

Marketing Media & Money

2024 3rd. Q.

*The Leadership
Superpower of the
Future: Today*

**Warning: Don't
use ChatGPT
for Event
Promotion
Unless You Do
This First!**

*What type of
storyteller are you?
Echoes of Time:
Exploring Types
of Storytellers*

*Meet
Mary Amoedo...
Leading with
Grace & Power*



*Partnership Marketing:
Maximizing Your Reach,
Relationships & Revenue*

**Beyond Networking:
The Transformative
Power of
Masterminds**

*Turning the Wheel:
The Roadmap
to Finding Your
True Fulfillment*

**Turning Listeners
into Clients:
The Journey from
Passive Audience
to Raving Fans**

**Client
Expectations
and the
Critical
Question**

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

Welcome to the third quarter of 2024! As we continue our journey through this exciting year, this edition promises to be as enlightening and empowering as ever. Packed with rich insights and innovative strategies designed 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 see what is possible. This issue is brimming with content that does just that.

Here's a glimpse of what awaits you:

- Partnership Marketing: Maximizing Your Reach, Relationships & Revenue
- The Leadership Superpower of the Future: Today
- Turning Listeners into Clients: The Journey from Passive Audience to Raving Fans
- Warning: Don't use ChatGPT for Event Promotion Unless You Do This First!
- Beyond Networking: The Transformative Power of Masterminds
- What Type of Storyteller Are You? Exploring 10 Types of Storytellers
- Client Expectations and the Critical Question
- Leap into Leadership: Being BOLD Requires Action
- Navigating Human Connection: Mastering Social Skills in a Changed World
- Is the Lack of Organizational Health in Your Business Holding You Back from Scaling?
- Turning the Wheel: The Roadmap to Finding Your True Fulfillment

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 sponsors, columnists, guest authors, and podcast guests. If you are new to us,

I would love to connect with you personally. I am here to serve and support you. Please feel free to reach out—my inbox is always open, and I answer every email personally. Here's to a quarter filled with growth, learning, and success!

-patty

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

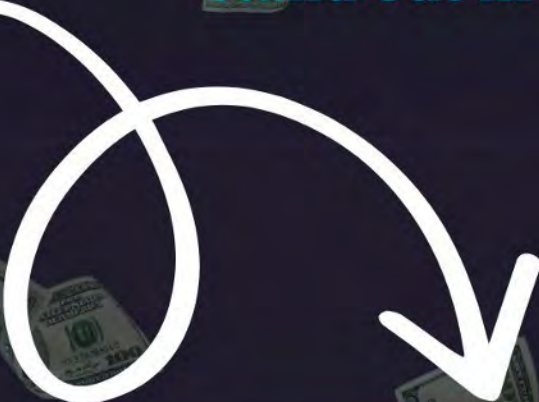


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for the latest insights and resources on what's
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stand out in a crowded, noisy marketplace.



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2024 Columnists



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Marketing & Media Expert**



Braden Ricketts

Sponsor & Podcast Expert



Tina Parker

Leadership Expert



Joe Pallo

Sales Expert



Theresa Ream

Business Expert

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Strategic Accounting Expert



Rachelle Bryant

Storytelling Expert



Tracee Root

Community Expert



Linda Cain

Event Expert



Tonya Gossage

Communication & Systems Expert 7

Partnership Marketing: Maximizing Your Reach, Relationships & Revenue



Publisher

Marketing & Media Expert

Patty Farmer is a Marketing & Media Strategist, International Speaker, Podcast Host, Event Producer & Magazine Publisher. She works with 6-figure entrepreneurs who are experts in their field to help them fully identify their expertise, their market (tribe), gain massive visibility, package their knowledge, and position them in the marketplace to leverage the media and create marketing strategies that are profitable...not painful.



In today's competitive business landscape, standing out and reaching your target audience can be a daunting task. One effective strategy (and my personal favorite) to enhance your marketing efforts is **partnership marketing**. By collaborating with other businesses that serve your target buyers in different ways, you can significantly expand your reach and impact. Here, I'll explore how this approach works, why it's beneficial, and provide some strategies to implement it effectively.

Understanding Partnership Marketing

Partnership marketing involves forming strategic alliances with other businesses to create mutually beneficial marketing campaigns. These partnerships allow you to tap into each other's customer bases, share resources, and leverage each other's strengths.

Key benefits:

- **Increased brand exposure:** Reach a broader audience by tapping into your partner's customer base.
- **Cost efficiency:** Share marketing costs, making campaigns more affordable.
- **Enhanced credibility:** Build trust by associating with reputable partners.
- **Diverse skill sets:** Combine expertise to create more effective marketing strategies.

Identifying the Right Partners

The first step in partnership marketing is identifying the right partners. Look for businesses that:

- **Serve the same target audience:** Ensure their customers are your potential buyers.
- **Offer complementary products or services:** Their offerings should enhance, not compete with, yours.
- **Share similar values and goals:** Alignment in mission and vision is crucial for a successful partnership.

Strategies to identify partners:

1. Market Research: Conduct market research to find businesses that align with your target audience and values. Use tools like social media, industry reports, and customer surveys to gather data.

2. Networking Events and Platforms: Attend industry conferences, trade shows, and networking events to meet potential partners in person. But don't forget to utilize online platforms such as LinkedIn, industry forums, and organizations that focus on personal and business development and creating power partners to connect with businesses that complement your offerings.

Crafting a Win-Win Proposal

When approaching potential partners, focus on creating a proposal that highlights mutual benefits. Draft a detailed agreement that outlines the roles, responsibilities, and expectations of each partner to avoid misunderstandings. Consider these elements:

- 1. Clear Objectives:** Define what both parties aim to achieve. For example, you might aim to increase brand awareness while your partner focuses on lead generation. Conduct a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) for both businesses to identify how each can complement the other.
- 2. Shared Resources:** Outline how each party will contribute. This can include promotion to each other's email list, social media promotion, and co-branded content creation. Clearly articulate the value each partner will bring to the table and how the collaboration will benefit both parties.
- 3. Performance Metrics:** Establish how success will be measured. Use metrics such as increased sales, new customer acquisition, or enhanced social media engagement.

Implementing Effective Collaboration Strategies

Here are several strategies to effectively collaborate with your partners:

Joint Promotions

Run **joint promotions** where both brands offer a bundled deal or discount. This can be particularly effective during peak shopping seasons or special events.

Strategies for joint promotions:

- 1. Bundled Deals:** Offer bundled products or services at a discounted rate. For example, a fitness equipment company could bundle a discounted online training subscription.
- 2. Seasonal Campaigns:** Launch joint promotions around holidays, seasons, or special events to take advantage of increased consumer spending.

Co-Hosted Events

Host **co-branded events** such as webinars, workshops, virtual or in person events. These events provide value to both audiences and create a platform for showcasing expertise.

Strategies for co-hosted events:

- 1. Webinars and Workshops:** Host online webinars or in-person workshops that provide value to both customer bases, such as educational sessions or product demonstrations.
- 2. Live Q&A Sessions:** Organize live Q&A sessions on social media platforms where experts from both businesses answer audience questions.

Content Collaboration

Collaborate on content creation. Examples include:

- **Guest blogging:**
- **Co-host a Podcast:**
- **Co-authored e-books or guides:**



Strategies for content collaboration:

1. **Guest Blogging:** Write guest posts/articles for each other's blogs, sharing insights and expertise that benefit both audiences.
2. **Co-host a Podcast:** Temporarily co-host on each other's podcast or livestreams.
3. **Co-Authored Resources:** Develop co-authored e-books, guides, or whitepapers that provide valuable information and showcase both brands' expertise.

Case Study: A Real-World Example

To illustrate the power of partnership marketing, let's look at a hypothetical case study.

Business A is a company that sells high-quality fitness equipment. **Business B** offers online personal training services. By partnering, they can create a comprehensive fitness solution for their customers.

Partnership Activities

- **Co-branded fitness challenges:** They organize monthly fitness challenges, promoting each other's products and services.
- **Exclusive discounts:** Customers who purchase fitness equipment from Business A receive a discount on training services from Business B.
- **Shared content:** Business B's trainers provide workout tips and routines featured on Business A's blog and social media.

Results

- **Increased customer engagement:** Both businesses see higher engagement rates on social media and their websites.
- **Higher sales:** The bundled promotions result in a noticeable increase in sales for both companies.
- **Stronger brand loyalty:** Customers appreciate the added value and are more likely to become repeat buyers.

Common Pitfalls and How to Avoid Them

While partnership marketing offers numerous benefits, it's important to be aware of potential pitfalls:

Strategies to avoid pitfalls:

1. **Regular Check-ins:** Schedule regular meetings to discuss progress, address issues, and realign goals as necessary.
2. **Balanced Contribution:** Ensure both parties contribute equally by regularly assessing the partnership's input and output.
3. **Clear Communication Channels:** Establish clear and consistent communication channels, such as email updates, project management tools, or regular video calls.

Final Thoughts:

Partnership marketing is a powerful strategy to amplify your marketing efforts and reach a broader audience. Beyond the tangible business benefits, partnership marketing fosters meaningful relationships that can not only enhance your marketing strategies but also build a supportive network of power partners.

Be a Part of a Circle of Influencers



**Join our community
TODAY!**



Marketing

Tip



“Incorporate quizzes, polls, and interactive videos to boost engagement and collect valuable data.”

~ patty farmer

A Few Words From Our Sponsor



Braden Ricketts

July Word from Our Sponsor: Embracing the Power of Podcasting in Your Marketing Strategy

At Amplifyou, we believe in the transformative power of podcasts as a cornerstone of a modern marketing strategy. It's not just about producing content; it's about creating meaningful connections that drive your business forward.

Building Authentic Relationships

The essence of effective marketing lies in building relationships, and podcasts excel at this by offering a personal touch that other mediums struggle to achieve. Through thoughtful content, entrepreneurs can share their stories, insights, and expertise, positioning themselves as trusted authorities in their fields. This not only attracts potential clients but also transforms them into active participants who are eager to engage with your brand.

Engagement That Leads to Action

Podcasting is more than a one-way conversation. It's an interactive experience that invites listeners to become part of a community. By integrating strategic calls to action within your episodes, you can guide your audience from passive listeners to active participants who are ready to take the next step—whether that's visiting your website, signing up for your newsletter, or joining your online community. This engagement is a crucial step in converting listeners into clients.

Amplifyou: Your Partner in Podcasting Success

At Amplifyou, we specialize in helping entrepreneurs harness the power of podcasting to enhance their marketing efforts. We handle the technical production so you can focus on what you do best: connecting with your audience. Our goal is to make podcasting a seamless and effective part of your marketing strategy, helping you build relationships that translate into business growth.

Explore the Potential of Podcasting

As you navigate the complexities of modern marketing, consider the unique advantages that podcasting offers. It's a platform that not only amplifies your message but also cultivates a loyal following. For a deeper dive into how podcasting can transform your marketing approach, check out our article, "Turning Listeners into Clients: The Journey from Passive Audience to Raving Fans," where we explore practical strategies to make your podcast a powerful tool for business success.

Sincerely,

Braden Ricketts
CEO, Amplifyou



AMPLIFYOU

Turning Listeners into Clients: The Journey from Passive Audience to Raving Fans



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.

For entrepreneurs, podcasting has emerged as a powerful tool for connecting with potential clients. It's not just about sharing stories or insights; it's about turning passive listeners into active participants and, ultimately, loyal clients who advocate for your brand. This journey involves a strategic approach that engages, entertains, and educates your audience, while seamlessly integrating them into your business ecosystem. Here's how you can leverage your podcast content to transform listeners into raving fans who drive your business forward.

1. Creating Engaging Content: The Foundation of Connection

The only thing better than 1 million listeners, is 100 action taking fans. The first step in converting listeners into action taking advocates is to create content that captivates and resonates with them. To do so, it's essential to understand who your listeners are and what they value. Whether you're sharing expert insights, industry trends, or personal stories, your content should be tailored to meet their needs and interests.

Know your audience: Start by identifying your ideal listener. What are their pain points? What solutions are they seeking? Understanding your audience's challenges and desires allows you to create content that speaks directly to them. For most of my clients, the easiest way to identify their ideal listener is to imagine themselves, a few years ago, before they found the path they are on.

Be Relatable and Authentic: Listeners connect with authenticity. Share your own experiences, struggles, and successes. This builds trust and relatability, helping your listeners identify with your brand.

Provide Value: Every episode should offer actionable takeaways or valuable insights. Whether through educational content, expert interviews, or practical tips, ensure that your listeners gain something meaningful from each episode. This establishes you as a thought leader and builds credibility.

2. Transitioning from Passive Listening to Active Engagement

While captivating content is crucial, the next step is to encourage listeners to move from passive consumption to active engagement. This is where your call to action (CTA) plays a pivotal role.





Strategic Calls to Action: Integrate CTA's into your episodes that prompt listeners to take specific actions. Whether it's visiting your website, signing up for a newsletter, downloading a free resource, or following you on social media, your CTA's should be clear, concise, and relevant to the content of the episode. It's important to remember that if you want to change somebody's world, start by changing their day. Challenge your listener to make one simple change that will see immediate results and you'll have a fan for life.

Offer Incentives: Provide incentives that entice listeners to take action. This could be exclusive content, discounts, or access to a private community.

Create Interactive Episodes: Encourage interaction by asking listeners to submit questions, participate in polls, or share their thoughts on social media. This fosters a sense of community and involvement, making them feel like a part of your podcast journey.

3. Nurturing Relationships: Building a Loyal Community

Once you have your listeners actively engaging with your content, the next step is to nurture these relationships and build a loyal community around your podcast.

Foster a Sense of Belonging: Create a welcoming environment where listeners feel valued and connected. This could be through a private Facebook group, a dedicated forum, or exclusive live events. By providing a space for your audience to interact and share their experiences, you strengthen their bond with your brand.

Consistent Engagement: Regularly engage with your audience through social media, email newsletters, or community events. Remember, social media works best when you're socially active.

Co-Create with your Audience: Invite listeners to submit questions, recommend topics and refer guests to your show. Create an opportunity to learn from your audience how to best serve them.

4. Transforming Listeners into Raving Fans

Nurtured relationships can transform listeners into raving fans who bring immense benefits, including organic word-of-mouth promotion, increased credibility, and expanded reach.

Welcome To the Inner Circle: Behind the scenes footage, blooper reels, or conversations with real clients of yours. Pull back the curtain and share the insider look at you and your business. Help your audience feel a part of something bigger.

Celebrate Your Fans: Recognize and celebrate your community members. Highlight their stories, share their testimonials, and involve them in your content. This not only acknowledges their support but also strengthens their connection with your brand.

5. Integrating Podcasting into Your Business Strategy

Turning listeners into clients requires more than just engaging content; it requires integrating podcasting into your overall business strategy.

Align Your Podcast with Your Business Goals: Ensure that your podcast content aligns with your business objectives. Each episode should serve a purpose, whether it's educating potential clients, showcasing your expertise, or promoting your products and services.

Track and Measure Success: Use analytics to track the success of your podcast. Monitor metrics such as listener engagement, website traffic, and conversion rates. Understanding what works and what doesn't allows you to refine your strategy and maximize your impact.

Leverage Your Podcast for Lead Generation: Use your podcast as a tool for lead generation. Offer lead magnets, collect email addresses, and direct listeners to your sales funnels. By integrating your podcast with your marketing efforts, you create a seamless journey for listeners to become clients.

Podcasting offers a unique and powerful platform for entrepreneurs to connect with their audience, build relationships, and drive business growth. At Amplifyou, we specialize in helping entrepreneurs harness the power of podcasting to amplify their voices and expand their reach. Let us take care of the technical aspects so you can focus on what matters most: building meaningful connections and growing your business. Start your podcasting journey today and transform your listeners into loyal clients who propel your business to new heights.

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The Leadership Superpower of the Future: Today



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!

Given the countless shifts happening in the world and across the business landscape, it's only natural that leaders who normally feel certain and confident, are feeling a bit unsteady. Shifts in social values and technological advances are reshaping how and where we work, live, play, and interact. Buyers who have instant access to information are more discerning, disrupting the standard sales cycle. Employees are looking for organizations that genuinely care about their well-being and encourage them to contribute their unique gifts. People want more flexibility, freedom, and balance in their life and work, and many are choosing a portfolio approach for their career path instead of a long-term commitment to the same job or industry. Add in the turbulence and instability of the economic landscape, world politics, and global events, and it's enough to make any leader feel schizophrenic trying to keep up.

How can leaders prepare to thrive in an ever-changing world where the answers you have today will not be the answers you need tomorrow? How do we move forward with clarity and certainty in a complex environment that seems to bring new disruption daily? It's going to take a shift in how we lead, but not just how we lead those around us, specifically how we lead ourselves.

As a military officer for more than 20 years with a master's degree in leadership and management, and executive-level leadership experience in both public and private sectors, I've seen my fair share of leadership styles and have been through more leadership programs than I can count. Most of them only focus on leading others. In fact, the Oxford Dictionary's definition of leadership is, "the action of leading a group of people or an organization". While that definition is not wrong, it is incomplete.

Now more than ever, the world needs leaders who create clarity in the midst of chaos, ignite collaboration and co-creation, and pave the way for new possibilities. This type of leadership starts with our ability to lead ourselves. Self-leadership is the key to leading well through volatility, uncertainty, complexity and ambiguity. Creativity and curiosity are just two of the self-leadership traits that allow us to respond with certainty and confidence no matter the circumstances.



"Between stimulus and response there is a space. In that space is our power to choose our response. In our response lies our growth and our freedom."

—Victor Frankl

Creativity vs. Reactivity

Strengthening your self-leadership begins with understanding the importance of shifting out of a reactive state and into a creative state. I don't mean the artistic definition of creativity. I'm talking about your ability to create desired experiences and outcomes instead of getting stuck in a cycle of reactivity.

When we feel that the demands on us are greater than our internal resources and ability to respond, our unconscious default mode of reactivity gets triggered. If we are in physical danger, we want our reactive survival mode to get triggered. But when we live in a constant state of reactivity, it sends us into a downward spiral of depleting emotions like fear, worry, self-doubt, anger, and irritation, which cause the release of damaging stress hormones. It also diminishes our motor coordination, capacity to recall important information, and ability to solve problems.



If we can “pause” before reacting, “notice” how we are feeling, and “choose” to shift into a mindset of creativity, we can move ourselves into an upward spiral of renewing emotions like happiness, peace, gratitude, and self-compassion, which cause the release of vitality hormones. It also increases our ability to recognize opportunities and possibilities, think innovatively, and create solutions needed for the future instead of getting stuck in problems of the past.

Our decision making, ability to connect with others, and overall well-being are measurably improved by experiencing renewing emotions. You might be thinking, “That sounds great, but how do I shift into a creative state?” While mindfulness and presencing practices are foundational to building our inner resources, one of the most powerful catalysts of creativity is curiosity.

Curiosity

There has been a deeply imbedded notion that leadership means always knowing what to do and always having the answers. Some even believe that it’s a sign of weakness or incompetence if you don’t. There are many problems with this belief. When the landscape and priorities shift quickly and drastically, one person can’t possibly know everything about what is unfolding. Furthermore, putting that pressure on yourself sends you into a downward spiral of reactivity. Also, believing that the leader is solely responsible for coming up with answers disregards the intelligence, experience, and ideas of others. However, there is a way that you can always have access to resources beyond your individual capacity.

“The leader of the past knew how to tell. The leader of the future will know how to ask.” - Peter Drucker

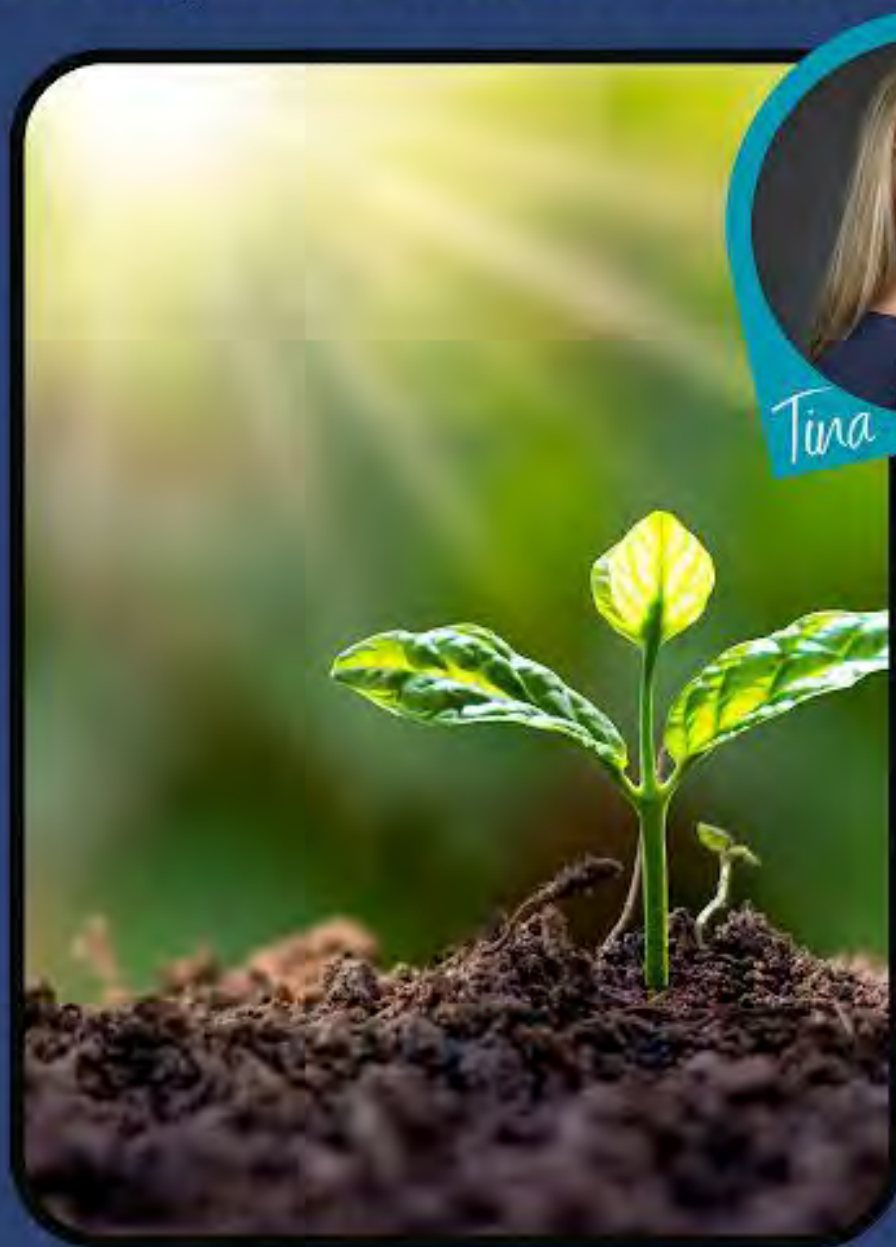
Thirty years ago, Peter Drucker indicated that asking generative questions was the leadership superpower of the future. The future is now. Generative questions sound like,

- What might success look like for “X”?
- What are we experiencing when it’s going well?
- What becomes possible when we commit to creating that experience?
- How might we create that experience?

Generative questions unlock possibilities, breathe life into innovative ideas, and invite diverse perspectives into the conversation. They allow you to carve a path through the uncertainty, even when you don’t know what steps to take next. Leading with generative questions creates space for new solutions to emerge that you couldn’t see before and elicits buy-in from the team to collaborate and co-create a way forward.

By strengthening your self-leadership, you’ll begin to cultivate better solutions and remain calmer in the midst of chaos. Leading well from the inside out isn’t just better for your own well-being, it creates a more engaged workforce, and generates exponential outcomes.

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Client Expectations and the Critical Question



Joe Pallo

Sales Expert

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

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We've all been there – you work your tail off to win over a client, and once you succeed, you may think you're set. But that may or may not actually be true. Often, during onboarding or initial interactions, things might be going well... but are they?

In today's competitive market, securing a client is only half of the battle. The real challenge is retaining that client and building a long-term relationship. The foundation of this relationship is built during the initial interactions and setting clear expectations is essential. A well-defined understanding of mutual expectations can prevent misunderstandings, foster trust, and pave the way for a smoother, more productive partnership.

In my 30+ years of sales experience, I have found that the first interaction after the initial “yes” is the most important. This is where the retention process begins. I coach my clients on the idea that **the first interaction is one of the most important interactions in the entire relationship**. To put it in perspective: if you land a new client that brings in \$10,000 in annual revenue, then that first interaction is worth \$10,000. If it doesn't go well, it can have long-lasting effects, potentially causing that \$10,000 to vanish.

Too often, we jump right in to servicing our clients without laying out expectations. This is a common mistake that can lead to misaligned goals, unmet needs, and ultimately, client dissatisfaction. To avoid this, I have an “Expectation Talk” with all my clients. **It's incredibly important to set both your expectations and theirs right from the start** – a step that is often skipped or not done correctly.

Here's what it could look like:

During our first call, Zoom meeting, or in-person session, I ask if it would be ok to touch on our expectations, both theirs and mine. We all have assumptions about what these might be, but rarely do we discuss them openly. This step is critical.



I begin by simply telling them, *“Here are some things you can count on me to do. It’s important that I go first. After sharing mine, I then say, “Here are a few things I would like to count on you to do.”*

Here is a list of three expectations I always start with. Naturally others can and should be added.

1. I will do what I say I will do.
2. I will always have a positive attitude.
3. I will not ask you to do anything that I am not willing to do or I have done myself.

But here’s the deal: I don’t just read them off. I give a quick story or example of what each one looks like and why it is important. For instance, when I cover number 3—where I won’t ask them to do anything that I am not willing to do or have done myself—I follow up with, *“Why would that be important?”*

When I'm done, I flip over to the things I would like to count on them to do. It's pretty much the inverse:

1. I want them to do what they said they would do.
2. I want them to have a positive attitude.
3. I want them to be open-minded about doing things differently.
4. I would ask them to track – We need a speedometer of progress. The specific metric may vary, but we both know if they are having a good week, are on track, or are behind.

Naturally, I ask if they have anything they would like to add.

I think we would all agree that this is a good and valuable conversation, but its value can be increased dramatically by asking one critical question. It is the entire reason for the expectation talk.

The critical question: *“Just curious, hypothetically – this could be 5 days from now, 5 months from now, or 5 years from now – what should I say or do if you are not doing something you said you were going to do?”*

I always follow up with, *“What else?”*

The answers are almost always the same: *“I want you to kick me in the rear”* or *“Just tell me, let me know and I will fix it.”*

Then I add, *“So if I am hearing you right, you are giving me permission to hold you accountable? To remind you of what you want and why you want it, or look at your activity and your goals – where the goals are way up here, but the activity is down here... which one should be changed?”*

This is such an important piece because there will come a time when expectations are not being met. How do we handle that? We don't want to be a jerk and call them out, creating any anger issues.

Let's say your new client is not doing what they said they would, which delays or minimizes the solution they hired you to fix. Their lack of follow-through puts your work at risk.

Having the Expectation Talk and asking the critical question puts you in a position to correct professionally. *I would simply say, “Remember when we started and talked about expectations?”*

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Is the Lack of Organizational Health in Your Business Holding You Back from Scaling?



Theresa Ream

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.



What does a healthy business look like?

An effective business identifies what its most important ideals, strategies, goals and values are. This information is consistently communicated with everyone in the organization. For your company to work to its full potential your entire team needs a clear, current goal which everyone knows and works towards. They feel a collective sense of ownership. Essentially everyone needs to work toward the same principles and goals that govern the company. This will eliminate confusion that runs rampant in many businesses, causing conflicts among leaders, lack of motivation and higher employee turnover which affects growth in your business.

Is your company culture healthy enough to sustain successful growth?

Companies and organizations fail because of lack of leadership. We need happy customers and happy team members.

"Take care of your people and they will take care of your customers" ~ J. Willard Marriott

How do we take care of our people? We involve them in the vision and the mission of the company. Healthy teams feel safe learning from one another, recover quickly from mistakes and identify issues that are a critical threat. A healthy organization has a conscious humble leader that optimizes organizational health and slowly creates a culture that has minimum politics and less confusion, promotes transparency and openness with others without repercussions. Your business will be well known as a great place to work, and customers will be drawn to you. Happy teams can take your business from mediocre to exemplary and what leader doesn't want that?



We can't do it alone, the first step is to build your small leadership team

The first step is knowing you can't do it alone; you need a small leadership team to be effective and your team needs to know they can trust and be truthful with each other so problems can be talked about candidly. I emphasize small because large teams cannot execute goals and strategies as quickly. You must set the teams culture so there is accountability with a hard fast rule that their first commitment is to that of the leadership team and the company collectively and not about their egos or departments.

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Always control your meetings so they are effective

As the leader you must encourage productive bantering of issues, so your team comes out with clear agreements and solutions. Have lively interesting meetings where you can respectfully challenge or disagree, extract ideas from each other and solve real problems quickly. Put critical topics on the table for discussion and minimize company politics and leave egos at the door.

The leadership team should strive to understand one another's roles and responsibilities and by continually building trust they become comfortable asking questions about one another's work. Setting the team up like this helps keep company and personal politics to a minimum that can slow your company from moving forward. Most of all personal attacks are not permitted.

At the end of meetings make sure leadership is clear about what they've agreed to do and what they're going to go back and tell their employees. It's imperative that the leadership team knows the concerns and ideas of the people in their organizations so that they can represent and consider them when making decisions.

Have clear direction of where your company is going and why your company does what it does

Most tactical and strategical mistakes are due to lack of communication and trust within the team. Come together as a team and get clear about what the company is passionate about.

My leadership team went off site for two days and did some work around Patrick Lencioni's questions: Why do we exist? How do we behave? What do we do? And how will we succeed? We spent several days answering these questions and these are our organizations answers:

Why do we exist? "To Grow the Individual, Build the Family, Inspire the Community and Enrich the World."

How do we behave? "We are Fun, Loyal and Passionate."

What do we do? "We are heroes in our community providing emergency services and complete home and business restoration."

How will we succeed?

1. We will hire people with a heart, leadership will groom and grow them, set expectations by coaching, training and motivating them
2. We will remain a premier company and keep our extraordinary reputation by only performing high quality work on profitable jobs
3. We will be a force in our community alongside our employees

It took us time because we went back to the beginning of our existence and wrote down on a white board what made us successful for the last 42 years. There was always a theme, and it was the people we helped that usually started off at entry levels and worked their way up through the ranks, which built their families stronger, the individuals went on to inspire and work for our communities which enriched the world.

Communicate from leadership to the entire company

This corporate clarity helps align everyone, defines our success and what sets us apart from the competition. Leaders are clear and aligned around a strategy that helps them define success and what differentiates them from competitors.

The leadership team now needs to regularly remind employees about the company's reason for existence, its core values, its strategy, and its top priorities. Don't limit communication to a few events a year. Make communication consistent and be aware of the opinions of your employees. Now go shine as a leader and your businesses growth will take place naturally.

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

WISDOM
INSPIRED
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W.I.L.E.S.



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The Transformative Power of Masterminds: A Personal and Professional Revolution



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.



In a rapidly changing business landscape, the path to success is often as complex as it is unpredictable. Over my two decades as a business owner, accountant, and entrepreneur, I've come to realize the indispensable value of one unique tool that has propelled my professional life forward and enriched my personal growth: the mastermind group.

Mastermind groups, popularized by Napoleon Hill in the early 20th century, are more than just a meeting of minds; they are a convergence of energies and ideas aimed at elevating each member's ambitions. They provide mentorship, peer coaching, and accountability, making them an invaluable asset for navigating the intricacies of modern business.

The Genesis of My Mastermind Journey

My initiation into masterminds was a leap towards transformative growth. Having participated in over 12 mastermind groups before founding my own, I've experienced the profound impact these groups can have. Each session wasn't just about networking but about delving deep into business and personal growth, challenging each participant to think critically and expansively. This exposure forced me out of my comfort zone and made me reassess my approaches and assumptions.

Professional Growth: Beyond Networking

Masterminds are often misunderstood as mere networking groups. However, their true value lies much deeper. In a mastermind, challenges are dissected, and solutions are strategized. This isn't about exchanging business cards; it's about building a brain trust that propels every member forward.

The structured format of a mastermind facilitates a focused, goal-oriented environment. Members come prepared to dive into strategic planning, ensuring practical outcomes. We hold each other accountable, setting targets and reviewing progress, which intensifies the commitment to actionable results. This level of accountability has encouraged me to pursue ambitious goals with confidence.

The collaborative environment fosters innovation. When diverse minds from different industries converge, the cross-pollination of ideas generates creative and pragmatic solutions. This synergy is potent during brainstorming sessions, where the group's collective creativity can lead to breakthrough ideas. For example, a suggestion from a mastermind peer led me to streamline my hiring and training program, significantly cutting costs and increasing efficiency.

Accountability: The Cornerstone of Success

One of the pillars of a successful mastermind is accountability. As an accountant and business consultant to over 200 businesses, I have always emphasized the importance of accountability in achieving business health and wealth. Masterminds provide a structured framework where commitments made are commitments kept. This environment ensures that each member's goals are met and exceeded.

The monthly meetings served as regular checkpoints where goals were reviewed, and progress was assessed. This routine fostered discipline and responsibility towards oneself and the group, driving members to persevere even when the going got tough.

Personal Growth: The Ripple Effect

On a personal level, masterminds have taught me the importance of reflective practice and continuous personal development. The diverse interactions have broadened my worldview and deepened my understanding of myself—my strengths, weaknesses, ambitions, and fears. This introspection and supportive feedback have been instrumental in shaping my approach to business and life.



Moreover, the safe and confidential environment of a mastermind group fosters vulnerability. Here, I have shared both successes and setbacks, each met with support and constructive feedback. This open exchange has been invaluable in developing my emotional intelligence, enhancing my ability to empathize with others, and improving my communication skills. I've seen an improvement in my professional relationships and experienced more meaningful personal connections.

A Culture of Empowerment

Leading my own mastermind, Next Level Mastermind, I have created a culture that mirrors my values of integrity, clarity, and results-oriented action. This group is not just about achieving business targets but about fostering a holistic approach to success that members can carry into all aspects of their lives.

Our culture is built on empowerment. Each member is encouraged to voice their ideas, challenges, and experiences. This open dialogue nurtures an environment where learning from each other's successes and setbacks becomes the norm. We celebrate diversity of thought and experience, which enriches our collective understanding and drives innovation. It's about creating a space where each member feels valued and heard, empowering them to take bold steps towards their goals.

Integrity is at the heart of our interactions. We operate in a transparent manner where honesty guides our discussions and decisions. This fosters a high level of trust among members, crucial for a supportive environment where individuals feel safe to explore and push boundaries without fear of judgment.

Clarity is another pillar crucial to Next Level Mastermind. Through structured goal-setting sessions, we ensure that each member's objectives are clear and aligned with their values and the broader vision of their life and business. This clarity helps in crafting actionable plans that are realistic and time-bound, enhancing focus and efficiency.

Why Say Yes to a Mastermind?

Saying yes to joining a mastermind group means embracing a journey of shared and individual growth and achievement. It means meeting challenges with collective wisdom and seizing opportunities with collective enthusiasm. The support system, diverse perspectives, and accountability—all these elements of a mastermind coalesce into a powerful catalyst for personal transformation and professional elevation.

In conclusion, the value of a mastermind group is immeasurable and multifaceted. It extends beyond professional networking, delving into deep personal development and creating a ripple effect that enhances every part of a member's life. As I continue to lead and participate in these transformative gatherings, my commitment remains strong: to facilitate environments where business leaders can not only dream but also achieve, not just plan but also execute, all within a framework of integrity and mutual support.

For anyone at the crossroads of decision, consider this: a mastermind isn't just an investment in your business; it's an investment in your future self.



GET UNSTUCK EMPOWERING YOU

TO GROW AND SECURE BUSINESS SUCCESS!



UNSTICK ME!

Krista Beavers



Looking for a Great Resource to Share
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How About a Free Lifetime Subscription of...

Marketing, Media & Money Magazine

The image features a central portrait of Patty Farmer, a woman with dark hair and red lipstick, resting her chin on her hand. To her right is a collage of several magazine covers from Marketing, Media & Money. The covers include headlines such as '5 Year Anniversary Issue', 'The Four! Business!', 'It's Time to Build Relationships Differently', 'The Art of the Critical Enrollment', 'The Year of Intuition', 'Be a Better Boss: The Parking Ticket Paradox', 'Leadership: a Mountain with No Top', and '5 Reasons to Say "No" to a Speaker'. The magazine title 'Marketing, Media & Money' is visible on each cover.

**Leaders
Developing
Leaders**

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

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

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

Thank you for sharing ❤️

M3DigitalMag.com



Media Tip

“Utilize storytelling to craft compelling narratives around your brand and services to connect with your audience on an emotional level.”

~ patty farmer

Echoes Through Time: Exploring Types of Storytellers



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.



Stories are all around us. We are exposed to stories daily, often not realizing that they are a form of storytelling. Over time, the art of storytelling has changed. It began with oral storytelling, then evolved to writing through pictures and, later, words. Storytelling continued to change as technology improved. The printing press allowed us to print newspapers and books. We could share our stories with more people and quicker than ever before.

Even today, storytelling continues to evolve.

*Pictures - Radio - Movies - Television
Streaming Platforms - Social Platforms*

Where once only studios and broadcast companies could reach a worldwide audience, now, a person with a smartphone can reach their target market with a click of a button.

Stories have the power to leave lasting impressions. What bedtime story from your childhood and as a parent was your favorite? Think about your favorite book, movie, commercial, or TV show. Which stories have made you laugh, cry, or scream?

When presented effectively, a story can become the most influential and captivating tool in your personal and professional life.

Many people feel they need to improve at telling stories, but there is no such thing as a lousy storyteller. It's just a matter of finding one's strengths and matching them with the most impactful form of storytelling. Storytellers each have their unique style and perspective.

Here are my ten favorite types of storytellers & examples of how you can weave this style into your personal & professional life.



The Oral Storyteller: This is where it all began. This traditional type relies on the spoken word to tell stories, often using gestures, facial expressions, and voice modulation. They excel in live settings like storytelling festivals, family gatherings, and cultural events. These are your public speakers.

The Writer: Writer's craft their stories through written words. This category includes novelists, poets, essayists, bloggers, and screenwriters. They focus on language, structure, and literary techniques to engage readers. Writing is my preferred way to express my stories. Writing has been a cathartic outlet for me since I was a child.

The Visual Storyteller: These storytellers use images, videos, or visual art to convey their narratives. Painters, Photographers, filmmakers, and graphic novelists fall into this category, using visual elements to tell compelling stories.

The Digital Storyteller: Leveraging digital platforms, the digital storyteller creates content for social media, websites, podcasts, and online videos. They adapt to the rapid consumption habits of digital audiences, often combining text, visuals, music, and interactive elements.

The Performer: Performers tell stories through theater, dance, music, or other live performances. They use their body and voice to bring stories to life on stage, engaging audiences through dynamic and emotive presentations. I am watching one of my daughters use this method to convey her story. Watching her evolve as she steps into something I have never used personally is so moving and beautiful. Watching her become an individual outside of me and my influence is such a gift.

The Journalist: Journalists tell factual stories based on actual events and people. They interview, report, and present information in a clear and engaging way, often focusing on newsworthiness and public interest.

The Business Storyteller: In a corporate setting, business storytellers use narratives to promote brands, explain products, or share company values. They often work in marketing, public relations, and leadership roles, crafting stories to connect with customers and stakeholders.

The Educator: Educators use storytelling to convey lessons and concepts. This type includes teachers, lecturers, and trainers who use stories to make learning more relatable and memorable. Every story has a lesson.

The Personal Storyteller: Often sharing personal experiences, these storytellers connect with others through memoirs, personal essays, and anecdotes. They focus on authenticity and emotional resonance to build connections. Personal storytelling is one of the most difficult but often impactful.

The Cultural Storyteller: This was on my heart as I wrote this article. Growing up Jewish, this was a way of life for me. These individuals preserve and share their culture's stories, myths, and traditions. They are crucial in maintaining cultural heritage and passing down collective wisdom through generations.

Each type of storyteller has unique approaches and strengths, contributing to the rich diversity of storytelling across different mediums and contexts. As someone who walks with others to learn how to tell their stories, I have learned that the number one reason people shy away from it is deeply rooted in how they perceive their worthiness. Somewhere along the way, what was an essential tool for sharing important information became something people felt had to be perfectly presented. Fear silenced their stories.

I am here to tell everyone that their story matters, because they matter. You are a storyteller. It is in your DNA. It is the purest form of sharing yourself and your life experiences. Stories allow us to connect on a level of intimacy that is slowly dying in our society. It is essential for humanity's survival that we continue to honor the art of storytelling as a way to stay connected to one another. Hiding behind what we feel others want to see and hear gives authenticity permission to wither away.

Telling stories permits people to see us as relatable human beings. Once we learn we are all the same in our human existence, same struggles, same wants and needs, and same human desires, we can truly connect on the same level and work together on shared missions and visions to make the world a better place, filled with intentionality and authenticity.

I would be honored if you shared how this article made you feel and chat about your answers to the questions. You can email me at rachelle@wildlyfreellc.com.



WHAT'S YOUR STORY?

Ready to explore and discover your storyteller type?
Click to download my free reflection questions.

I'M READY



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www.wildlyfreellc.com

Leap into Leadership: Being BOLD Requires Action



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.



Our ongoing BOLD series explored various facets of women's entrepreneurship, empowering you to Break Boundaries and Own Your Vision. Today, we delve into the third essential component *Leaping into Leadership*, which requires the courage to confront challenges, the confidence to move forward, and the willingness to embrace risks. These elements are vital for anyone aspiring to leave a significant mark in the business world.

Leap into Challenges

As entrepreneurs, we must not consider the challenges we encounter impassable. They are opportunities in disguise, waiting to empower us. With the power inside us, we can accomplish anything!

I love being able to visualize a leap. As a dancer, I know that to leap into the air, I need to plie—or go down—before the up is possible. Or, to use the visual of a bow and arrow, pull back before shooting forward. We are human—we can't fly without the technical skill and set-up that comes before it. To effectively leap into challenges, one must work on the related skills and abilities. Start by viewing obstacles as learning experiences rather than threats. This shift in perspective allows you to tackle problems with creativity and resilience. Remember, the goal is not just to survive challenges but to thrive because of or even despite them.

Leap Forward with Confidence

Confidence is the cornerstone of all successful entrepreneurship. It propels you to take bold steps and make decisions that can transform your business. Building confidence, however, requires intentional effort. One practical method is through continuous learning and skill development. The more knowledgeable and skilled you are, the more confident you become in navigating your entrepreneurial journey. Emphasizing continued education and skill development will empower you and make you feel capable.

Consider the story of my client, “Betty,” who faced so many disappointments before clarifying her ideal client and creating her first successful group program. Despite the setbacks, her unwavering belief in her work kept her moving forward. Betty's story is a testament to the power of self-confidence. To cultivate this trait, start by setting small, achievable goals where you can take consistent action.

Celebrate your successes, no matter how minor, as these victories build a foundation of confidence. Engage in positive self-talk and visualize your success. These practices can significantly enhance your self-esteem and prepare you to leap forward boldly.

Embracing Risk-Taking

Are you a risk-taker? I will argue that you are, even if you think you're not.

Risk-taking is inherent in entrepreneurship. Every day, we step into the unknown, hoping to achieve something extraordinary. Calculated risks, as opposed to reckless gambles, are informed decisions based on your own thoughtful consideration. We can become a "risk-taker" when we make an action plan that balances risk with reward.

To embrace intentional risk-taking, start by conducting a comprehensive risk assessment. First, think of that risk you want to take but haven't taken because you are afraid. Second, consider the various courses of action you could take, think about the potential resulting outcomes, and develop strategies to address them. Third, examine the potential downsides and prepare contingency plans. By taking these steps, you can approach risks confidently and clearly, turning potential pitfalls into stepping stones for success.

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Stepping Out of Your Comfort Zone

Actual growth happens outside your comfort zone. This principle is evident in the journeys of many successful women entrepreneurs who dared to step into unfamiliar territories. For instance, Facebook's COO Sheryl Sandberg wrote "Lean In" to encourage women to pursue their ambitions aggressively. Her book challenged societal norms and sparked a global movement for women's empowerment.

Stepping out of your comfort zone involves pushing your boundaries and challenging the status quo. It requires a willingness to embrace discomfort and uncertainty. Start by identifying areas where you feel constrained and take small steps to expand your limits. Engage in activities that stretch your abilities and expose you to new experiences. This could be as simple as attending networking events, finding learning opportunities, or taking on leadership roles in your community or business. Each step you take outside your comfort zone builds your resilience and prepares you for more significant challenges ahead.

Developing Resilience and Perseverance

It's often underestimated how valuable resilience and perseverance are to the journey of entrepreneurship. Practicing these qualities enables us to withstand setbacks and keep moving forward despite obstacles. In her incredible book "Grit," Angela Duckworth highlights the importance of passion and perseverance in achieving long-term goals. Her research shows that individuals who display grit are more likely to succeed, regardless of their innate talent or intelligence. I read this book about eight years ago, and it still sticks with me. I recommend including the word "grit" in your next mantra for success.

To develop resilience, cultivate a growth mindset. Believe in your ability to improve and adapt. When faced with setbacks, view them as opportunities to learn and grow. Practice self-care and maintain a healthy work-life balance to sustain your energy and motivation. Surround yourself with a supportive community that encourages you to keep going, even when the going gets tough.

It's Time to Leap!

Today, as you continue your entrepreneurial journey, remember that personal and professional growth and success lie outside your comfort zone. It's time for you to embrace challenges as opportunities and to take the calculated risks that will propel your business forward. Build your confidence through continuous learning and self-belief. Most importantly, your ability to cultivate resilience and perseverance to navigate the inevitable ups and downs of entrepreneurship will serve you very, very well.

Now is the time to leap into leadership. Step out of your comfort zone, embrace the unknown, and transform challenges into stepping stones for success. Your journey may be filled with uncertainties, but each leap brings you closer to realizing your dreams. Be bold, be courageous, and leap forward with unwavering confidence. The world is waiting for your unique contributions. Know what you want and go get it!

Join our thriving Online Community

For women leaders!

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VIP Community Member in
The **Gather** Community and get:

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tracie@tracieroot.com



<https://www.thegather.community>

Warning: Don't use ChatGPT for Event Promotion Unless You Do This First!



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.



ChatGPT (and its AI-powered cousins) are all the rage right now... and they can save you a lot of time and brainpower!

But before you dive in and let ChatGPT write your event promos for you, you've GOT to get clear on five things:

1. Who's the ideal audience for your event and why?

Understanding your audience is crucial. Are they entrepreneurs seeking to scale their businesses, coaches wanting to refine their skills, or speakers looking to expand their influence? Knowing this helps tailor your messaging to their specific needs and interests.

2. What's the name of your event? The name should resonate with your audience and give them a clear idea of what to expect. It should be catchy, relevant, and memorable.

3. What's the core topic of your event? This should address the primary focus of your event. Whether it's about business growth strategies, innovative coaching techniques, or mastering public speaking, the core topic sets the stage for your event's content.

4. What's the problem or challenge that your event solves? What will change for the people who attend? Your event should promise to solve a specific problem or meet a particular need. Maybe it is providing actionable business strategies, helping coaches connect with clients more effectively, or giving speakers the tools to captivate their audience.

5. What's the key promise you can make to your attendees? What's the result they'll walk away with at the end of the event? A clear and compelling promise will attract attendees. It could be gaining new skills, learning industry secrets, networking with like-minded professionals, or leading to a high ticket coaching program.

If you aren't clear on the answers to these five questions, ChatGPT can't help you-yet!



Grab a piece of paper. Draw a circle in the middle big enough to write five things inside it (most of your writing will be outside the circle).

Inside the circle, write five non-negotiables that describe your ideal event attendee/client.

For example, here are five of mine:

- Business Owner/Entrepreneur
- Expertise at What They Do
- Integrity/Ethics
- Clear on What They Offer
- Excited About Hosting an Event

Then, outside the circle write down all the other things you can think of that are qualities or interests of your ideal clients. This list isn't a "must match" but more of a "could match" so get creative and have fun with it!

Some of mine might be:

- Marketing Coach
- Real Estate Coach
- Natural Health Professional
- Art Teacher or Creativity Coach
- Hosts Workshops
- Health Conscious
- Likes Podcast X
- Watches TV Show Y
- Enjoys Gardening

Your list could even include things like:

- Has Kids at Home or Kids in College
- Works from Home or Works in Corporate
- Enjoys Crafting
- Enjoys Hiking
- Enjoys (insert hobby here)

Rather than thinking of demographics, keep in mind the emotional/empathy of your ideal client. What are they feeling, seeing, thinking, hearing? What motivates them, drives them? What is their dream?

Once you have your circle filled with the five “must match” criteria and the outside filled with possibilities and their empathy points, now you can start to figure out where to find the people!

Where do people hang out that meet your inside list and one or more of your outside list?

That’s where to start finding more of your ideal attendees and clients.

Take the time to really think about what you want your event to deliver for your attendees, what you want them to experience and take away. Once you know that, then head on over to ChatGPT for help.

Always remember that the magic with ChatGPT can only happen when you give the AI enough context and information to give you great answers and ideas. Teach AI to “help” you. Not to “be you”.

Never ask questions like: “How can I promote my event?” That doesn’t give the AI any context and what you get back might look smart but won’t be targeted for your audience or your event - or even sound like you!

Instead, start your questions with the details:

“I’m planning a small event for [specific audience] on [event date] that will help attendees [result].”

Then tell it exactly what you’re looking for:

“Please create a step-by-step guide to a marketing plan that includes social media, email campaigns, influencers sharing the event, and content marketing to get visibility and registrations for the event.”

If you want new ideas for marketing, don’t ask: “What works to promote an event?”

Instead, again give the AI the context, then ask:

“What trends and best practices are working best right now to effectively reach [your audience] to get them to register for events in the [your topic/subject] space?”

If you’re looking for ideas for social media content, try asking:

“Give me creative, fun ideas for using social media platforms like Facebook, Instagram, and LinkedIn to create content that engages [your specific audience - don’t say “people”] and gets the word out about my event on [date] for [target audience] who want to [result].”

Just providing context and dialing in exactly what you’re asking for will get you a completely different response from ChatGPT!



BLU DIAMOND EVENT MANAGEMENT

12 EVENT DISASTERS AND HOW TO AVOID THEM

[CLICK HERE](#)



Navigating Human Connection: Mastering Social Skills in a Changed World



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.

Improving your social skills post-pandemic is essential for reconnecting with others. Human interaction has undergone a radical transformation. This skill is now more crucial than ever. It matters in personal and professional settings. This article delves into the strategies you can use to improve your social skills.

A Personal Journey of Rediscovery

Meet Sarah, a marketing executive who thrived on face-to-face interactions and networking events before the pandemic. When COVID-19 hit, her world turned upside down. Sarah found herself struggling to adapt to the digital realm of communication and felt disconnected from her peers. Determined to regain her social prowess, Sarah embarked on a journey to master her social skills in this new normal.

"Seek first to understand, then to be understood."
~ Stephen Covey

Effective Communication in the New Normal

Learning to communicate well in the new normal can help you navigate social situations. It will give you confidence. The pandemic changed how we've interacted. We must refine our communication to adapt to these changes. Here are a few tips to enhance your communication skills:

Active Listening: Paying close attention to the speaker, demonstrating compassion, and answering with careful consideration strengthens your bonds profoundly. Sarah realized that by truly listening to her colleagues during virtual meetings, she could connect more deeply and foster a collaborative environment.

Clarity and Conciseness: Be clear and concise in your communication. Use simple language to convey your message clearly. Sarah found that clear and concise communication reduced misunderstandings and made her messages more impactful.

Non-Verbal Cues: Body language, eye contact, and facial expressions are vital. They help convey your message and understand others. Even in virtual meetings, Sarah used non-verbal cues like nodding and smiling to show engagement.





Adapting Interpersonal Communication After COVID

Adapting your interpersonal communication style after COVID-19 can enhance your relationships. The pandemic has introduced new norms. This requires us to change how we interact on a personal level. Here are some strategies to consider:

Embrace Digital Communication: Virtual meetings and digital interactions have become commonplace. Make sure to adapt your communication style to these mediums. Sarah embraced tools like Zoom and Teams, learning to engage effectively in a virtual space.

Show Empathy: Understand that everyone has experienced the pandemic differently. This understanding can help you connect deeply. Sarah made a point to check in on her team's well-being, showing empathy and understanding their unique challenges.

Patience and Flexibility: Adaptability is key in the current environment. Be patient and flexible in your interactions to foster stronger relationships. Sarah found that patience and flexibility helped her navigate the varied responses to the new normal.

"You can make more friends in two months by becoming interested in other people than you can in two years by trying to get other people interested in you." ~ Dale Carnegie

Building Conversational Skills in the Post-Pandemic Era

Learning to talk well in the post-pandemic era can help you build strong relationships. We are returning to social gatherings and face-to-face interactions. So, it's essential that we hone our conversational skills. Here are some practical tips:

Engage in Small Talk: Small talk serves as the foundation of deeper conversations. Practice initiating and sustaining light, casual conversations. Sarah started by reintroducing small talk in virtual meetings, which paved the way for deeper connections.

Ask Open-Ended Questions: They encourage dialogue and require more than a yes or no answer. This helps in getting to know the other person better. Sarah asked her colleagues about their experiences and future aspirations, leading to richer conversations.

Find Common Interests: Discovering shared interests or hobbies can create a stronger bond and provide more topics for conversation. Sarah found that discussing common interests with her colleagues made her more relatable.

Networking in a Changed World

Mastering networking in a changed world can open new opportunities for personal and professional growth. Networking has always been a crucial skill, but the pandemic has changed how we approach it. Here are some strategies to network effectively in this new landscape:

- **Use Online Platforms:** Use social media and professional networking sites like LinkedIn to connect with others. Sarah updated her LinkedIn profile and actively engaged with posts and discussions.
- **Attend Virtual Events:** Join webinars, online conferences, and virtual meetups to expand your network. Sarah attended several virtual marketing conferences, expanding her professional circle.
- **Follow Up:** After meeting someone new, whether virtually or in person, make sure to follow up. Send a message or email to establish a lasting connection. Sarah followed up with new contacts from virtual events, solidifying her network.

Relationship Building in the New Normal

Understanding the importance of relationships is key in the new normal. It can lead to successful social interactions. Building and keeping relationships takes effort. Here are some tips to strengthen your relationships:

Consistent Communication: Keep in touch regularly with friends, family, and colleagues. Consistency helps in maintaining strong connections. Sarah set reminders to check in with her network regularly.

- **Show Appreciation:** Express gratitude and appreciation for the people in your life. A simple thank you can go a long way. Sarah made a habit of sending thank-you notes and messages of appreciation.
- **Be Present:** Whether in a virtual meeting or a face-to-face conversation, being fully there and engaged makes a big difference. Sarah's full engagement in conversations made her interactions more meaningful.

Navigating the new normal requires a fresh approach to social skills. You can thrive in the post-pandemic era by improving your communication, adapting to new interpersonal dynamics, honing your conversational abilities, mastering networking in a changed world, and focusing on building relationships. Embrace these strategies to reconnect with others and build meaningful, lasting relationships. Just like Sarah, you can adapt and thrive in this changed world by enhancing your social skills and forming stronger connections.

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...

Mary Amoedo



What does success mean to you?

In my younger years, success was all about making things happen and hitting milestones I thought were important. But as I hit those milestones, and lived more life, I realized that true success didn't exist outside of the people that were most important to me. Success to me now means that the people who are closest to me, who know me the best, have the most respect for me.

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

Your greatest asset is to always have great mentors and friends who call forth the best in you! In the rooms that you experience growth, never be the smartest or most successful. ALWAYS be learning! Your best investment will always be in yourself and your personal growth!

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

I started my career as an engineer and was laid off during the dot.com implosion. During that time, I got a taste of being a stay-at-home mom and I LOVED the ability to be with my daughter whenever I wanted. I soon realized that as an engineer, I would never be able to call my own shots, make my own schedule and my income was completely capped by what someone else dictated it to be. And that was the beginning of my entrepreneurial journey!

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

More than ever, business owners need to invest in their people's well-being. Culture isn't just a buzz word that is trending right now. In today's work environment, people are looking for fulfillment and connection in their work, not just a paycheck. This extends beyond your employees and business partners. It includes clients and vendors as well. Your culture is the environment you create everywhere you go.

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

I would love to have lunch with Mark Cole, CEO of the John Maxwell Companies. I want to hear how they started as a company for John's speaking and books and evolved into equipping leadership coaches and then adding on the transformation of entire countries. How do you go from being a business to being a business focused on creating legacies worldwide?

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

When I was 21, I was in the darkest season of my life. I was depressed and suicidal because I felt completely stuck with no tools to get unstuck. I never want another woman to ever feel the way I felt. It was the first time I was introduced to the concept of personal growth. I started participating in seminars that changed my life. I became someone I never knew was IN me and I want to give that back to others!





What keeps you awake at night?

I absolutely hate injustice in the world – both the ones that exist in my small world as well as the whole world. I think about what I can do to make a difference in my world and pray that it would create a domino effect.

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

That the most effective thing I can do to ensure long-term success is to take care of myself – mind, body and spirit.

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

I was a little apprehensive about walking away from an incredibly successful 20-year career in the network marketing industry to pursue a dream I held in my heart for almost 15 years. BUT the pull grew stronger and greater with each passing year. In December, I took the leap of faith and bet on myself and feel GREAT about doing it even if that fear creeps in sometimes!

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

The greatest challenge I've learned to overcome is mastering how to shift from being driven with power and firmness to being kind, loving and compassionate without losing either aspect of who I am in both business as well as my personal life. Over time, I realized that it wasn't about shifting between the two but finding a blend of both in all aspects of my life. And this is the skill that I love to teach other women.



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

Always schedule enough margin for fun and rest! You **MUST** take care of your greatest asset...

You!

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

15 Invaluable Laws of Growth by John C. Maxwell

Leading on Empty by Wayne Cordiero

As a Man Thinketh by James Allen

People Fuel by John Townsend

What do you love most about your business TODAY?

I LOVE to help women unapologetically shine in all areas of their life! I love to help them experience truly winning and have it ALL!

What is the best piece of advice you have ever received?

If you have bad news, the news is the news. BUT it makes a huge difference if you deliver it on a silver platter or a trash can lid!

What's next for you?

I'm going to keep doing what I am doing so I can help as many people as possible change the trajectory of their family legacy!

52 Weeks of Marketing, Media & Money Tips



Grab Your **FREE** Marketing
& Media Tips and Planner

Money

Tip



“Start a subscription service to generate recurring revenue by offering subscription-based access to your services.”

~ *patty farmer*

Turning the Wheel: The Roadmap to Finding Your True Fulfillment

by Guest Author

Mary Amoedo

What does it mean to be fulfilled? In my youth, fulfillment was synonymous with success. In that season success was defined by a series of milestones and material achievements: making a certain dollar amount, owning a nice house, being blissfully married, and living behind the proverbial white picket fence. As I've added years and experiences to my life, I've realized that true fulfillment transcends far beyond these surface-level markers. It reaches far deeper, touching the core of our being. True fulfillment is engaging in activities that make your heart sing and doing what you were created to do. For some that means having it all – the career, the passionate relationship, the creation of a legacy – all without sacrificing one for another. For others, it might mean doing something meaningful that leaves a legacy for generations to come. For others, it might mean doing something that you are truly passionate about every single day.

If that is what true fulfillment is, why are more people not doing it? Over the past few months, I've found myself in conversations with various people on this very topic. These discussions with people from all walks of life and from all stages of life all point to a common thread. It seems that with each generation, the struggle to maintain that optimistic, childlike view of life becomes more intense. What happened between the days of childhood dreams—dreams of becoming an astronaut, the President, or a superhero—and the reality of settling for a job that lacks excitement, consuming 40-60 hours a week where mediocrity became the norm?

What do you do when you've spent years, perhaps decades, burying that inner child and accepting a counterfeit version of success? How do you combat the cynicism and resignation that has crept in and snuffed out that fire over time? Perhaps this feels all too familiar to you, and you are wondering how that happened to you too? Can you tap back into that hunger and yearning for true fulfillment? Perhaps you've been feeling that fire burn inside you, but responsibilities and expectations of others keeps you from taking a leap of faith to attempt the very things that you know your soul longs for. You've settled into the conspiracy for mediocrity that so many of us have fallen prey to.



Fortunately for me, within a few years of joining the post-graduate workforce as an engineer, I realized it wasn't the path that would get me the life I really wanted. I searched for many years for a career that would offer the ability for me to "have it all." And after years of searching, I thought I had found it. For 20 years, I experienced an incredible career in the network marketing industry. My husband and I were seven-figure earners, living what many would consider a dream life. We made incredible money doing meaningful work and helping so many others completely change their lives. Yet, despite our success, I felt an insistent nudge in my spirit to be more and do more. This beckoning grew year after year until it became a calling that refused to be ignored.

Perhaps this scenario resonates with your soul. Perhaps you have an urge to be more and do more as well. Perhaps you know that within you is untapped potential begging to be released. BUT you don't know how to take the first step, or you're scared to step out in faith. Or maybe it's because you aren't even sure what it is that makes your heart sing and what you are truly passionate about. To truly grasp what it means to be fulfilled, you need to dig deep. Maybe it's time to let yourself dream and contemplate what that even means to you.

I think that nudge in my spirit was born the day I read one of my favorite quotes for the first time.

"The life of every man is a diary in which he means to write one story and writes another; and his humblest hour is when he compares the volume as it is with what he hoped to make it."

~ J.M. Barrie, author of Peter Pan

I started to wonder about the volume that I had hoped to make versus the story that I was writing. Year after year, I would ponder on this quote and that little spark inside me to be more and do more slowly grew into an inferno I could no longer ignore.

Maybe like me, you allowed the conspiracy for mediocrity to force you to settle for less than best. You allowed good to be the robber of best. You agreed with the lie that you can't really have it all and settled for good enough. But now your fire is sparked, and that path is no longer comfortable, your soul longing for more. But how do you get off that highway you've been on for so long with no exit in sight? How do you forge a new path when the one you've been on is all you know? This is where you dig deep and get clear on the vision you want for your future. Start heading in that direction. You don't have to make a sudden exit, but you do have to turn your wheel. And the longer you turn the wheel, the more comfortable it will become and the clearer the vision will be.

In December, I bravely turned my wheel and created an exit off a highway I had been on for 20 years. The fire that had been burning inside me was calling me. And if you are feeling that same fire, a longing for something more, a calling for true fulfillment, I give you permission to turn your wheel! Keep driving until you find true fulfillment. You will find it somewhere at the intersection of your life mission and what makes your heart sing.



Mary Amoedo: Through her 20-year career leading global sales and marketing teams, Mary has developed an extraordinary system that powerfully and intentionally integrates faith, family and business.

Mary's mission is to equip women to lead with grace and power in all areas of their life – having it all without sacrificing anything.

Is your marketing *profitable* or painful??



Marketing, Media & Money Biz Quiz

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

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

We've designed it to:

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

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

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

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

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

Take the Quiz
Now



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