staying ahead in the competitive market.

The digital landscape is pressing businesses to adopt digital-first strategies. Examples like local coffee shops offering app-based ordering and small bookstores expanding their reach online illustrate this shift. Understanding consumer behavior is vital in this process, focusing on delivering convenience, speed, and personalization. Digitalization also enhances back-end processes, which are key to maintaining efficiency and meeting customer demands. Other examples include apps and software for quick and easy drop and transcribe videos for podcasters and content and marketing creators.

Strategies for Effective Business Modernization through Technology Upgrades... Modernizing a business with technology requires identifying key areas for upgrades, such as customer service, billing systems, accounting software, targeted marketing and social media campaigns, and analytics. Training yourself and your team to adapt to new technologies is crucial for maximizing the potential of these systems. Emphasizing data-driven decisions and automation, businesses can streamline operations and improve customer experiences, with every technological upgrade focusing on efficiencies and enhancing the end-user experience.

Driving Digital Innovation to Reinvent Your Business Model... Innovation in the digital space is a critical differentiator for businesses. It involves challenging traditional business models, fostering collaboration, engaging customers in the innovation process, and maintaining a culture of continuous innovation. This approach leads to significant advancements and keeps businesses agile and competitive.



"When digital transformation is done right, it's like a caterpillar turning into a butterfly, but when done wrong, all you have is a really fast caterpillar." - Anonymous

Steps to a Successful Digital Transformation Journey for Businesses... Successful digital transformation involves defining clear objectives, assessing current digital capabilities, creating a detailed roadmap, managing change effectively, and tracking progress. This structured approach ensures a smooth transition and helps in achieving set digital goals.

One of the ways that help me define clear objectives and goals that provide me with a detailed roadmap is mind mapping. I use software to mind map my thoughts and organize them into a detailed plan. When used correctly, this allows for proper change and project management.

Leveraging Technology Upgrades for Business Digitization and Competitiveness... Choosing the right technology upgrades is crucial for digitization and maintaining competitiveness. Embracing technologies like content, marketing, sales, email, and lead generation management tools. Choosing technology that helps you align your messages with consumer expectations and gaining insights for better decision-making are also essential aspects of this process.

The Role of Digital Innovation in Business Model Evolution and Growth... Digital innovation serves as a catalyst for evolving business models and growth. It enables companies to redefine customer value propositions and be at the forefront of market disruptions and put themselves out in the community front and center. Democratizing technology allows small businesses to access powerful tools, fostering a culture of digital exploration and continuous learning. It also allows small businesses the opportunities to get in on the ground floor of new technology companies, become founding members, and grow as they innovate.

Practical Tips for Integrating Digital Technologies into Business Operations

Integrating digital technologies involves a step-by-step approach.

1. Focus on your core values, mission, why, and your end goal.
2. Make a list of your strengths and weaknesses.
3. Can technology replace your weakness?
4. Can you utilize the technology or do you need a virtual assistant?

All technological advancements should aim to enhance the customer experience or create efficiencies to simplify and streamline processes for better engagement. In my case, technological advancements along with one virtual assistant have been like adding three total people to my team. Technology can, in some instances, solve significant challenges for you. The number one tip is to know where you are headed (your end goal) and not overspend on your technology. You buy lifetime deals or are very strategic in your monthly subscriptions.




Overcoming Challenges in Business Digitization and Modernization... Digitization comes with challenges like resistance to change, budget constraints, legacy system upgrades, data migration, and talent acquisition. Overcoming these challenges requires effective communication, strategic planning, expert involvement, and fostering a culture of innovation and continuous learning.

There are challenges to overcome in everything we do. I've learned to leverage social media and my network of contacts. I am sure you already know this, but people want to help people. Your network on social media platforms and your contact relationship management (CRM) system are happy to assist you with all these challenges. Your weakness is someone else's strength. We are in a business culture of collaboration and partnering with other small businesses and entrepreneurs and should be leveraging the opportunity.

Measuring the Impact of Digital Transformation on Business Performance... Measuring the impact of digital transformation is crucial. Metrics should include customer engagement, sales growth, operational efficiency, employee productivity, and market position. These measurements help validate the effectiveness of digital strategies and motivate ongoing innovation efforts.

If the technology systems you have in use are not measuring your growth, keep a simple spreadsheet. I know many six and seven-figure entrepreneurs who use spreadsheets. You do what works for you! I can raise my hand and say I have been guilty of not doing this in the past, but it has been eye-opening to see the results since I started.

If you haven't already started embracing digital transformation, start now. I believe it is essential for businesses today. Businesses can enhance their operations, customer engagement, and competitiveness through strategic technology upgrades and adapting to digital trends. This continuous improvement and reinvention journey leads to significant growth opportunities and positions businesses for future success.



In every episode of Influence and Growth Mastery, I invite inspiring entrepreneurs and business owners onto the show who've utilized influence strategies successfully for their growth. If you want to share your valuable advice and message with my audience to expand your market and network, click the ONBOARDING BUTTON to complete the form to see if you qualify.

Influence & Growth

Mastery
with Tonya Gossage



Up Close and Personal With... Deirdre Tshien



What does success mean to you?

The definition of success has morphed over time for me (which may be natural as we all grow older, and hopefully wiser). I used to think that success hinged on the amount of money I was making or how known I was in the market.

Now, success is truly a balance of living the lifestyle I want to live, doing things that truly make me happy. That means no longer living the “hustle” entrepreneur lifestyle and being really intentional with how I spend my time. My business is successful because it can fund the lifestyle I want, rather than needing it to attain some magical number.

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

Dive in headfirst and don't give up. The only way to truly find success is to go through the process. And the only way to go through the process is to go all-in and navigate your way through the mud. It's not going to be pretty, but you'll be a stronger person on the other side of it who can take on *anything*.



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

I was working in a bank in Australia fortunate enough to be placed on a project that gave me visibility to senior leaders - all the way up to the CEO. I remember sitting in a meeting with these leaders and being privy to all the back-channeling and politicking, these leaders vying for dominance of their ideas and growing their own teams/ “empires”... and I knew at that moment that I did not want to have to become that person. That was when I truly started going all-in on my first business venture.

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

While I absolutely love what I'm doing to help entrepreneurs amplify their voices and messages through Capsho - if I'm being honest, my "Why" is self-serving because I just love the entrepreneurship journey.

I love the ups and downs (although definitely more the ups!). I love how I am constantly growing as a person each and every day and I love that entrepreneurship pushes me out of my comfort zone all the time.

The journey is the reason I could never imagine going back to a corporate job which is why no matter how tough things get, I will never give up.



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

With the advent of AI and plethora of tools and strategies, it is so easy to believe we can *do it all*. It is so easy to believe that we can implement every marketing strategy, every content strategy and every monetization strategy. **We need to do the exact opposite.**

To succeed in today's business environment, we need to learn the discipline of focus. How we stand out from the crowd is not by doing what everyone else is doing - which is being a little bit ok at everything - but by going really deep and mastering the one or two things that will really move the dial for our businesses.

For example, in my world of content marketing, it is easy to get caught up in wanting to be on *every* social media platform - from Instagram and Facebook and LinkedIn, to TikTok and YouTube and Pinterest.

Trying to stretch yourself too thin will mean you will not be able to leverage the platform in the way it is intended to get results (unless you have a big team of specialists who can do this for you).

Creating focus is the only way to succeed in business today.



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

It has taken me a long time to learn how to be “lazy”. I grew up being rewarded for constant productivity, hard work and being helpful. To the point of burn out.

Now, I've learnt that the only way to get the best from myself is to be inherently lazy. To give myself big, long breaks to pursue things outside of business. To stop being “helpful” to my team because all I was doing was getting in the way and complicating their processes and systems.

And through this process, not only have my team leveled up, but I've found my juice again. I'm able to be more creative in what I do for the business and I'm able to hold the vision and guide my team in the best way possible.

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

At the time of writing this, we're gearing up to hold our first ever live event, Capshovians Live. It is both thrilling and nerve-wracking. There have been many moments in the last few months where I've seriously questioned why in the world we're even doing this, and yet I am so passionate about what all of the speakers are going to be sharing (and the fun we're going to be having), that I *know* in my heart that we need to do it anyway.

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

[Honey Trap Marketing](#)
(of course!)

10x is Easier than 2x
by Ben Hardy & Dan Sullivan

What do you love most about your business TODAY?

That I get to do it with my two best friends (one being my husband), truly help people AND have a ton of fun!

What's next for you?

We are currently in the process of completely rebuilding Capsho, which we're calling Capsho NextGen. It is upleveling and testing the boundaries of AI and will truly help entrepreneurs cut through the overwhelm of creating content with intelligent activities and recommendations.

*And doing
this while
enjoying life!*



How to Turn One Podcast Episode or YouTube Video Into a Month's Worth of Content

by Guest Author

Deirdre Tshien

In the fast-paced world of content creation, where attention spans are fleeting, competition is fierce, and time is scarce, repurposing content has become an attractive strategy for creators. The concept is simple but potent: take an existing piece of cornerstone content (like a podcast episode), convert it into new formats, and share it on other platforms to reach a much wider audience.

But many content creators are missing the mark when it comes to doing this *effectively*. They just republish or repost content across different platforms and channels without considering each platform's unique characteristics and user preferences.

For example, if you're repurposing your podcast episode into a blog post, it needs to suit a *reader* finding you on Google using keywords, NOT a *listener* reading the episode content.

This one-size-fits-all approach prioritizes efficiency at the expense of effectiveness, which means you're just checking a box rather than actually increasing your reach.

I know what you're thinking: "Tailoring my content for each platform sounds time-consuming. Won't it take almost the same effort as creating everything from scratch?"

That may have been true a few years ago, but you can now leverage AI to do all of the grunt work of:

1. converting a podcast episode recording or a YouTube video recording into content formats for various platforms, and
2. ensuring that each format is optimized for its specific platform

Doing that will give you an entire month worth of content for multiple platforms from just one episode. That way, you can extend the lifespan of your episode and present it in fresh, enticing ways.

This article will show you exactly how to do that with a strategy I call "Content Dripping." If you do it right, it'll build an audience that knows you, likes what you do, and trusts you — in other words, you'll build know, like, and trust.

This strategy and work flow will work for any long form educational video you have created.



Step 1: Use a tool like Descript to edit your podcast episode video recording

Upload your video recording and edit it in 3 different ways:

1. Entire episode that you can publish on YouTube
2. A few 5-10 minute clips that showcase the key takeaways that you can use to add value on social media
3. A few 15-30 second clips that create curiosity about your episode that you can use as teasers on social media

Step 2: Use Capsho to turn your video into marketing copy

Upload the entire episode you edited in Step 1 into Capsho and it'll generate the following:

1. Episode title & episode description
2. Promotional, engagement, and educational social media captions for Facebook, Instagram, LinkedIn, X (formerly known as Twitter), and YouTube Shorts
3. Emails to a) promote your episode and b) engage and nurture your list
4. Blog posts
5. LinkedIn article
6. YouTube description
7. Timestamps of strategic soundbites from the episode
8. Curated quotes from the episode
9. Additional video scripts based on questions answered in your episode
10. Full-episode time-stamped transcript by speaker

Step 3: Edit your Capsho-created content

A PSA for those who need to hear it: You can't just copy and paste AI-generated outputs. They are, at best, a robust first draft. You need to review them to check for accuracy and make edits to match your tone of voice and unique way of communicating that your audience expects from you.

Step 4: Plan where and how to use your Capsho-created marketing assets

There are lots of different ways to leverage all the assets that Capsho creates for you but here is a recommendation for where and how to use each asset:

Asset	Where and how to use it
Title and episode description	Add to your podcast host when publishing your episode
Promotional social media captions	Pair with the 15-30sec video episode teasers you created in Step 1 and/or other episode launch graphics
Curated quotes	Turn into visual quote cards* to be shared on social media
Engagement social media captions	Pair with Quote cards and/or other related graphics you already use and/or share as text-only posts on social media
Educational social media captions	Pair with the 5-10min value based clips you created in Step 1 and/or turn into carousel posts* for social media
Email to promote your episode	Send to your email list on the day your new episode drops
Email to nurture your list	Send to your email list with key takeaways as a value add
Blog post	Share a blog post on your podcast website or blog
LinkedIn article	Share as an article for your LinkedIn newsletter. (Here's how to create your own LinkedIn newsletter)
YouTube description	Add to YouTube video when publishing your episode
Transcript	Add to your podcast website provider when publishing your episode

*Canva is the easiest tool to use to create these.

Step 5: Plan when to share your long-form and short-form content

The final piece of the Content Dripping puzzle is to spread out all of your marketing assets from this one podcast episode over the course of a month.

Here's a content calendar and posting schedule I recommend. Or if you want your own personalized content calendar created for you, try Capsho for free here.

Week 1 - Day 1

- Publish video episode teasers as Instagram / Facebook reels or Stories and as YouTube shorts
- Publish episode launch graphics on LinkedIn and Twitter
- Send promotional email about latest episode drop

Week 1 - Day 2

- Post Quote card on LinkedIn

Week 1 - Day 3

- Post text-only Engagement post on Facebook

Week 1 - Day 4

- Post text-only Engagement tweet on Twitter

Week 1 - Day 5

- Post Quote card on Instagram

Week 2 - Day 1

- Publish 5-10 min value based clip(s) on YouTube teasing the full episode

Week 2 - Day 2

- Publish LinkedIn article

Week 2 - Day 3

- Post Educational carousel post on Facebook

Week 2 - Day 4

- Post Educational carousel post on Twitter

Week 2 - Day 5

- Post Educational carousel post on Instagram

Week 3 - Day 1

- Publish full episode video on YouTube
- Share the YouTube link to full episode video to all platforms

Week 3 - Day 2

- Post Educational carousel post on LinkedIn.





Week 3 - Day 3

- Post Educational value-based clip on Facebook.

Week 3 - Day 4

- Send key takeaways as a value-add email.

Week 3 - Day 5

- Post Educational value-based clip on Instagram

Week 4 - Day 1

- Publish blog post.
- Share the link to the blog post to all platforms.

Week 4 - Day 2

- Post text-only Engagement post on LinkedIn

Week 4 - Day 3

- Post Quote card on Facebook

Week 4 - Day 4

- Post Quote card on Twitter

Week 4 - Day 5

- Post text-only Engagement post as a poll or question on Instagram Story

This is how you can transform one podcast episode into a month's worth of compelling content that leaves a lasting impression and elevates your online presence. And as you use this system with every episode, the benefits stack like compound interest.

The power of the Content Dripping strategy is that it not only gives your content visibility by reaching new eyeballs and earbuds, it also deepens your connection with your existing audience as they see your content in *different formats* over an *extended period of time*. And that's sure to build know, like, and trust.



Deirdre Tshien is the Co-founder & CEO of Capsho, the fastest way to repurpose and market your expert content!

She is the creator of Content Dripping, author of Honey Trap Marketing and host of the Grow My Podcast Show. She is a 2023 Honoree of the 100 Women to KNOW in America.

	WEEK 1	WEEK 2	WEEK 3	WEEK 4
DAY 1	 Publish video episode teasers as Instagram / Facebook reels or Stories and as YouTube shorts Publish episode launch graphics on LinkedIn and Twitter Send promotional email about latest episode drop	 Publish 5-10 min value based clip(s) on YouTube teasing the full episode	 Publish full episode video on YouTube Share the YouTube link to full episode video to all platforms	 Publish blog post Share the link to the blog post to all platforms
DAY 2	 Post Quote card on LinkedIn	 Publish LinkedIn article	 Post Educational carousel post on LinkedIn	 Post text-only Engagement post on LinkedIn
DAY 3	 Post text-only Engagement post on Facebook	 Post Educational carousel post on Facebook	 Post Educational value based clip on Facebook	 Post Quote card on Facebook
DAY 4	 Post text-only Engagement tweet on Twitter	 Post Educational carousel post on Twitter	 Send key takeaways as a value-add email	 Post Quote card on Twitter
DAY 5	 Post Quote card on Instagram	 Post Educational carousel post on Instagram	 Post Educational value based clip on Instagram	 Post text-only Engagement post as a poll or question on Instagram Story

Try Capsho for free with this extended free trial (PLUS get the Intentional Audience Attraction System for free!)

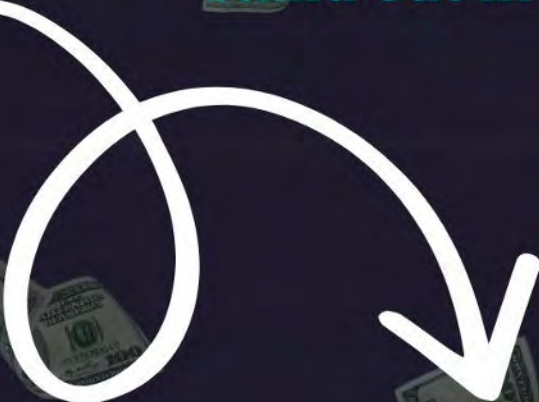
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Money Tip



Collaborating with influencers who share your ideal audience by guesting on each other's podcasts, blogs, articles and stages will create interest in your message and brand, increase your email list and generate possible new revenue streams.

-patty farmer

The Power of the Guest Podcast Interview: Your 2024 Marketing Secret Weapon

by Guest Author

Kimberly Spencer

In the world of business, speed is often the key differentiator between success and stagnation. If you've ever watched Cars 3, you might remember the concept of drafting—riding behind another to reduce resistance. In the world of podcasting, guesting is akin to drafting. It's about leveraging other people's audiences to propel your message forward. Speed is energy in business, and the faster you move, the quicker you reach your goals.

You can create your own podcast, but then you're swimming in a sea of 7 million podcasts, struggling to stand out. If you've ever done theater, creating, and staging the production has its own challenges, but getting people to attend the show is even harder.

Guest podcasting offers a different route. As a guest, you step onto an existing stage, connect with an established audience, and, with the right strategy, position yourself as an authority. Getting booked on podcasts is hands down one of the most effective ways to scale your business, so you can reach more people, attract more leads, and convert more sales. By strategically guesting, you tap into diverse audiences, reaching more potential leads in a month than your own podcast might in a year. Rather than building your stage, you are the star of others.

Here are four reasons why you should consider guest podcasting as part of your 2024 marketing strategy.

1 - You Have Built In Social Proof

You've heard it said, "Proximity has power." Guest podcasting gives you that power of being near, close, and around someone who already has cultivated the powerful momentum of an audience consistently showing up, to listen. Being featured on reputable podcasts implies credibility and expertise, as the audience trusts the judgment of the host.



The audience/speaker relationship has an innate psychology baked into it that contributes to the perception of authority. It's presupposed by the listeners that you, as a guest, possess valuable knowledge or insights, simply because they regularly are used to receiving value from the podcast host. Perception and proximity are powerful. You're an expert simply by association.

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2 - Your Audience is Making Good Money

As a business owner, especially in this economy, you need to be making smart, sustainable marketing moves, targeting people who not only understand what you're selling, but who also have the financial means to pay for your products and services.

[According to Buzzsprout](#), over 66% of US podcast listeners have an average household income of \$75,000 or more. [Linked in is the only social platform that comes close to those numbers, with 55% of LinkedIn users coming from high-income households](#). Simply put, with guest podcasting, you are targeting an audience who is far more likely to invest in further learning and growth with your products and services.

3 - Your Audience is Listening to Learn

Podcast listeners are learners. [According to Statista](#), about 75% of all podcast listeners in the United States reported in 2019 that they loved tuning into podcasts to learn new things. This intentional learning fosters active engagement, setting podcasts apart from other platforms like social media, where attention spans are notoriously short.

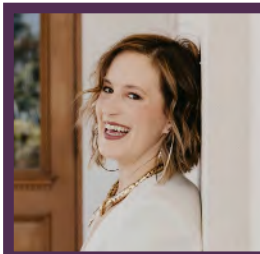
Compare this to the intention of people on social media, where the intentions vary from a desire to socially connect, to entertainment and leisure, boredom, addiction, self-validation, self-preservation, FOMO, emotional coping, comparison, social influence, and, sometimes, to learn something new.

4 - Your Audience is Listening...Long.

In a study done by [The Podcast Host](#), shows that 28.9% of new podcast listeners to a show will give the show 15 minutes to "hook" them. 27.5% will give it 5 minutes. Versus the average attention span for a social media post is a whopping 2 seconds. Since [80% of listeners listen to all or most of every podcast episode they start](#), you have a substantial duration for conveying meaningful information.

Imagine, now, how much time you could save on sales calls, by priming your audience for twenty minutes in a podcast interview. One coach saved 30 hours of discovery calls, just by addressing her client's objections in her answers on podcast interviews!

Guest podcasting emerges as a powerful strategy to scale your business in 2024. It's not just about numbers; it's about targeted, engaged, and passionate audiences. While social media has its place, the depth and quality of engagement in podcasting offer a unique opportunity for business growth and a lasting legacy.



Kimberly Spencer is the CEO of [Communication Queens](#), and Author of the Book "Make Every Podcast Want You: How to Become So Radically Interesting You'll Barely Keep from Interviewing Yourself," coming out in March 2024



The Marketing, Media & Money Magazine is designed to serve and support entrepreneurs, small business owners, and speakers by showcasing industry experts and global influencers who generously share their knowledge, strategies, and resources on what's working now to help you scale your business.

A woman with dark, curly hair is sitting on a light-colored couch, working on a laptop. She is wearing a white button-down shirt and light blue jeans. The couch has several pillows, including a large brown one and a grey one. A yellow arrow points from the bottom right towards the call-to-action text.

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A white mug with the letters "pf" in teal is on a grey textured surface. Next to it are a pair of white slippers with large bows.