

Marketing Media & Money

A woman with blonde, wavy hair is smiling and looking towards the camera. She is wearing a black, shaggy fur coat. Her hands are clasped in front of her. She is wearing a ring on her finger. The background is a plain, light color.

2024 2nd. Q.

*Beyond Algorithms:
Authenticity & Alignment
are the Keys to Marketing
Your Business*

**Leveraging Podcasts: A
Networking Masterclass
for Entrepreneurs**

*Get Your Clients to Tell You
How to Sell to Them*

**The Leadership
Flywheel Effect:
Your Shortcut to
Ultimate Success**

*Crafting
Compelling
Narratives:
Mastering
Your Story*

Meet Viveka von Rosen...

**Creating a lifestyle legacy business
for herself and her clients.**

**The Transformative
Power of Openness**

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

Welcome to the second quarter of 2024! As we continue our journey through this exciting year, our next issue promises to be as enlightening and empowering as ever. Packed with rich insights and innovative strategies to help you navigate the evolving landscapes of marketing, podcasting, sales, leadership, events, and both business and personal growth.



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. In this issue we are sharing profitable perspectives on:

- Beyond Algorithms: Authenticity & Alignment Are the Key to Marketing Your Business
- Leveraging Podcasts: A Networking Masterclass for Entrepreneurs
- Get Your Clients to Tell You How to Sell to Them
- AI with Heart: Beyond Words to a Connected Future
- Unlocking Event Success: Avoid Potential Pitfalls of Event Planning
- How Organization Sets Your Business Course for Success
- Avoiding Burnout as a High Achiever
- The Leadership Flywheel Effect: Your Shortcut to Ultimate Success
- Unlocking Your Potential: The Transformative Power of Openness
- Crafting Compelling Narratives: Mastering Your Story
- How to Stand Out in a Crowded Market by Accelerating Your Authority Positioning.
- Overcoming Imposter Syndrome: The Power of Self-Worth

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.

I would love to have you share how I may be able to serve & support you. Please feel free to reach out, my inbox is always open and I answer every email personally.

-patty

Patty "Marketing & Media" Farmer
Publisher & Editor-in-Chief Marketing, Media, & Money Magazine

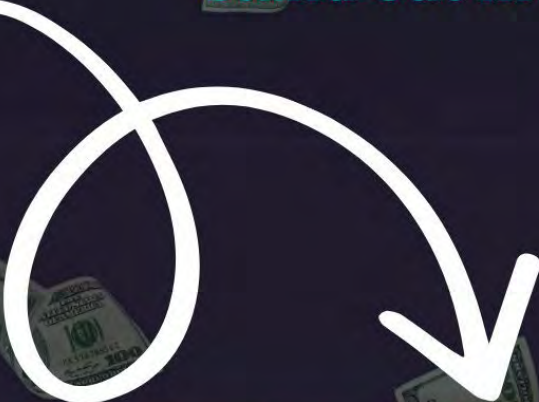


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of the curve on

*Marketing,
Media, &
Money*

POWERED BY: *patty farmer*

for the latest insights and resources on what's
working NOW to help you scale your business &
stand out in a crowded, noisy marketplace.



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episode here!





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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.
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Krista Beavers

Strategic Accounting Expert



Rachelle Bryant

Storytelling Expert



Tracie Root

Community Expert



Linda Cain

Event Expert



Tonya Gossage

Communication & Systems Expert 7



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.



Beyond Algorithms: Authenticity & Alignment are the Keys to Marketing Your Business

In the world of digital marketing and entrepreneurship, the clamor for attention through algorithms can often overshadow the fundamentals of genuine connection and relationship-building. For entrepreneurs and small business owners, the challenge isn't just about attracting any client—it's about attracting the right ones. It's about cultivating relationships that resonate deeply with their values and vision.

As a marketing coach and consultant, I choose to focus on the timeless principle of authenticity. The goal is to help you build a sustainable business model that thrives on relationships and partnerships, rather than algorithmic trends.

Understanding the Value of Authentic Connections

The value of a relationship extends far beyond a simple transaction. It's about creating a network of clients and collaborators who are not only interested in what you offer but are also aligned with your business values and vision. These are the relationships that lead to high-quality referrals, repeat business, and opportunities for collaboration that are mutually beneficial.

Creating this network starts with a clear understanding of your own business's core values and vision. What do you stand for? Who do you serve best? What type of client brings you joy and feeds your soul? Answering these questions not only sharpens your brand's identity but also attracts like-minded individuals who share your vision and values.

Strategies for Building Authentic Relationships

1. Content That Connects: Create and share content that resonates with your core values and speaks directly to the needs and aspirations of your ideal client. Whether through a digital magazine like this one, blog posts, or podcast episodes, the content should offer more than just information—it should facilitate transformation by providing actionable insights that your audience can apply in their own businesses.



2. Engagement Over Exposure: Instead of chasing likes and followers, focus on engaging deeply with your audience. Respond to comments, participate in discussions, and create interactive content that invites feedback and conversation. This level of engagement shows your commitment to your audience and helps build trust and loyalty.

3. Networking with Intention: Attend in-person networking events AND engage in online communities with a strategic approach. Seek out opportunities not just for self-promotion but for genuine interaction. Offer your expertise, ask insightful questions, and follow up on conversations to foster relationships that go beyond the superficial.

4. Collaborative Partnerships: Look for opportunities to contribute and collaborate with other businesses that share your values. These partnerships can amplify your reach and add value to your offerings, enhancing your credibility and broadening your impact.

5. Personalized Experiences: Use your understanding of your clients to create personalized experiences that show your appreciation and recognition of their unique needs and preferences. This could be through customized offerings, personal notes, or thoughtful follow-ups that reinforce how much you value their business and their loyalty.

6. Leverage Storytelling in Your Marketing: People connect with stories far more deeply than with data alone. Craft your marketing messages into stories that illustrate your values, the challenges you've overcome, and the successes you've achieved. This approach not only makes your content more engaging but also helps your audience see the real impact of your work.

7. Host and Participate in Mastermind Groups: Bring together small groups of like-minded entrepreneurs in mastermind settings, either virtually or in person. These groups offer a platform for sharing challenges, solutions, and insights, deepening the relationships among participants, and fostering a sense of community and collective growth.

8. Offer Value-Added Webinars or Masterclasses: Webinars and Masterclasses aren't just for selling products or services. Use them as a tool to provide significant value to your audience. Focus on topics that are relevant and beneficial to your target demographic. This positions you as a thought leader and builds credibility and trust among your audience.

9. Implement a Client Recognition Program: Recognize and celebrate milestones not only in your business but also in your clients' journeys. Whether it's through highlighting client achievements on your platforms or sending congratulatory messages or gifts, showing that you value their success can strengthen your relationships significantly.

10. Conduct Regular Check-ins with Past Clients: Even after a project or contract is completed, keep the lines of communication open by checking in with past clients periodically. This can be as simple as sending an email to see how they are doing or if they need help with new challenges. These check-ins keep you relevant and caring, reinforcing their decision to choose your services initially.

*"Authenticity & Alignment empower us to connect more deeply,
turning every digital touchpoint into a human connection."
~patty farmer*

The Impact of Relationship-Centric Growth

Focusing on building authentic relationships does more than just differentiate your business from the competition. It creates a foundation for sustainable growth. Clients and collaborators who trust and value your relationship are more likely to remain loyal, advocate for your services, and contribute to a positive reputation that attracts more ideal clients.

Moreover, a strategy rooted in authenticity and personal connection is fulfilling on a personal level. It aligns with a vision of entrepreneurship that is about making a meaningful impact, not just achieving business milestones. This alignment not only motivates you but also resonates with clients, creating a business atmosphere that is rewarding for everyone involved and often times leads to a personal relationship as well.

Conclusion

For entrepreneurs and small business owners, success in today's market does not hinge on mastering the latest algorithm but on rediscovering the age-old business principle of authentic relationship building. By focusing on creating genuine connections that align with your business beliefs and vision, you not only enhance your ability to attract and convert ideal clients and collaborators but also ensure that your business grows organically and sustainably, supported by a network of relationships that matter.

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.



Marketing Tip



“Embrace sharing your story authentically to connect on a personal level and stand out in a crowded digital world.”

~ patty farmer

A Few Words From Our Sponsor



Braden Ricketts

Navigating the Changing Landscape of Entrepreneurship

In the whirlwind of today's entrepreneurial landscape, time seems to move faster than ever before. As entrepreneurs, we're constantly adapting to evolving customer behaviours, emerging technologies, and shifting market dynamics. In this fast-paced environment, one thing remains constant: the enduring value of relationships.

In an era where digital interactions often replace face-to-face connections, nurturing genuine relationships has become more crucial than ever. Customers are seeking authentic experiences and meaningful connections with the brands they support. As entrepreneurs, it's no longer enough to focus solely on transactions; we must prioritise building trust, loyalty, and rapport with our audience.

At Amplifyou, we understand the challenges that entrepreneurs face in balancing relationship-building with the demands of running a business. That's why we're dedicated to providing a solution that allows you to focus on what truly matters: fostering connections and driving results.

A podcast can be your marketing hub. Each episode can produce a multitude of content that markets your business and it's our belief this should be on autopilot for you. Whether you utilise our services or another production company, I advocate that you let the technical side of your podcast be done on your behalf so you can spend your valuable time building relationships and not trying to learn a new tool each week. Our team handles everything from editing to distribution ensuring that your message reaches your target audience effectively and efficiently.

In our rapidly evolving industry, success hinges not only on the quality of your products or services but also on the strength of your relationships. By leveraging the power of podcasting, you can connect with your audience on a deeper level, position yourself as a trusted authority in your niche, and cultivate lasting relationships that drive long-term success.

As we navigate the changing landscape of entrepreneurship together, let's remember the importance of prioritizing relationships and investing in authentic connections. And with Amplifyou by your side, you can confidently put your marketing on autopilot and focus on what truly matters: building meaningful relationships that propel your business forward.

Sincerely,

Braden Ricketts
CEO, Amplifyou



AMPLIFYYOU

Leveraging a Podcast: A Networking Powerhouse for Entrepreneurs



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 Amplifyou, a boutique podcast accelerator and management firm where they support heart-centered coaches on creating a podcast they love.

As our economy evolves, the adage 'Your net-worth is your network' is ringing truer than ever. As an entrepreneur, your network can open doors, create opportunities, and propel your business to new heights. But in a sea of networking options, from zoom meetings, virtual connections or the seemingly rare in-person coffee, how do you stand out and forge meaningful connections that drive real results?

It's simple, create a podcast that not only generates your social media content on autopilot, but also allows you an excuse to connect with your ideal partners and clients. With an extensive background in employment counselling, I've been coaching clients on creating their dream career through networking for over 20 years. I have never seen a platform as powerful as podcasting for accessing previously untouchable networks, establishing yourself as an influential authority or as a tool to generate referrals. In this article, I'm going to present to you the power of podcasting on your business network. We'll look at a few ways you may want to reconsider your approach to hosting a podcast, who you invite and the process you employ to follow up after your interviews.

As the CEO of Amplifyou, a boutique podcast production agency, we help entrepreneurs utilise their podcast as a business marketing and networking tool. I've witnessed firsthand how podcasting can revolutionise the way entrepreneurs' network. Here are my top five ways to get your podcast working for your business:

1. Authentic Connections, Amplified:

Podcasting isn't just about broadcasting your message; it's about building genuine connections with your audience. By sharing your insights, stories, and expertise in a conversational format, you create a platform for authentic connection. Listeners aren't just passive consumers; they're actively engaged in your content, forming a community around shared interests and values. As you build an audience of loyal fans, you are also creating a legion of self-selected ideal clients. When you broadcast your authentic enthusiasm for the work you do, your listeners are sold before they even see your offer.





2. Access to Influential Networks:

One of the most powerful aspects of podcasting is its ability to connect you with influential figures in your industry. Instead of inviting a dream client to a coffee chat, you can offer them a spot on your platform and an opportunity to position themselves as an industry leader. While your guest is sharing their genius with your audience, you gain valuable insight that will support your post interview follow-up and can turn this guest into a client. I will take this moment to encourage you that any sales conversation is saved for the post interview follow-up and not conducted during an episode. Your audience and guests will thank you.

3. Positioning Yourself as a Thought Leader:

Hosting a podcast instantly positions you as a thought leader in your niche. By consistently delivering valuable content to your audience, you establish yourself as an authority in your field, earning the respect and trust of your listeners. This credibility not only attracts potential clients and collaborators but also opens doors to speaking engagements, media opportunities, and other avenues for growth. At Amplifyou, I encourage our clients to not lean too much on being an expert, instead I recommend they focus on being the lead investigator. Be curious about your industry and let your passion attract business to your front door.

4. Cultivating Meaningful Relationships:

Podcasting isn't just about networking; it's about building relationships that last. Through genuine conversations with your guests and audience, you form connections based on trust, respect, and shared interests. These relationships can lead to collaborations, referrals, and even lifelong friendships, enriching both your personal and professional life in ways you never imagined. Hosts that we work with have shared that referrals from guests to their coaching practice has resulted in seven-figures of business. That's seven-figures in referrals from podcast guests...are we still worried about our download numbers!?

5. Leveraging the Power of Community:

One of the most powerful aspects of podcasting is its ability to create a sense of community among your listeners. This is how your story becomes a mission and your mission becomes a movement. By fostering a supportive and engaged audience, you not only amplify your message but also create a network of like-minded individuals who support and uplift each other. This community becomes a valuable asset in your entrepreneurial journey, providing feedback, encouragement, and opportunities for collaboration.

6. Joint Venture Opportunities:

Finally, podcasting offers unique opportunities to monetize your network and expertise. The connections you're making as a podcast host or as a podcast guest are with individuals pursuing a passion like you. These intimate conversations often lead to business brainstorming and possible collaborations on courses, products, events and offers. By leveraging your network and influence, you can attract sponsors, partners, and clients who are eager to tap into your audience and expertise.

There are not a lot of rules when it comes to podcasting. I tell our clients, it's your show, your way. The opportunity here is that you can create a show that works for you. Podcasting serves as a powerful platform for establishing thought leadership and expertise within your industry, fosters authentic connections and relationships with listeners. This engaged audience not only provides valuable feedback and support but also serves as a catalyst for business growth through word-of-mouth referrals and collaborations. Podcasts provide entrepreneurs with a unique opportunity to amplify their voice, expand their network, and drive tangible results for their business.

Podcasting isn't just a content platform; it's a networking masterclass for entrepreneurs. By harnessing the power of authentic connections, influential networks, thought leadership, meaningful relationships, community building, and collaboration, you can transform your podcast into a powerhouse for networking, growth, and success. So, what are you waiting for? Start podcasting, start networking, and start unlocking new opportunities for your business today.

"Podcasting is an amazing platform for sharing ideas, building relationships, and spreading your message to a global audience."

~ John Lee Dumas

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Leadership Expert

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!

The Leadership Flywheel Effect: Your Shortcut to Ultimate Success

With so much happening in the world at such a rapid pace, leaders can easily feel overwhelmed, maxed out and burnt out. The term, "We live in a VUCA world," holds true today just as much as it did more than 30 years ago when the Army coined the phrase. VUCA stands for Volatility, Uncertainty, Complexity, and Ambiguity, and describes situations of immense change and challenge. These days, it seems to pertain to life in general as our need to be adaptable and resilient in the face of dynamic change grows.

Leading in a VUCA world can spread our internal resources thin. We can feel like we are playing a game of whack-a-mole trying to keep up and easily be distracted by everything vying for our attention. If we're not careful, we can get swept up in everyone else's "urgent issues" until one day, we wake up and wonder, "Where am I? How did I get here?"

So, how do we ensure we are designing our own path through chaos and uncertainty? Looking inward reveals the greatest compass we have, our internal clarity and alignment.

Lack of clarity and alignment creates confusion, fear, and doubt. It keeps us stuck in a cycle of frustration and reactivity. It can also cause stagnation, hesitation, and leave us swirling around in overwhelm and indecision.

Clarity helps our brain know what to focus on and what to filter out. It reveals opportunities and possibilities we would otherwise miss and cultivates courage and confidence to take bold steps in the midst of uncertainty.

"Faith is taking the first step even when you don't see the whole staircase." ~ Martin Luther King Jr.

One of the fastest ways to break free from stagnation and overwhelm, is to get clear on who we are, what we want, and what matters most to us... and then take inspired action in alignment with that clarity.

Clarity of Vision, Identity, Purpose, and our personal definition of Success, creates certainty and allows us to lead with faith, even when we don't know exactly what lies ahead.





Vision– The images you hold in your mind about yourself, your life, and the meaningful outcomes you want to create determine what your brain looks for. When you hold a vivid vision in your mind, you are more likely to recognize opportunities to help bring your vision into reality. Reverse engineer your success and create a clear pathway to your goals by crafting your vision from a place of possibility rather than scarcity. What you focus on expands, so focus on what you want, not what you don't want.

Identity– Your identity is how you see yourself and your place in the world. It affects how you show up in all situations and the possibilities you see for yourself. When we are unclear about who we truly are and the gifts and strengths we bring to the world, we struggle to find our footing, to set healthy boundaries, and to trust ourselves to navigate the unknown. We will never outperform our own identity. To create possibilities beyond our current horizon, we must first elevate how we see ourselves. As humans, we naturally want to be right and will always live who we believe we are.

Purpose– Think of purpose as the core reason you do what you do. Why do you exist on this planet? What is the contribution you want to make? What becomes possible because of it? What legacy do you want to leave? Clarity of purpose reduces confusion, creates confidence, and facilitates inspired action. Leading in alignment with your core purpose magnetizes the right people and opportunities for you. Higher purpose also elevates creativity, innovation, and commitment.



A compelling sense of purpose inside an organization has a similar effect. Companies who lead with a deep sense of purpose, like those who subscribe to Conscious Capitalism, enjoy higher employee engagement as much as 60% higher than the average Gallup poll findings.

"We are not so much retailers with a mission, as missionaries who retail. The stores are our canvas upon which we can paint our deeper purpose of bringing whole foods and greater health to the world." ~ Walter Robb, co-CEO of Whole Foods Market

Success (your personal definition) - Are you clear on your personal definition of success... or are you chasing a definition that doesn't fit you? Without a clear understanding of what true success looks like for us, we spin our wheels chasing after the next achievement... never quite feeling satisfied, fulfilled, or accomplished. Expending a lot of time, energy and resources racking up accolades that aren't aligned with what lights us up and fuels our soul, leaves us burnt out and depleted. It's time to stop checking the box of someone else's definition and create success by your own design, not by default.

Clarity of vision, identity, and purpose helps you take those courageous first steps on your aligned path. Each step will reveal greater clarity, which will give you more courage to take the next step. It's a generative cycle, like a flywheel effect, that moves you closer to living into your personal definition of success faster.

When we live and lead in alignment with our true authentic self, we make better decisions faster and are more adaptable and resilient in the face of change and challenge.

According to Dr. Taryn Marie Stejskal, an international resilience expert, resilience isn't simply about bouncing back to a prior state. It's about bouncing forward into greater possibility and growth. Isn't that what we're all striving for?

In the next edition, we'll uncover the art and science of Conscious Leadership and how shifting from a reactive state to a creative state instantly makes you smarter, elevates your performance and bottom line, and helps to unlock exponential outcomes.

SCALE-UP Your Success By Design, Not By Default



The 5-Step Framework to
Go From Stuck to Unstoppable!

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Get Your Clients to Tell You How to Sell to Them



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.TM 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.

Book

Book



Why are sales awkward? What makes sales hard? Why is it so difficult? How can I get her to like me? What should I say next? What are they thinking now? What can I sell them?

We've all been there. We're in the middle of a sales call and these thoughts run through our head. Often, it's happening simultaneously while giving our pitch. We're saying the words we're "supposed to say," but it's background noise to what we're actually thinking. Mentally we're ping-ponging between these two thought tracks.

It's not fun. We're trying to be engaged and present. Trying even harder to get them engaged and present. Sometimes it clicks and it's a great conversation, but a lot of the time it feels off.

Wouldn't it be great if there was a way to fix that? A system where you had a plan and process to overcome this?

Well, there is – And it comes in two easy-to-follow steps.

STEP 1: The E.A.R.N.I.N.G. Sales System

I previously introduced this system in last quarter's article, but let's quickly review. The **E.A.R.N.I.N.G Sales System** is an acronym that serves as a game plan to steer the conversation in your next sales call:

E– Evaluate their current reality

A– Advantages – What do they like about what they have right now?

R– Revise – What do they want to change?

N– No – Who can say no?

I – Interpret back what they said

N– Nothing – What if nothing changes?

G– Gain – What is the pay value if this issue is resolved?

To delve deeper and get a **FREE** printable version explaining the system, please grab your copy on page 25.



Now, I think we're all pretty good at making the logical sale or filling the logical bucket. It's within our comfort zone. We know our products/services inside out. But how do we make the emotional sale or fill their emotional bucket? It's a question I'm asked most often: ***"How do I engage my prospect?"***

My Tip: Never close until you can get your prospect to say what they want and why they want it – in THEIR OWN WORDS. This leads into the next step...

STEP 2: Ask Dig-In Questions

While utilizing the **E.A.R.N.I.N.G Sales System** during your sales call, sprinkle in Dig-In Questions – probing inquiries such as, *"why is that?"* in response to their answers.

Now you can't continuously ask, *"Well, why is that?"* because it'll get creepy and weird. Instead, utilize Dig-In questions, which serve as another way to ask why or to elicit further explanation.

Here are a few examples:

- *Can you tell me more?*
- *What does that look like?*
- *How so?*
- *When you say _____, what do you mean by that?*
- *Can you give me an example?*
- *What else?* (This question is one of the most powerful questions in sales. It is also the most underused.)

In my sales calls, I will ask a series of Dig-In questions, one after the another. The responses fill your prospect's emotional bucket. By allowing them to tell you and hear their why, you guide them to the next step.

The insights gathered from Dig-In questions are invaluable. By integrating them with the **E.A.R.N.I.N.G System**, you ensure both the logical and emotional buckets are filled – facilitating both the logical and emotional sales.

For instance, let's say we're on a sales call utilizing the **E.A.R.N.I.N.G System** and sprinkling in Dig-In questions throughout the conversation. If we were to replay the conversation without my voice, what would remain? You'd hear:

- What they are currently doing.
- What they like about it.
- What they want to change.
- Who is needed to say yes.
- What is the pay value is.
- And most importantly, WHY they need it or want it done.

My Tip: Sell that. It is far easier to sell what they want to buy vs. sell what I want to sell.

By applying these two steps, you don't have to be good at selling because you aren't really selling at all. It takes out all the "ickiness" in sales and imagine the confidence you'll have when closing. I frequently say, *"I'm not really good at sales, but people buy from me all the time."* My job as a salesperson is to simply get my prospect to tell me what they want and why they want it. If I don't accomplish that, I won't close. It is that simple.

Incorporating the EARNING System and the Dig-In questions into your sales conversations offers numerous benefits:

- Removes the awkwardness in sales.
- Makes the sales call easier/less difficult.
- Makes a sales call feel like a conversation.
- Allows your prospect to like you.
- Gets your prospect mentally engaged.
- Gives you plenty of things to say or ask.
- Tells you what to sell and why to sell it.
- Forces you to listen.

Now, if you're still not convinced, here's a challenge:

Before your sales call, answer these 2 questions:

1. What do you want to sell?
2. Why do you think they want it?

Conduct your meeting and review your initial answers. Were they accurate? Did you sell what they wanted to buy? Did they articulate their motivations in their own words? Chances are, if you got them to tell you what they want and why they want it, you got the order or advanced to the next step.

If you have several prospects who have gone quiet, and the last conversation was "I need to think about it" odds are they are ½ sold. I'd recommend to go back and simply get them to fill up their emotional bucket – get them to tell you why they want it, then close. Just sell what they want and why they want it.

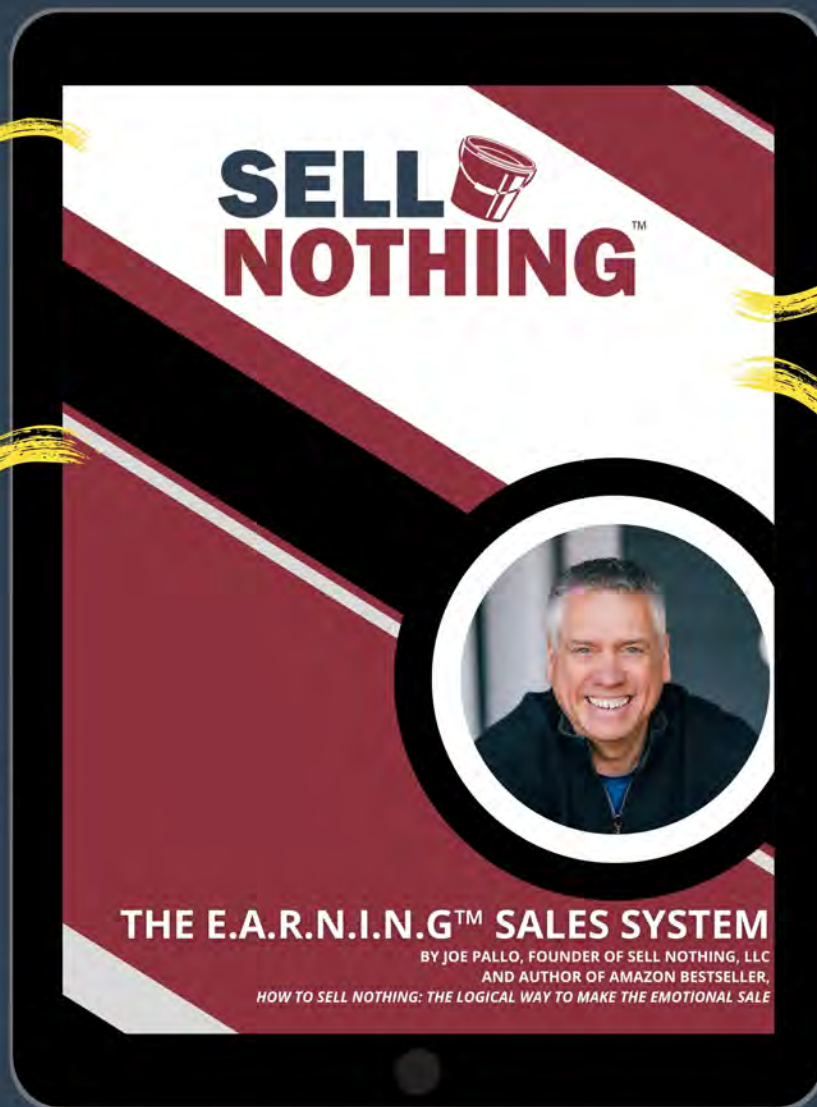
"It is easier to sell what they want to buy vs. selling what you want to sell" –Joe Pallo

UNTIL YOU'RE OK WITH SELLING NOTHING, YOU WON'T SELL ANYTHING.

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Avoiding Burnout as a High Achiever



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.



It's commonly known that many entrepreneurs' productivity has suffered because they have taken on so many tasks that they are at a point of exhaustion, overwhelm and burnout. It's affecting our happiness, health, and family. The worst part is we feel less than or even guilty about not being busy and in some cases at least try to appear busy, so we meet societies expectations that to be accomplished and successful you must be busy.

Sound familiar? Let's explore some possible remedies to this enemy of a balanced and productive life.

Busy is the new metric to success

Entrepreneurs have so many grey areas where goals and duties are blurred. Women entrepreneurs especially suffer from overwhelm because she typically carries more household and child rearing duties. There are very few measurements of completions and busy becomes the new metric. We just keep taking on more goals and projects. When this happens, we lose control of our schedules, and this takes a toll on our productiveness and the output of impactful goals.

Too many projects & tasks equals less creativity and slower

What happens is we want to be massively productive this year, month or week and then we become discouraged and demotivated when we don't accomplish impossible goals and tasks. Tony is highlighting the importance of patience and long-term thinking when it comes to our goals. He is in essence saying, there is a transformative power in sustained effort and dedication in the long haul.

"Most people overestimate what they can do in a year and underestimate what they can do in a decade." ~ Tony Robbins

Brilliant ideas and outcomes usually are found in the unfolding of thoughts which are stifled by rushing

Stephen Covey taught us about the urgent vs. the important.

As entrepreneurs we have inserted ourselves in the urgent, while the important is where the results happen. It's where we build relationships, plan, exercise and think long range and creatively. But as important as this quadrant is in our time management it's where we sometimes spend the least time.

This is why working on fewer things is conducive to less mistakes, more creativity and a higher quality of productivity. Our brains work better when we're not rushing. Doing fewer things leads to accomplishing more.

It has been suggested that humans were meant to go at a more natural pace not the brutal nonstop days of meetings, project deadlines and upkeep of family, home and social duties day after day, season after season.



We are literally expected to welcome interruptions which kill our thinking and creative time while giving ourselves timelines and deadlines that are too short in time.

If your deadlines are too short, it will cause you to increase your intensity and you will find yourself scrambling to hit your targets. Let's face it most of us ambitious entrepreneurs are not good at estimating the time required for the mental activity it takes to complete a project and we end up planning for best case scenarios. Inevitably something usually goes sideways and that is why we are highly stressed a good deal of the time. By increasing your timelines, you will accomplish your objectives at a more natural pace that turns out a much better project.

Increased timelines equals increased quality

When we give ourselves more time to complete what we work on, the natural outcome is that you are producing a higher quality output. In turn higher quality leads to earning higher prices for your work, no matter if you are a computer programmer or a coach you will be paid more to produce your work. You can double down on increasing the quality of your work through studying others in your field, reading, taking courses and hiring a mentor.

Downsize your daily task list by 50% to increase output

Begin by reworking your schedule. Start by identifying not more than two goals you wish to work on today. One is even better. I prefer to use my phone calendar so I can easily move things around and it's always with me. Start with today, move 50% of what you have on today's calendar and move it to your to do list. Now schedule large blocks of time to work on this goal or project. Your smaller daily tasks can be placed around this blocked time. Put your phone on silent. With this technique you will complete your goals and projects at a much greater speed than you can imagine. Do this for all future dates on your calendar. The greatest amount of energy used by a car is when it is starting and gaining speed and stopping. This holds true for you too. Your mind will be clearer, and your output will be of a much higher quality. Working on fewer things will produce more value in the long term.

By doing less things you become a more authentic version of yourself

Doing less won't be easy at first, we have become accustomed to experiencing our life through others opinion of going faster, multitasking, and taking on more. For us women we have defaulted to taking care of others wishes and making different choices will seem foreign to us. We will question and second guess ourselves more than we should at first. IT WILL TAKE COURAGE. But with your newfound courage and confidence gained in making new choices you will start to emerge, and you will see things more clearly and a new vitality will radiate from you.

By slowing down we allow our authenticity to naturally flow through us organically. We can find our spirits path which is our style and substance. Our days begin to unfold with beauty, charm, and grace. I promise you that you will start to experience more contentment in your life along with a reputation for high quality.

Now that's good business!

Looking for a Great Podcast Guest?

Theresa Ream



Theresa Ream is the founder of Feminine W.I.L.E.S. lifestyle business consultants. Her passion is helping established CEOs and entrepreneurs and 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.

She is a community leader, speaker, best-selling author, blogger, and host of the Expert Insights Podcast.

Theresa believes you must build the woman to build the business.

Theresa's Most Requested Topics Include:

- Identify What is Sabotaging Your Business
- Secrets of a Confident Powerhouse
- Doing Less to Achieve More Business Success

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Book Theresa!

Smooth Sailing: How Organization Sets Your Business Course for Success



Krista Beavers

**Strategic
Accounting Expert**

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.



Ahoy there, fellow captains of industry! Welcome aboard the ship of entrepreneurship, where the waters are sometimes calm, but often turbulent with the waves of paperwork and chaos. According to a survey by the National Association of Professional Organizers, 27% of Americans feel disorganized at work, leading to decreased productivity and increased stress levels.

But fret not, for in every storm, there is an opportunity to learn and grow. Allow me to share with you a tale passed down through generations of business owners, a tale of a wise old sailor who faced the same challenges that we do today.

Legend has it that there once lived a savvy merchant captain named Captain Morgan (no, not the rum!). Captain Morgan was renowned for his business acumen and his ability to navigate even the roughest seas. But like all great captains, he faced his fair share of storms – both literal and metaphorical.

One day, as Captain Morgan sailed through a particularly treacherous stretch of water known as the Sea of Chaos, he found himself overwhelmed by the mountain of paperwork threatening to capsize his ship. In that moment of despair, he remembered the wise words of his mentor, Admiral Nelson: "In times of crisis, it is not the strongest nor the smartest who survive, but those who can adapt and overcome."

With those words ringing in his ears, Captain Morgan rallied his crew and set to work organizing their ship with military precision. They sorted through the tangled mess of documents, filed them away in neat, labeled folders, and created systems to ensure that everything had its rightful place.

As they sailed out of the Sea of Chaos and into calmer waters, Captain Morgan reflected on the lessons learned from their ordeal. "Organization is the anchor that keeps our ship steady in the face of adversity," he proclaimed to his crew. "By setting sail towards organization, we can weather any storm and chart a course for success."

Now, before you start searching the annals of history for tales of Captain Morgan and his legendary exploits, it's important to note that this story is purely fictional. Captain Morgan is not a historical figure, but rather a character created to convey a timeless message about the importance of organization in business. So let us continue our journey with the understanding that while Captain Morgan may not have sailed the seven seas, his wisdom rings true for entrepreneurs navigating the turbulent waters of business.

Get Organized

Are you drowning in a sea of receipts, documents, and invoices? It's a common struggle for many business owners. According to a study by Brother International Corporation, 48% of small business owners believe that disorganization hampers their business' success.

Gather all your records – receipts, documents, invoices – and corral them into one central location. Whether it's a sleek digital folder system or a trusty old filing cabinet, having everything in one place will save you countless hours of frustration in the long run. As Dave Ramsey once said, "If you can't handle the small stuff, you won't be able to handle the big stuff."

Imagine the relief of no longer spending hours searching for that one elusive receipt. We've all been there, frantically tearing through piles of paperwork in search of that crucial document. But by keeping everything organized in one place, you can streamline your workflow and reclaim your time. No more frantic searches or lost documents – just smooth sailing ahead.



The Truth About Lost Time and Money

Did you know that the average executive wastes up to 150 hours per year searching for lost information? That's almost one month of potential productivity down the drain – time that could be better spent charting new courses, forging new partnerships, and exploring untapped markets. According to a survey by Salary.com, the average executive's time is valued at \$25 per hour, resulting in a potential loss of \$3,750 per year.

It's frustrating to think about all the lost time and potential productivity. Every minute spent searching for misplaced documents or digging through cluttered folders is a minute that could be spent growing your business or serving your clients. As Carey D. Lohrenz, the first female F-14 Tomcat pilot in the U.S. Navy, once said, "The most successful people in the world do the things they know they need to be doing even when they don't feel like doing them."

Choose the Right Bookkeeping System

Now that you've got all your records in order, it's time to choose the right bookkeeping system to steer your ship towards success. Sure, a basic spreadsheet or pen-and-paper setup might suffice in the beginning, but as your business grows, so will the demands on your financial tracking system. According to Michael Michalowicz, author of "Profit First," "Make small, incremental changes and let your business grow into them." Start with a system that suits your current needs but keep an eye on the future. Invest in scalable accounting software or enlist the help of a professional bookkeeper or accountant to ensure that your financial ship stays on course, no matter how stormy the seas may get.

Beware the Productivity Trap

It's all too easy to get bogged down in administrative tasks, losing sight of the bigger picture in the process. But remember, your time is your most valuable asset. Don't squander it on paperwork and busywork when you could be out there making waves in your industry, delighting customers, and driving profits.

As Oprah Winfrey once said, "The big secret in life is that there is no big secret. Whatever your goal, you can get there if you're willing to work." So, roll up your sleeves, summon your inner captain, and take control of your business destiny. With a little organization and a lot of determination, there's no limit to what you can achieve.

So, there you have it, fellow adventurers – the keys to smooth sailing in the treacherous waters of entrepreneurship. By getting organized, choosing the right bookkeeping system, and avoiding the productivity trap, you can navigate your business towards success with confidence and ease.

As the saying goes, "A smooth sea never made a skilled sailor." So, embrace the challenges, learn from your mistakes, and keep sailing onwards towards your dreams. Fair winds and following seas, my friends – may your journey be as exhilarating as it is rewarding!

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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A young boy with dark hair, wearing a light blue patterned button-down shirt and blue jeans, is giving a thumbs up with his right hand. He is smiling and looking towards the camera.

Media

Tip

"Engage, don't broadcast to foster genuine conversations online to turn followers into community members and customers into raving fans."

~ patty farmer

Crafting Compelling Narratives: Mastering Your Story



Storytelling Expert

Rachelle Bryant is an expert storyteller, speaker, author, advocate, and entrepreneur. Her expertise focuses on intentionality, vulnerability, shame, empathy, resiliency, and authenticity. She has spent over 20 years educating, guiding, and supporting others in sharing their stories. She is the founder and owner of multiple businesses under the name Wildly Free, LLD. She envisions a world where every person's journey is not just a series of events, but a powerful narrative waiting to be discovered and shared.



Have you ever noticed that stories exist in everything we are exposed to? They profoundly impact us, shaping our decisions, influencing what we buy, how we feel, and even our sense of self, leading us to question who we are and why we do what we do.

How can we be a creator of our impacting narratives to support others while supporting ourselves?

How to craft personal stories

Know your audience - Know your audience to connect, relate, motivate, and engage. Who is your audience? Consider who you're writing or speaking to, and tailor your content to their needs and interests.

Identify a central theme or message - The central theme is the story's heart, the underlying idea or concept that ties everything together. It is the thread woven throughout the narrative, revealing its more profound meaning and significance. The central theme guides the purpose and resonance of the story. This is what draws your audience to your personal human experience.

Hook and capture - The hook and capture entice your reader. The hook leads to your story, making the reader curious and want to read more. Once you grab them with the hook, you want to continue your compelling story to fully capture them in your narrative, weaving a web of emotions, intrigue, and suspense that holds them for the rest of the storytelling time. You are creating an invitation they cannot refuse and will want to stay to the very end.

Details matter - Details are the air you breathe into the story. You want to immerse your audience in the details involving all the senses, so they feel they are a part of the story. How did it feel? What did it smell like? What did you see? What could you hear? What did you taste?



Details are crucial to creating a memorable experience for your audience. They add a sense of realism to the story, allowing the audience to immerse themselves in it and connect with the characters on a deeper, more complex level. You create a rich tapestry of meaning and purpose for your story by weaving all the details together.

Meaningful takeaways - After inviting your audience to participate in the story, you want them to feel they discovered meaningful messages and takeaways and leave with something they did not have beforehand. Personal insights, moral lessons, reflections, and transformational truths are all gems that arise from the theme or message of the story.

Emphasize emotions - You want to evoke a visceral response by explaining events that occurred and demonstrating how they excite the five senses. Your words should be descriptive and paint pictures in your audience's minds.

Be authentic - Sharing your authentic story is a powerful way to connect with others. Your experiences and perceptions are uniquely yours. It is essential to assess whether the details are your words and not someone else's.

How to cultivate personal stories

Ongoing reflection - Ongoing reflection allows you to refine your storytelling craft and explore your words' underlying messages, motivations, and subtext. Ongoing reflection involves questioning your assumptions, biases, and creative choices, striving for authenticity and meaning in your storytelling.

For audiences, ongoing reflection encourages critical thinking and empathy, prompting them to consider the broader implications of the story and its themes. It invites them to connect the narrative to their lives, values, and beliefs, fostering deeper engagement and understanding.

Ongoing reflections in storytelling is a dynamic process that enriches the storytelling experience for creators and audiences, encouraging exploration, growth, and dialogue.

Adapting the narrative as you grow - Have you ever experienced the feeling of reading something you wrote years ago and thinking, "Did I really write that?" It's natural to feel that way. As we grow and evolve into our more authentic selves, our perspectives and experiences shape and change how we communicate and express ourselves. Revisiting and refining your story, and incorporating new experiences and insights is essential to ensure it remains relevant, compelling, and current.

Your Professional Story - Taking your personal stories and transforming them into professional opportunities involves leveraging them to make a professional impact with people who align with your message. When you begin to share your personal story with others, it will naturally translate into your professional life. Many people start with their professional journey and later realize they are missing the personal side.

Overcoming Challenges - In the professional world, you build your narratives with stories where you have overcome challenges. Sharing these experiences with others is essential to illustrate how they can do the same. This approach is used in corporations that aim for growth by helping their employees overcome mental blocks and deeply rooted obstacles that hinder progress.

Align Your Narrative - Align your narrative with your professional goals and the expectations of your intended audience. Regularly assess and adapt your story based on your evolving professional journey, ensuring it effectively communicates your values and expertise. The more you practice your storytelling, the more seamless it becomes for your audience and readers. It becomes a natural extension of who you are and permeates every aspect of your life.

Telling your story is one of the most vulnerable things you can do. It shines a very authentic light on areas we tend to keep hidden due to many factors, often rooted in fear and shame. Your stories are anything but shameful. They are a part of you. They are the foundation for who you are, your decisions, and how you show up in the world. Believe in the power of your story.

Don't let the world's lies hold you back from making a significant and lasting impact on the world.

Every story matters. You matter.



WHAT'S YOUR STORY?

Crafting a powerful narrative that engages and motivates your audience begins with your own story. Begin transforming your history into an impactful, captivating message.

I'M READY TO
TELL MY STORY

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Unlocking Your Potential: The Transformative Power of Openness



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.

In the previous issue of *Marketing, Media, & Money Magazine*, we talked about using BOLD, the simple four-letter word describing courage in action, to guide us step by step. We covered the first letter, B, where Believe in Yourself summarizes the main point of emphasis. Through authenticity and uniqueness, you are creating your place in the world.

As we search for personal and professional fulfillment, BOLDness and empowerment become paramount. The letter "O" in BOLD serves as a beacon, guiding us toward openness—a quality that transcends mere receptivity and propels us toward growth and innovation. When teaching this framework in a live workshop, I summarize the following: "O stands for Be OPEN to Discomfort."

Discomfort is a profound catalyst for growth. We recognize it as an obstacle to overcome and it ignites the spark that propels us beyond our limitations. Embracing discomfort requires courage—the willingness to step outside our comfort zones. Consider the story of my friend Sarah, an aspiring fitness entrepreneur who left her stable job to pursue her passion for teaching Yoga and Pilates. Despite facing numerous challenges and uncertainties, Sarah's willingness to embrace discomfort led to creating a thriving community supporting the well-being of her clients and employees. Being Open to Discomfort will move you toward growth and transformation, and you'll happily notice new opportunities

Each of us possesses unique strengths and talents waiting to be unleashed. Yet, all too often, we shy away from owning our brilliance for fear of judgment by others. It's time to reclaim our power and celebrate our individuality! Own your brilliance with pride! That is where your most significant potential exists. Be inspired by Marie Curie, whose unwavering commitment to her passion for science revolutionized the field of physics. By owning her brilliance, Curie made groundbreaking discoveries and paved the way for future generations of scientists. Embrace your unique strengths, for they are the building blocks of your success.





Identifying Your Strengths

Most women I work with are so immersed in the day-to-day activities of life and business that they rarely take the time to identify their personal strengths. It requires effort and time removed from the requirements of our to-do lists. I invite you to carve out time to take these two steps below at least once a month. Let's get started.

Step one: [Self-reflection exercises](#)

Self-reflection is a powerful tool for uncovering your hidden talents and passions. Set aside time for introspection, journaling, or meditation, allowing your thoughts and ideas to flow freely. Ask yourself questions: What energizes me? What am I naturally good at? Digging deep into your innermost thoughts and desires will give you invaluable insights into your strengths and aspirations.

Step two: [Seeking Feedback from Trusted Individuals](#)

Feedback from others provides a valuable external perspective, offering insights that may not be apparent to us alone. Reach out to mentors, colleagues, or friends, soliciting their honest feedback on your strengths and areas for growth. Recognize that this constructive criticism is an opportunity for growth rather than an indication of inadequacy. Through collaboration and feedback, we better understand our strengths and how we can best leverage them. Note: Be sure to ask this of trusted individuals. As Brene' Brown says, "If you are not in the arena getting your ass kicked on occasion, I am not interested in or open to your feedback."

Leveraging Your Unique Talents

Once we determine how and where we stand out, we must take ACTION! Let's talk about sharing these unique qualities with the world.

Step one: Integrating Strengths into Personal and Professional Life

Your strengths are not confined to a single area; they are in every aspect of your life. Align your actions with your innate talents and passions, personally and professionally. Whether it's going after a career that resonates with your values, or engaging in hobbies that bring you joy, let your strengths guide your path. By embracing authenticity and alignment, you'll unlock the full potential of your talents.

Step two: Building Confidence through Competence and Consistency

Confidence is not a static state but rather a sign of our competence and self-assurance. Build confidence by growing your skills and expertise, and investing time and effort in continuous learning. Embrace challenges as opportunities for growth, viewing setbacks as valuable learning experiences rather than obstacles to be avoided. Recognize that the first time you try something will not be the best! Your competence and confidence both grow as you practice. Stay consistent. As you repeat these actions, your confidence will naturally increase, empowering you to tackle new challenges with resilience and determination.

It's Time to Show Up!

Combining openness, self-awareness, and confidence results in the ability to "show up" authentically and boldly in all aspects of your life. Embrace who you are, unapologetically and wholeheartedly - here lies your greatest strength. Stand tall in the face of adversity, knowing you possess the resilience and tenacity to overcome any obstacle. Show up, not as a mere spectator, but as an active and enthusiastic participant in the unfolding production that is your life. Your unique talents and strengths are needed now more than ever—so seize the moment and let your light shine brightly for the world to see!

Remember: The journey toward self-discovery and empowerment is ongoing. Embrace discomfort, own your brilliance, and leverage your unique talents to create a life of purpose and fulfillment. Be open to the endless possibilities that stretch out before you, knowing that with courage and determination, anything is possible. It's time to unlock your potential and embrace the wholeness of who you are. So go forward, my darling, and show the world what it means to be genuinely BOLD!

"Growth is painful. Change is painful. But nothing is as painful as staying stuck somewhere you don't belong." ~Mandy Hale, Author



Unleash
your **BOLD** Brilliance!

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Unlocking Event Success: Avoid Potential Pitfalls of Event Planning



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.



Hosting an event is like orchestrating a symphony, each element must harmonize seamlessly to create a masterpiece. Yet, amidst the rhythm of planning, it's all too easy to hit a sour note. The good news is that with a little bit of strategic planning and support you can avoid some of the biggest challenges that can derail your event!

OFFER DISASTERS

Forgetting or Skipping the Offer

Whether due to overpacked agendas, wavering confidence, or unforeseen hiccups, neglecting the offer is a recipe for disaster. It's a common misstep that can throw your entire event off course. To avoid this pitfall, prioritize clarity of your offer, where you will take your tribe; what is the end goal for them? Be prepared to ensure that your offer takes center stage with confidence and conviction.

Unclear, Confusing Offers

In the myriad of choices, clarity is your guiding light. Resist the temptation to overwhelm your attendees with a barrage of options. Instead, craft a concise and compelling offer that cuts through the noise and resonates with unmistakable value. Retain bonus offers for those that sign up. You only need 2-3.

Wrong Offer for the Room

Just as each section of an orchestra must play and resonate together, your offer must align seamlessly with your audience's needs and expectations. Beware of mismatched offers that fail to meet the audience's needs or, worse, alienate your audience altogether.

ATTENDEE DISASTERS

Wrong People in the Room

Avoid filling your room with misaligned guests by refining your marketing strategy to attract those primed for your offer. Quality over quantity reigns supreme; a room brimming with ideal prospects sets the stage for success.



We believe that a smaller, vetted audience will, time after time, result in high ticket sales. Consider hosting 30-50 people, fully vetted by using a survey or assessment, and tailoring your presentations and training to exactly what they need to move forward.

Overwhelmed Attendees

Protect overwhelm by structuring your content with purpose and intention. Empower attendees to take meaningful action in real-time, fostering excitement and engagement rather than paralysis. A well-paced event leaves attendees eager for more, not weighed down by an insurmountable to-do list. Give your audience lots of time to connect with you, network with each other and build that community that wants to continue being with each other.

BUDGET DISASTERS

Overspending on Location

Amidst the allure of glamorous venues, overspending can quickly sink your budget. Be aware of “hidden fees” that some venues, like hotels, will have that ZAP your budget. Examples include being charged a fee to bring in your own audio-visual gear (called a load in / load out fee). Need electrical (of course you do) ... often there will be a “drop fee” to allow you to plug into the electrical outlets. Loading dock fees, gratuity, taxes, state taxes, resort fees, accommodation tax, meeting room internet access, and the list goes on.

Mismatched Locations

Ensure that your chosen venue is not only visually stunning but also strategically situated and equipped to meet attendees' needs and the goals of your event. A retreat typically benefits best if there is a spa, yoga, and access to outdoor activities. A 3-Day enrollment event typically benefits if there are restaurants, stores and a gym as attendees have limited time to participate outside of the meeting itself. Depending on the kind of event you are hosting, being farther than 30 minutes from the nearest airport may be a “barrier to entry”. Consider all the factors, transportation to and from the location, area restaurants, markets and stores, access to medical services and whether there is a Starbucks on property or within walking distance. YES, people need their coffee - it's a fact.

Excessive Bonuses

While generosity is commendable, excessive spending on bonuses can stress your budget in a heartbeat. Too often we try to add in so much, thinking more is better, remember a confused mind doesn't buy. Strike a balance between value and your fiscal responsibility by opting for thoughtful, strategic bonuses that enhance the attendee experience without breaking the bank.

STRATEGIC DISASTERS

Missing the Strategy

An event should not be a one-time strategy in your broader marketing and business growth plan. Building out an "event driven business" can be a lucrative endeavor. Often, we think of only the larger 3-day type event or a 1-day intensive/workshop. Take time to map and plan out your entire year, and 3-5-year plans and consider adding workshops, masterclasses, fulfillment, enrollment, social and conferences, it's good to know how you want to play in "eventland".

Missing Monetization Opportunities

Amidst the whirlwind of event planning, don't overlook the hidden treasures of monetization. From sponsorships to premium offerings, opportunities abound to generate additional revenue without resorting to heavy-handed sales tactics.

Example: 3-Day Workshop Style Event with 30-50 people at \$997 entry. Held in a modest location that is easy to get to and lots of restaurants and stores within walking distance. Keep venue and production costs around \$15K or 50% of your ticket income. Create an offer between \$3,000 - \$10,000. Have 1-2 guest sponsor/speakers who pay \$1500 - \$3000 to get in front of your group and make a lead gen offer - this should be something that compliments your training and is not offered by you. Sell 10 people into your program. This formula will generate a high 5 to 6 Figure weekend done right and the best part, it can be done 2 - 3 times a year.

Failure to Think Beyond the Event

As the curtains close on one event, the spotlight should already be shifting to the next. Capture the fleeting moments of success by gathering testimonials, video clips, and photographs that will fuel future endeavors.

THE ULTIMATE EVENT CATASTROPHE

Not Hosting One

The gravest mistake of all is to shy away from hosting events altogether. With their unrivaled potential to drive brand awareness, foster relationships, and generate revenue, events are indispensable tools in your business arsenal. Embrace the opportunity to host your own events and reap the benefits that await those bold enough to seize them. We believe and have client proof that there are easily 6 Figures hiding in each person's business that can be brought forth by hosting events.



BLU DIAMOND EVENT MANAGEMENT

12 EVENT DISASTERS AND HOW TO AVOID THEM

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AI with Heart: Beyond Words to a Connected Future



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 our world, where every click, swipe, and scroll immerses us deeper into the digital age, integrating artificial intelligence (AI) with a genuine human touch is transforming from a mere trend into an essential component of crafting meaningful connections. As we traverse this landscape, it becomes increasingly crucial to develop AI that not only performs tasks but also connects with us on an emotional level. This journey into the realm of empathetic AI represents a leap towards creating experiences where technology understands and responds to our emotions, much like a conversation with a friend.

Developers are pioneering this frontier by infusing AI with emotional intelligence. Through sophisticated machine learning algorithms and natural language processing, they are teaching AI to interpret human emotions using cues from voice tonality, facial expressions, and word choice. This sensitivity is revolutionizing industries such as healthcare and customer service, where an AI's grasp of human emotions can significantly enhance the effectiveness and satisfaction of its interactions. Yet, as these systems grow more proficient in deciphering our emotions, they prompt us to ponder if we're prepared for machines that might comprehend our feelings more deeply than we do ourselves.

Simultaneously, the landscape of content delivery is transforming AI personalization techniques, which tailor experiences to individual preferences with remarkable precision. From streaming platforms that recommend shows based on your viewing history to advertisements that target your recent searches, AI's ability to anticipate user behavior underscores the enchantment of personalization. This evolution raises important discussions about the balance between personalization and privacy, encouraging an open dialogue about how data is utilized and controlled.

"AI will increasingly allow us to interact with machines in a more human-like way. It's not just about making machines smarter; it's about enhancing our communication with the world around us." -

Geoffrey Hinton





Moreover, the advancement of conversational AI is narrowing the gap between human and machine interaction. Thanks to progress in machine learning and natural language processing, chatbots and virtual assistants are now capable of conducting dialogues with a level of sophistication and understanding once thought impossible. We are steadily moving towards a future where digital assistants are not mere tools but companions capable of grasping the subtleties of human language and culture, thereby fostering inclusivity and empathy.

The humanization of AI content plays a pivotal role in building trust between humans and machines. By rendering AI more relatable and comprehensible, it encourages users to embrace technology with open arms. Nonetheless, as AI decision-making processes become more intricate, upholding transparency and adhering to ethical standards are imperative to maintaining this trust.

At the heart of humanizing AI lies the evolution of natural language AI, which aims to demolish communication barriers between humans and technology. As natural language AI advances, it unlocks new realms of creativity, collaboration, and personal expression, affirming our desire for technology that enhances rather than detracts from human experience. This pursuit reflects a broader ambition to ensure technology speaks our language, fostering a world where interactions with AI are as natural and nuanced as those with another person.

However, with great power comes great responsibility—the advancements in AI, including creating highly realistic avatars and voiceovers, present opportunities for misuse. The ease with which AI can mimic human attributes has led to establishing rules requiring disclosure when such tools are used, ensuring that AI enhances human interaction without deception.

As we contemplate the future shaped by empathetic AI and the personalized experiences it promises, let's explore concrete examples of how this vision can be brought to life. Through the following prompts and avatars, we can see the practical steps entrepreneurs and creators can take to infuse their AI interactions with a human touch, ensuring technology serves us and connects us more deeply.

Examples For Humanizing Your ChatGPT Prompts:

1. **Social Media Post for New Product** - "As an expert copywriter with a knack for engaging startup audiences, create a social media post for our new tech gadget. Focus on making the product relatable and essential for daily life, with a casual tone that feels like a chat between friends."
2. **Blog Post for Business Milestone** - "Act as a seasoned blogger who specializes in entrepreneurial journeys. Write a post celebrating our startup's first successful year, weaving in personal stories of resilience and community support to inspire and connect with other budding entrepreneurs."
3. **Engaging Social Media Poll** - As a social media strategist who excels in creating interactive content, design a poll asking followers their opinions on remote work tools. Frame it in a way that encourages sharing personal experiences and preferences, fostering a community dialogue."

Examples For Humanizing Avatars:

1. Act as an expert copywriter with....
2. Act as an experienced copywriter and expert storyteller
3. Act as an expert copywriter who writes for Forbes and Inc. Magazine
4. Act as an expert blogger with...
5. Act as a storyteller who...
6. Act as a social media marketing strategist who...

Be sure to add the tone (friendly, funny, casual, professional, etc.) to your prompt. If you haven't seasoned your ChatGPT in your Custom Instructions, adding your tone to each prompt is important. If you have given ChatGPT the tone you want to speak in, doing this with each prompt is unnecessary.

In conclusion, as the fabric of our daily lives becomes increasingly woven with digital threads, the imperative to humanize AI content grows stronger. Through the development of empathetic AI and the pursuit of personalized experiences, we are shaping a future where technology does more than understand our commands—it grabs our emotions and intentions, creating a digital environment that is not only intelligent but also profoundly human. This vision for the future is not just about the capabilities of AI but about crafting a world where technology and humanity coexist in harmony, enriching our lives with every interaction.

PROMPTS & AVATARS

A GUIDE FOR ENTREPRENEURS

BY: TONYA GOSSAGE

Transform Your Digital Communications with a Touch of AI

Discover How to Infuse Your Entrepreneurial Endeavors with Empathy and Precision

In a digital era where connection is currency, the magic lies in making every interaction count. "AI with Heart: Beyond Words to a Connected Future" isn't just about the future of technology—it's about the future of how we connect, communicate, and thrive in the digital space.

WHY THIS GUIDE?

- Deepen Connections: Learn to blend AI with genuine human empathy, creating experiences that resonate on a personal level.
- Drive Engagement: Access a curated collection of ChatGPT prompts and avatar strategies that transform ordinary interactions into memorable connections.
- Elevate Your Brand: Harness the power of conversational AI to make your brand not just seen but felt, building trust and loyalty with every word.

WHAT'S INSIDE?

Engaging social media prompts and avatars that speak directly to the heart of your audience.

THIS IS YOUR MOMENT

To stand out, to connect, to lead. Embrace the future where technology doesn't overshadow humanity—it enhances it. Click through to access this no-opt-in treasure trove of knowledge and start transforming your digital presence with the power of AI and heart.

ACCESS THIS GUIDE NOW



Up Close and Personal With...

Viveka von Rosen



What does success mean to you?

To me, success always used to mean having more time prosperity, monetary prosperity, and being freely able to fire clients I didn't want to work with. And to some extent, that is still true. But I find as I age that my definition of success swings more to land on my own clients. Their success is the foundation of my own. My "one message to the world" is "women's words change the world," so as I help these women define their businesses, find their voices, and find their platform/stage – that's where I see my success. Ironically, while I find myself in even more service to others than previously in my career, it is not the same as the caretaker role that many women take on. Being in true service to others success, that aligns with my own "Yes", is incredibly freeing, exciting, and energizing.

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

My previous words of advice would have been, "Do what you do best, and let other people do the rest" It's still that, with one little tweak, "Do what **only** you can do, and let other people do the rest." Give it all away - even stuff you are good at, if someone else is as good or even better at it than you. That might mean hiring a COO or even a CEO to manage your business while you shine from the center of it.

Delegation is such a tricky thing because we can feel like we can do it better, and we can do it quicker. This is especially true when starting a business. But there is no way to scale a business if you're doing everything and micromanaging every little aspect of it. You should only be doing what **only** you can do!

I'm a big fan of the book "Who Not How," by Dan Sullivan and Dr. Ben Hardy because it talks about delegation on a whole other level. It's not just delegating the stuff you don't want to do (like scheduling your social media, your taxes, your bookkeeping, editing & posting your blog). It's about finding the people who can run every aspect of your business so that you can shine in your true brilliance doing what only you can do. It goes beyond doing what you do best. There are certain skills that literally **ONLY** you can do. So you need to free yourself from the minutia and do them.

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

The first, second, third, or fourth time? Most recently, after helping build a thriving social selling company, which pivoted into a software company, I came to the realization that I was filling my days doing stuff other people could do, that I was reliant on other people for the success or failure of our business, and that I was literally losing my voice! It didn't sit well with me. I realized I had to walk away from potentially millions of dollars in order to create a business that spoke to my heart. I was literally sitting in a hospital bed after a routine procedure went sideways, the blood leaking out of me, working on grants and certifications I was clueless about on the off chance that it might help us bring in a little more money. I remember feeling like I was looking at myself from above and thinking, "what in the everlasting h*ll am I doing?" That was the day I wrote my resignation letter.

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

The first thing is mindset! Entrepreneurship is hard. You could have the perfect product in the perfect market in front of the perfect audience, but if your mindset is off, it will be very hard to experience success. Never mind the non-optimal conditions that most entrepreneurs find themselves in. But with the right mindset, being truly guided by their calling, by their why, by their clear intuition, very little can hold back an entrepreneur from doing what he or she was put on this earth to do. I recently read Dr. James R Doty's "Into the Magic Shop" where he applied for his Neurology internship. He didn't have the grades, and the waiting list was long, but he had a powerful knowing that he was going to get it, and so despite all the odds, he did.

I could relate to that. I walked away from a pretty lucrative career, an international brand as "the LinkedIn Expert" to start a business in a crowded space with very few typical credentials and a lot of skepticism. But I absolutely knew, with no doubt at all, that this was my next step and one I had to take. I felt like I didn't have a choice in the matter.

If your next venture doesn't feel like that to you, then don't do it. I had the opportunity to create a similar business in 1998, 2001, 2006, 2017. Those were years when I made some big business pivots. But I followed the safe path each time. And I don't necessarily regret it, but I also delayed doing my true work until now. One must always have a mindset of curiosity, wonder, fortitude, and belief in oneself!



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

My answer always changes! Today I would say Jamie Lynn Kern, who was the founder of IT Cosmetics and the recent author of "Worthy." As I read her book, I feel very aligned with her journey. Despite her successes, her network of incredible people supporting her (like Oprah!) she did not have the feeling of Worthiness to truly step out and thrive. Until she did. I have a feeling many of us feel the same way. We might have self-confidence - but that can waver and fail at the most inopportune times. But a deep sense of self worth - of being worthy of the life and gifts we've been given - that's the game changer right there!

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

As mentioned earlier - my "Why" is that I know it's women's words that will change the world. And my own experiences can help them find and get those words out there! There are a couple of reasons this is my "why." The shift of focus from me to others is so freeing. The world is much bigger than my own ego, it turns out!

My "why" is pretty lofty goal - literally helping to change the world for the better. But I don't have to do it alone. It's the voices of my clients and other women like them who will usher us into a new way of being. I firmly believe this. I have my rocket scientist client, whose "why" is making aeronautics, aerospace, and aviation, more accessible to girls and women. I have my trauma therapist client, whose book and speaking will change the way companies manage their leadership and employees so that all companies can not only be healthier in mind and spirit but more productive. I have my jewelry designer whose own version of life coaching is so transformative that one session can change the outlook of a person's life. And the list goes on and on.



What keeps you awake at night?

Nothing anymore! I finally found a combination of magnesium and melatonin that lets me sleep through the night! Hallelujah! I "let go and let God" every night before I go to sleep. That quiets my mind. And I often wake up with new solutions and to new opportunities I couldn't have dreamed of.

It's funny - I recently found an old vision or dream board I created in my garage. I had literally created, earned, won everything on it. But there is no way I could have ever imagined how those things would come to pass. The Universe is so much bigger than I am. My job is to hold the right mindset, my nurture my sense of worth, and trust my intuition's guidance. Everything flows as it should when I do that. And that allows me to sleep at night. Well, that and the magnesium....



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

To trust myself! I was giving an interview the other day, where they asked me about my most recent pivot, and what inspired it. I realized that I had had this opportunity to create the very business I have created back when I graduated in 1992, again when I moved to Colorado in 2001, again when I pivoted my business in 2007, again when I pivoted it just seven years ago. Finally, I am taking the leap to do what I was really put on this earth to do. But I guess I just didn't feel like I was ready until now.

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

Everything? As mentioned, I not only walked away from potential millions, but I also walked away with quite a lot of debt on my shoulders. Into a brand-new arena with a whole new audience. It's not like I'm starting from scratch because I actually did manage to build up quite a following as "the LinkedIn Expert", and I'll certainly use those skill sets moving forward with myself and with my clients - but this is all pretty brand new to me! And I am trusting 100 percent in my own intuition. Which is why I know mindset is so crucial to success.

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

For a long time, I operated under the belief that my value and worth were contingent upon external validation and circumstances beyond my control. First my parents, then my teachers, then my friends, then my work and colleagues and bosses and partners. I had this insecurity and imposter syndrome even during the periods when I was achieving considerable success in my business endeavors.

I realize now that these internal battles and reliance on external validation really hindered my ability to fully realize my potential, confining me to the realm of six-figure earnings and preventing me from breaking through the elusive million-dollar barrier.

Then in the early stages of my previous venture, one where I had several business parents, we managed to achieve the coveted seven-figure milestone within just a few years. However, this success was not solely my own. It was heavily dependent on the contributions and efforts of my co-founders and team members. This reliance on others for validation and success meant that any achievements felt somewhat diminished, as if they were not entirely mine to claim. Similarly, any setbacks or failures were not wholly my responsibility, further distancing me from a true sense of ownership and personal achievement.

Through deep and introspective realization of my intrinsic worth, I began to see the limitations of my previous thinking. I finally recognized and internalized that my value does not hinge on external approval or business success. As mentioned above, this was a pivotal moment for me. This newfound understanding empowered me to make a bold and decisive move away from a business that, despite its financial success, was not in alignment with my core values and personal mission.

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

I would tell myself not to date anyone named Mike or Steve. Then I would tell myself that I was on the right path and to trust my intuition. Looking back, I can see several times when the thoughts and ideas I was having could have bloomed into an incredible speaking and writing career if I had just trusted myself and my own worth enough.

I would tell myself to embrace my worth and step away from situations that no longer served me. I would have told my younger self that true success is not just measured by financial milestones but by how closely our actions align with our authentic selves and deepest convictions. And it's likely my rebellious younger self still wouldn't listen...



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

I will say that Dan Sullivan and Dr. Ben Hardy's book "10x is Easier Than 2x" was a catalyst for me. Once I read that, I knew my previous company could not grow the way we needed it to. If I was going to experience 10x success, I'd have to do it myself. So that one is on the top of my list and required reading for all my clients.

I also mentioned "Who Not How," which I mentioned earlier, also by Dan Sullivan and Dr. Hardy.

"Worthy" by Jamie Lynn Kern is a new favorite. I just get that girl!

And way back in the day, I was launched into my social media career after meeting my friend and mentor Bob Burg, and his book "The Go-Giver!"

And of course, my latest book – "101 Ways to Rock Change: The Successful Pivot from Executive to Entrepreneur." All required readings for my clients.

What do you love most about your business TODAY?

I can't pick just one thing! I love the women I am working with. And can I tell you how great it is to actually love your clients? I fully believe in them and their dreams and visions. I'm excited to see how their words change the world.

I love that I control my time-prosperity! I don't have to work an eighty-hour work week. I don't want to, and I won't. My morning and my morning routine are integral to my success. I don't take meetings, interviews or anything until after 10 AM. And I'm usually done working by five or six. And I take weekends off. And I go on vacations. I'm all about creating a lifestyle legacy business for myself and my clients.

What's next for you?

In one of my morning sessions I recently received the "download" for my new book. "Beyond the Dream Board". So now I have most (if not all) of the chapters and it's time to start writing. I continue to meet amazing women whose stories will fill my pages.

I'm excited to speak about my experiences and processes on new stages and with new audiences, and I am looking forward to bringing more women on stage with me. I am looking forward to traveling Europe this summer as I work with women around the world, (and on my book,) and then settling into my other home in Costa Rica, where I'll be creating some women's retreats. The future is looking AWESOME!

Learn more about Viveka on her website - [Click Here](#). Also, be sure to connect with her on [Linkedin Click Here](#).

Overcoming Imposter Syndrome: The Power of Self-Worth

by Guest Author

Viveka von Rosen

If They Only Knew

I think all of us have experienced some form of imposter syndrome in our lives and/or careers. That feeling, where, despite all indications to the contrary, we feel like we are not enough. Sometimes we feel it entering a boardroom, sometimes when stepping on stage, sometimes when reviewing a blog post we've written, sometimes with our own kids. Sometimes we even feel it walking down the street or when ordering a meal!

It's that insidious feeling of "if they only knew"

- If they only knew I was a fraud
- If they only knew I didn't know what I was talking about
- If they only knew I don't know how to say "escargots"
- If they only knew I don't know the difference between scotch and whiskey
- If they only knew I don't have the right/enough education
- If they only knew I've only been at this for a year
- If they only knew I sometimes feel like locking my kid in a closet sometimes
- If they only knew I sometimes go into the closet myself and scream into a pillow
- If they only knew I have cellulite
- If they only knew I have never charged this much before
- If they only knew I'm not brave
- If they only knew I don't wake up perky at 4:30 AM with a smile on my face
- If they only knew I don't like vegetables...

Imposter syndrome can overwhelm the most self-confident and strongest of us at the weirdest times. I have some thoughts about this. What Exactly Is Imposter Syndrome? My first thought is imposter syndrome might be an excuse.

My dear friend, Jill Keuth brought this up in a mastermind we were both in. She mentioned that imposter syndrome was usually a blanket statement that many of us used as an excuse to avoid looking more deeply at our feelings, emotions, and fears.

Take that in... What if the “fear” we have is rooted in the **power** we have! Even acknowledging that can shift things tremendously!!! And sometimes we actually do feel like we’re not enough.

What Can We Do About Imposter Syndrome?

Rather than just blanketing the feelings we are having as imposter syndrome, it’s worth taking that deep breath and seeing what those feelings actually are. Because how we combat them might be different. As I mentioned, if we are really just feeling excitement rather than fear, then even the conscious acknowledgment of that is enough to eradicate any feeling of imposter syndrome.

Recently, I had the opportunity to speak at a new event on a new topic to a new audience. And did I ever get a wash of imposter syndrome - or at least I thought it was. But what I was actually feeling was *excitement* masquerading as imposter syndrome. I was excited about speaking at a new event with a new audience. But the butterflies felt like fear - especially since it was a new talk. The fear *felt* like imposter syndrome. Once I realized I was excited and not afraid, the butterflies flew away and my sense of self-confidence and calm came back.

I have to ask again, are we truly feeling fear? And if we are, is it because we are afraid of something or because we are afraid of our light? First, we must differentiate the fear. If we are afraid of our own light, we just gotta get over that shit. We have to step into our power and step up!

If we are truly afraid of something – we need to find the root of that fear. It might have nothing to do with the activity that is causing the sense of imposter syndrome. And while it might take a whole lot of work to alleviate that fear, you can probably compartmentalize and push it aside in the current moment, at least long enough to move through whatever is causing the imposter syndrome to get to the other side. Then when you are done doing what you need to do, you can deal with the fear. (And, unfortunately, you do have to deal with it, because otherwise, it’ll get worse and worse.)



Sometimes we really do have a case of the “not enoughness.”

We really don’t feel like we are enough. In which case we might need to get to studying! Chances are there is some activity we can partake in to gain the knowledge that we need so that we don’t feel like an imposter. I’m not saying you have to get a PhD or three in your area of expertise, but do your research, have answers prepared, and arm yourself with as much information as you need to feel comfortable in your uncomfortable situation.

Self Confidence vs Self Worth

Is imposter syndrome tied to self-confidence or self-worth? My second thought is that imposter syndrome is in direct and inverse relation to our sense of self-confidence. I really don't think it's tied to our sense of self-worth. We might have all the confidence in the world, feel like we know exactly what we are doing, and what we are talking about, and still feel a flush of being an imposter. (Because of reasons mentioned above.) But a strong sense of self-worth should eradicate any sense of imposter syndrome.

Jamie Kern Lima, in her book "Worthy" outlines the differences between self-confidence and self-worth, emphasizing that while both are crucial to our sense of self, they stem from different sources and impact us in unique ways.

Self-Confidence:

- **External Basis:** Self-confidence often relies on external achievements, skills, and the validation we receive from others. It's built through our interactions with the world and how others perceive our capabilities.
- **Fluctuating Nature:** Because it's based on external factors, self-confidence can fluctuate greatly. It can be high when we receive praise or achieve success and low when we face criticism or failure.
- **Performance-Related:** Self-confidence is closely tied to our abilities and performance in specific areas, such as work, sports, or social settings. It's about how competent we feel in these areas.

Self-Worth:

- **Innate Origin:** Self-worth is an internal sense of being that is not dependent on our achievements or the opinions of others. It's the intrinsic value we place on ourselves as individuals, regardless of external factors.
- **Stable and Enduring:** Unlike self-confidence, self-worth is not as susceptible to the highs and lows of life's experiences. It's a deep-seated belief in our own value that remains relatively stable over time.
- **Unconditional:** Self-worth is not contingent on our successes or failures. It's a fundamental acceptance of ourselves, with all our flaws and strengths, as worthy of respect and love.

Self-Confidence is about how we project ourselves to the world and how capable we feel in our actions. It's important for achieving goals and can motivate us to take on new challenges.

Self-Worth is about how we value and regard ourselves at the core. It's crucial for our overall well-being and affects how we treat ourselves and allow others to treat us.

Once you develop your sense of inner worth, it is very, very hard for others to sway you. Self-confidence, on the other hand, comes and goes on the tides of other people's opinions. Think about one thing you know to be true about yourself. One thing in your life - in your being - in your deepest heart where you truly know your worth without a doubt. No questions asked! Have you ever had imposter syndrome around that thing? Probably not. The more we can identify and strengthen our sense of self-worth, the less we are likely to be affected by imposter syndrome.

A few things you can do to strengthen your sense of self-confidence

Self-Reflection:

Self-reflection through journaling is a powerful tool for personal growth and self-discovery. It involves taking time to write down your thoughts, feelings, experiences, achievements, and strengths. This practice can help you:

- **Identify Patterns:** Journaling allows you to see patterns in your thoughts and behaviors over time, helping you understand what triggers negative feelings like imposter syndrome and what boosts your confidence.
- **Celebrate Achievements:** Regularly noting down your achievements, no matter how small, reinforces your sense of accomplishment and helps combat feelings of inadequacy.
- **Clarify Strengths:** Writing about your strengths and how you've used them in various situations can boost your self-esteem and remind you of your capabilities, especially in moments of doubt.

Affirmations:

Affirmations are positive statements that can help you challenge and overcome self-sabotaging and negative thoughts. When you repeat them often and believe in them, you can start to see positive changes in your mindset. Affirmations work by:

- **Rewiring the Brain:** Regular positive self-talk and affirmations can rewire your brain to adopt a more positive mindset and change how you view yourself and your abilities.
- **Boosting Confidence:** Positive affirmations remind you of your worth, strengths, and abilities, contributing to a stronger self-image and increased confidence.
- **Counteracting Negative Thoughts:** By affirming your value and capabilities, you can counteract the negative thoughts and self-doubt that fuel imposter syndrome.

Setting Boundaries:

Boundaries are essential for maintaining a healthy sense of self-worth and ensuring that your relationships are respectful and supportive. Setting boundaries involves:

- **Communicating Your Needs:** Clearly expressing your needs and limits to others helps ensure that your relationships are mutually respectful and supportive.
- **Protecting Your Energy:** Boundaries help you protect your energy and emotional well-being by preventing you from overcommitting or engaging in situations that drain you.
- **Fostering Self-Respect:** By setting and enforcing boundaries, you signal to yourself and others that you value and respect yourself. This can strengthen your self-worth and reduce feelings of being an imposter.

Develop Your Self Worth. My third thought is ...develop your sense of worth to slay imposter syndrome. You can overcome - or at least greatly diminish - feelings of imposter syndrome by developing your self-worth.

Now, I know I said self-confidence is affected by external circumstances and self-worth is internalized. But, I do want you to take a look at your achievements. Take the time to write down 10, 20, 30, 40, or even 50 things that you have accomplished in your life. And really celebrate them. Not because other people consider them achievements, but because they were accomplishments that you achieved and you know your own power and worth because of them. Make sure you have a supportive community. (And that is rarely your own family!)

Aside: I think women have this a little bit easier because we naturally create communities wherever we go. That being said, a lot of our communities are not supportive. They can be competitive and mean. So don't go there. Create a community of powerful and supportive people who believe in you. Because even though self-worth is an inside job, it sure is a lot easier when you have the support of a community. Stay curious, and keep learning! One of the worst things that we can do is feel like we know it all. As soon as we move into that space, something is going to come and knock us off our pedestal!

For 18 years, I was "the LinkedIn expert." I thought I knew everything about LinkedIn! And then, when we started my last company, I realized that there were areas of expertise I had no idea about. Being curious and learning from my colleagues really made me a better teacher and trainer. And that gave me more true confidence going into meetings or stepping on stage.

As I move into my newest venture, I am in a constant state of curiosity and learning. I am always asking questions. I am always open to learning something new. I am a sponge absorbing everything I can! And it's so exciting and fun. When I get a sense of imposter feelings popping up, I just say to myself – "Of course, I don't know everything!" And I ask more questions. It usually completely alleviates feelings of imposter syndrome.

Slaying Imposter Syndrome

In the journey of personal and professional development, imposter syndrome emerges as a common hurdle that many of us face. It's a deceptive feeling that masks our true potential and achievements under a veil of doubt and fear. However, the realization that this syndrome is not an insurmountable barrier, but rather a misinterpretation of our emotions and fears, can be liberating.

By understanding the difference between imposter syndrome and our innate self-worth, we can begin to dismantle the foundations of this unfounded fear.

The key lies not in seeking external validation for our confidence but in nurturing our inherent sense of self-worth. The power to overcome imposter syndrome resides within us, through self-reflection, community support, and a commitment to lifelong learning.

Handy To-Do List to Slay Imposter Syndrome:

1. **Self-Reflection:** Regularly journal about your personal achievements, strengths, and moments when you felt proud of yourself. This practice helps in recognizing and affirming your capabilities.
2. **Positive Affirmations:** Incorporate positive self-talk and affirmations into your daily routine. Remind yourself of your worth and capabilities to counter negative thoughts.
3. **Set Healthy Boundaries:** Establish personal and professional boundaries that protect your energy and focus. Learn to say no to situations that drain you or detract from your self-worth.
4. **Acknowledge Your Feelings:** When feelings of imposter syndrome arise, take a moment to step back and analyze them. Are they stemming from fear, excitement, or something else? Understanding the root cause can help in addressing them appropriately.
5. **Differentiate Fear:** Identify whether your fear is a genuine concern or a fear of your own potential. Embrace your light and power, stepping into roles and opportunities with confidence.
6. **Seek Knowledge:** If you feel inadequate in certain areas, take proactive steps to acquire the knowledge or skills you need. Remember, feeling like an imposter often stems from a perceived lack of expertise, which can be remedied through learning.
7. **Build a Supportive Community:** Surround yourself with people who uplift and support you. A positive community can significantly impact your ability to overcome imposter syndrome.
8. **Stay Curious and Keep Learning:** Adopt a mindset of curiosity and continuous learning. Embrace new challenges and opportunities to grow, which can boost your confidence and diminish feelings of being an imposter.
9. **Celebrate Your Achievements:** Make a list of your accomplishments, big and small, and take time to celebrate them. This reinforces your sense of self-worth and reminds you of your capabilities.
10. **Embrace Your Journey:** Understand that overcoming imposter syndrome is a journey, not a destination. Be patient with yourself and recognize that growth comes with challenges and self-discovery.

By following these steps, you can begin to dismantle the imposter syndrome's hold on your life, stepping into a more confident and self-assured version of yourself. Remember, your worth is not defined by your fears or doubts but by the strength and resilience you demonstrate in overcoming them.



Viveka von Rosen is dedicated to empowering successful female executives and entrepreneurs with their brand and business pivots. As an industry expert with over 19 years of experience in LinkedIn marketing and sales, she is a recognized authority in the business world. An accomplished author and international speaker, Viveka captivates audiences with her keynote addresses on transition and transformation, catalyzing people to find their voices and create their own transformational ventures. Learn more about Viveka on her website - [Click Here](#). Also, be sure to connect with her on LinkedIn - [Click Here](#).

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"AI doesn't just fine-tune our understanding of our customer needs; it deepens connections, opening new opportunities for revenue through enhanced customer engagement."

~ patty farmer



Visibility Velocity: How to Stand Out in a Crowded Market by Accelerating Your Authority Positioning

by Guest Author

Melanie Benson

In today's world, where many buying decisions are made online, it's not enough to be good at what you do. Talented service professionals need authority positioning to stand out in a crowded marketplace.

And let's face it...If you offer any kind of mentoring or coaching solutions, you are in a crowded market where everyone sounds, *well, the same*. After two decades coaching thought leaders and established service professionals to generate 6 and 7 figures, I discovered that many business owners struggle with how to stand out in a way that feels authentic.

We all must deploy visibility and marketing strategies that attract clients, consistently (otherwise you'll have cash flow issues.) And yet, a majority of the seasoned business owners I've coached over the years complain that their best efforts to be visible are not producing results. Instead, they feel like a Best-Kept Secret, invisible to their potential customers and growth opportunities.

From Invisible to Million-Dollar Authority

I'm no stranger to feeling invisible. After building a significantly successful 7-figure coaching business in the early 2000's, I fell out of love with my business in 2009. I quickly pivoted my brand, restructured my offerings, and relaunched. This kicked off my disastrous 'Invisible Phase.' After years of selling out every program, I found myself floundering to make sales.

The turning point was during a consultation where a potential client turned down my offer (citing lack of funds) and a few weeks later shared that he had joined my competitor's program (which was at least 3 times my fee.) That's when I became aware of the importance of Authority Positioning, which provides a much-needed competitive advantage in a crowded market.

Authority Positioning helps the people who are searching for your services to quickly recognize your valuable expertise in delivering a desired outcome.



Authority positioning can:

- Elevate your influence, especially when combined with a proven Authority Platform like authoring a book or hosting your own show. More influence often leads to a much-needed boost of trust and credibility.
- Help your marketing perform better as you laser in your messaging to who you most want to attract. Targeted marketing messaging quickly cuts through the noisy online space with compelling content that converts fast.
- Ensure you attract better, more qualified leads as they will understand what you can do for them before they ever book the consultation or buy your product. Often, these clients have already “sold” themselves on working with you before you ever meet.
- Generate more referrals from clients and peers – because they know what you do and how you can solve problems for their clients and community.
- Pave the way to charging premium pricing, which will help you boost your revenue. Authority positioning can help you charge 2 – 5x more.

How to Accelerate Your Authority Positioning

Most business owners don't have the luxury of waiting for authority to be generated naturally over a few years. The good news is accelerating your authority can happen in weeks if you use *The Authority Trifecta*.

The Authority Trifecta leverages three valuable factors in the market:

- **Targeted Authority Content** that “teaches” your market what you do, who you do it for, and why it's important to choose you.
- **An Authority Platform** that attracts people from new markets into your “ecosystem” so you can nurture them into becoming a lead (think book, podcast, magazine, etc.)
- **Other People's Million-Dollar Visibility Streams**, essentially borrowing a colleague's aligned audience, to deliver a value-driven, compelling talk or interview.

3 Keys That Boost Authority Fast

Specificity

In today's market, being a generalist can render your message as irrelevant as your potential clients can't determine what you do. As a generalist, business owners have tons of different offerings and lots of ways they can produce results.

But too many solutions create confusion, and the buyer may not be able to recognize if the vendor can provide what they need most. By tailoring offers to address the most compelling issues that your ideal clients have, not only will your marketing message stand out, but you will also become the MOST aligned option in their mind.

Magnetic Messaging

Your messaging either draws people in with curiosity and desire, or feels irrelevant and leaves the viewer disinterested. Your messaging can not be developed by AI, nor can it be swiped from your favorite online expert. Magnetic Messaging is crafted to highlight your unique, marketable superpowers that will be enticing to a specific person who is searching for your solution.

When your messaging is dialed in, it can instantly create an “*I need this*” effect on the listener. On the flip side, a business that adopts a generic “safe” message that is attractive to everyone can quickly render them irrelevant, making them obsolete in a rapidly changing market. Take the time to craft magnetic topics, titles and messaging statements that grab your ideal client's attention.

Consistency

There is a significant amount of mistrust in the online space these days – which provides many business owners a unique visibility advantage by being seen, consistently, as a trusted advisor. A consistent presence, with a consistent message builds trust. It keeps the vendor top of mind, but it also subconsciously communicates to your community, *"I'm here, I'm not going anywhere. You can count on me to keep showing up."*

Consistently demonstrating credible results is also a powerful authority accelerator. The more sophisticated the buyer, the more important a track record of solid results is during the decision-making process. Most service-based business owners are facing the new reality that to keep sales flowing in, they must stand out online to be seen by their ideal clients as the authority.

*"Most successful people don't feel ready when they leap.
They decide to leap, and get ready on the way."*

- Melanie Benson

*"Intentionally curate your community with people who lift
you up, champion your success, and can open lucrative doors."*

- Melanie Benson



Melanie Benson, Authority Amplifier, shows entrepreneurs how to generate Million-Dollar Visibility with her proven Authority Accelerator System. She is the host of the Top 1.5% Podcast Amplify Your Success, authored Rewired for Wealth, and [Entrepreneur.com](https://www.entrepreneur.com)'s Start Up Guide, is featured in Authority Magazine and Bloomberg BusinessWeek. Download her free guide, The 7 Step Framework to Generate Million-Dollar Authority at www.MelanieBenson.com/MMMmagazine

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