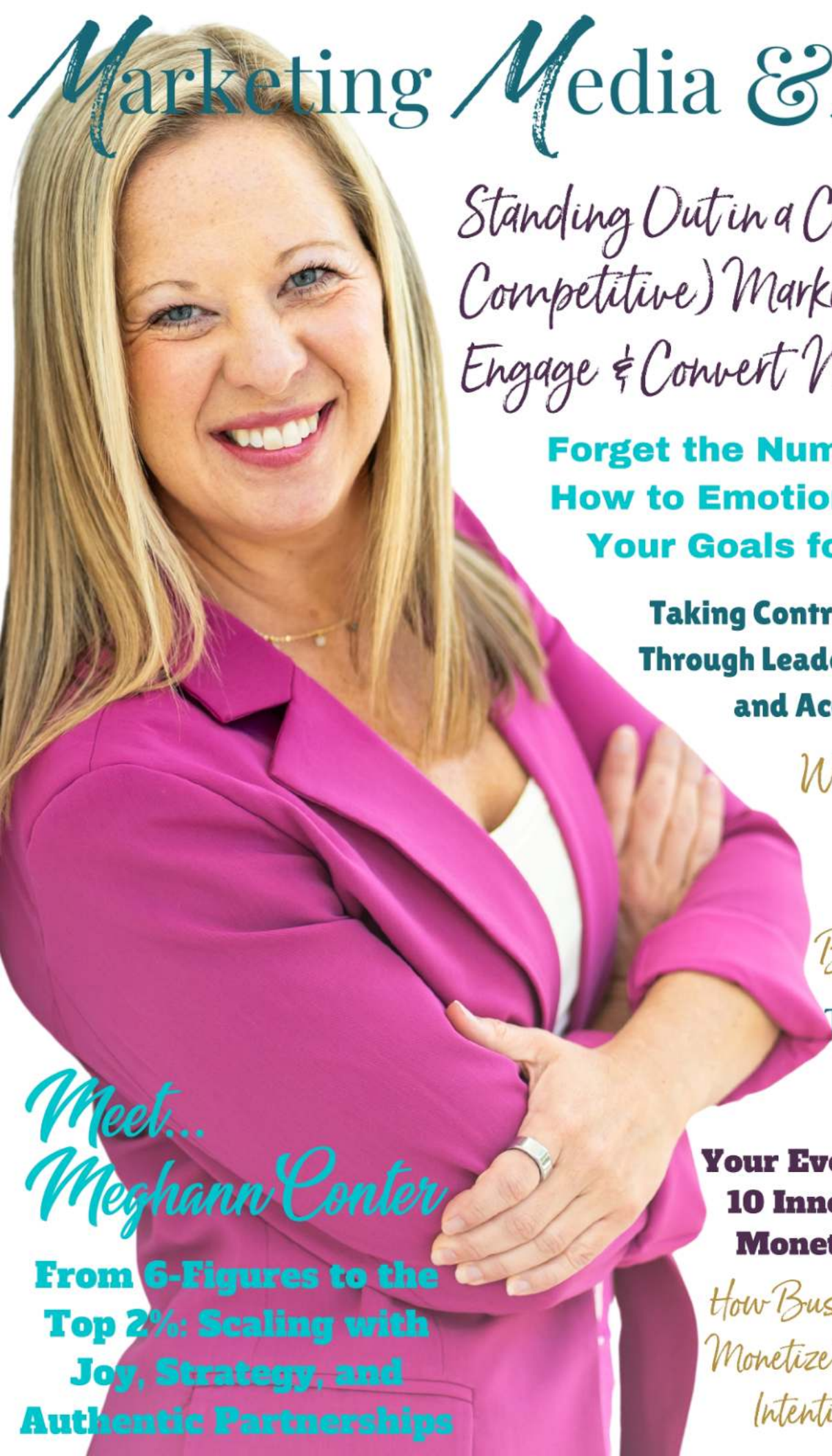


# Marketing Media & Money

4th Q. 2024



*Standing Out in a Crowded (and Competitive) Market to Attract, Engage & Convert New Clients*

**Forget the Numbers! Here's How to Emotionally Charge Your Goals for Success**

**Taking Control of Your Success Through Leadership, Delegation, and Accountability**

*Why Humor is Your Secret Weapon for Better Business Results*

**The Art of Being an Extraordinary Entrepreneur**

**Your Event is NOT Over: 10 Innovative Ways to Monetize Your Event**

*How Business Owners Can Monetize Their Podcast with Intention and Strategy*

*Meet...  
Meghann Conter*

**From 6-Figures to the Top 2%: Scaling with Joy, Strategy, and Authentic Partnerships**

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

## Welcome to the Fourth & Final Quarter of 2024!

As we bring this impactful year to a close, we're excited to present an issue designed to help you finish strong and set the stage for a thriving 2025. This quarter, we're diving deep into essential topics to inspire growth, strategic action, and meaningful connections in your business. Packed with insights from industry leaders, this issue is your resource for attracting new clients, mastering leadership, and building a memorable brand.



My vision remains clear: to empower you with the tools and connections that elevate your business and build a collaborative community of growth-focused professionals. As always, this issue brings you valuable resources to guide your journey as you tackle the final stretch of the year with renewed energy, sharp insights, and excitement for what lies ahead.

## Here's a preview of what you'll find in this edition:

An issue packed with strategies to elevate both business and personal growth. Discover a fresh approach to goal setting by emotionally charging your ambitions and standing out in today's crowded market with proven techniques for attracting, engaging, and converting clients. If you've hosted an event this year, learn 10 innovative ways to keep the momentum going by monetizing your event content long after the applause. Master leadership, delegation, and accountability to shape your path forward, and see how humor can be a unique asset for better business results.

If you're scaling from 6-figures to the top 2%, we've got a roadmap for joyful, strategic growth, along with tips to hone your social media networking skills. Explore storytelling as a tool for purposeful connection and find out how to build a brand that leaves a memorable mark. Finally, discover how to monetize your podcast with intention, turning each episode into a profitable asset.

If you're not already part of our Marketing, Media, & Money Facebook Group, join us to connect with our vibrant community of readers, sponsors, columnists, and thought leaders. And if we haven't yet connected, I'd love to hear from you—whether it's to share your thoughts on this issue, explore ways I can serve & support you, or simply say hello! My inbox is always open, and I personally respond to every message.

Here's to a quarter filled with growth, insight, and bold new steps forward.

*-patty*

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




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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



*Tracee Root*

Community Expert



*Linda Cain*

Event Expert



*Tonya Gossage*

Communication & Systems Expert 7

# Stand Out in a Crowded Market: Strategies to Attract, Engage & Convert New Clients



**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 hyper-connected world, standing out in a crowded market is critical. If you blend in, you risk becoming invisible, losing customers, revenue, and opportunities. But standing out isn't just about making noise; it's about resonating deeply with your audience. This article explores actionable strategies to help you differentiate your brand, engage your audience, and drive sustained business growth.

## 1. Refine Your Brand Strategy

Your brand is more than just a logo—it's what people think, feel, say, and most importantly **share** about you. To influence this narrative, you need a compelling brand strategy that speaks directly to your audience's needs and values.

### Actionable Strategies:

- **Craft a Compelling Brand Story:** Position your customer as the hero, and your brand as the guide. Ensure this story is reflected consistently across all your marketing channels.
- **Clarify Your Brand Positioning:** Define what sets your brand apart from competitors. What unique value do you offer? Ensure this positioning is clear in all customer interactions and marketing materials.
- **Audit Your Brand Touchpoints:** Review where your brand interacts with potential customers (website, emails, social media). Ensure consistency in your message and values.

## 2. Enhance Your Marketing and Media Tactics

Marketing is about creating meaningful connections. To stand out, your efforts must be personalized, consistent, and omnipresent across all channels.

### Actionable Strategies:

- **Develop a Multi-Channel Content Strategy:** Use blogs, videos, podcasts, and social media to engage your audience while maintaining a cohesive brand message and tailor your content to fit each platform.
- **Leverage Storytelling in Marketing:** Use storytelling in your marketing to create emotional connection with your audience. Share customer success stories, behind-the-scenes looks at your business, or the origin story of your brand.
- **Implement Evergreen Content:** Develop content that remains relevant over time, such as e-books or industry insights, to continually attract and engage your audience long-term.



### 3. Target Your Audience with Precision

Understanding your audience deeply is key to delivering the right message at the right time. Precision targeting ensures your marketing efforts are effective and resonate with the people who matter most to your business.

#### Actionable Strategies:

- **Create Detailed Customer Personas:** Develop detailed personas that represent your ideal customers, outlining their demographics, behaviors, pain points and goals. Tailor your message accordingly.
- **Map the Customer Journey:** Identify and map out the key stages in the customer journey, from awareness to purchase, and tailor your marketing efforts to meet those needs, reducing friction and increasing conversions.
- **Segment Your Audience by Behavior:** Go beyond demographics and segment your audience based on behavior—how they interact with your brand, their purchasing history, and their engagement with your content.

### 4. Maximize the Value of Relationships and Networks

Relationships are the foundation of any successful business. Building strong networks and partnerships can exponentially increase your reach and influence.

#### Actionable Strategies:

- **Cultivate Strategic Partnerships:** Identify complementary businesses and form partnerships to co-promote products, collaborate, or host events.
- **Build a Referral Network:** Encourage satisfied customers and partners to refer new clients by offering rewards or exclusive benefits to those who bring in new business, creating a mutually beneficial relationship.
- **Engage in Community Building:** Foster a sense of community around your brand by participating in groups, forums, or local events. Regular engagement builds loyalty.

### 5. Optimize Your Monetization Strategies

To grow your business, it's essential to develop strategies that generate consistent revenue and maximize customer value.



## Actionable Strategies:

- **Develop Tiered Product Offerings:** Offer products or services at varying price points to appeal to a broader range of customers and gradually lead them to higher-tier offerings.
- **Create Bundled Offers:** Combine complementary products or services into bundles to provide added value and increase transaction value.
- **Implement a Customer Retention Strategy:** Focus on retaining existing customers through loyalty programs, follow-ups and exclusive offers. Retaining customers is more cost-effective than acquiring new ones, and loyal customers tend to spend more and refer more often.

## 6. Leverage Data and Technology

In the digital age, data is a powerful tool for optimizing your marketing strategies and making informed decisions that drive growth.

### Actionable Strategies:

- **Track and Analyze Customer Data:** Gather data on customer behaviors and preferences. Use this data to refine marketing strategies, personalize experiences and identify new opportunities for growth.
- **Continuously Test and Optimize:** Test various elements of your campaigns (headlines, calls to action, visuals) and use insights to improve your campaigns continuously.
- **Automate Marketing Processes:** Streamline repetitive tasks such as email campaigns and social media posts with automation, allowing you to focus on strategy and growth.

## 7. Develop a Strong Unique Selling Proposition (USP)

Your USP is what makes your brand unique. It's the reason customers choose you over your competitors.

### Actionable Strategies:

- **Define Your USP Clearly:** Make sure your USP is simple, clear, and focused on the specific value you offer. It should be compelling enough to differentiate you from competitors.
- **Communicate Your USP Consistently:** Feature your USP prominently in all marketing materials, reinforcing your brand's value and making it easier for customers to understand what sets you apart.
- **Reassess Your USP Regularly:** Markets change, and so should your USP. Regularly review your competitors and customer needs to ensure your USP remains relevant and compelling.

## Build Long-Term Relationships for Success

In addition to marketing, long-term relationships with your customers are crucial for sustained success. Engaged customers are more likely to remain loyal, refer others, and advocate for your brand. Build a community around your brand through social media groups, memberships, or regular meetups. A strong community not only fosters loyalty but also turns customers into brand advocates. By refining your brand strategy, enhancing your marketing efforts, and building strong relationships, you can differentiate your business and achieve lasting success.

Looking to **STAND OUT** in a  
**CROWDED & COMPETITIVE Market?**



*patty farmer*

*I can fix that!*



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workbook now  
and discover  
how to rise  
above the  
competition!**

# Marketing Tip



“Leverage the power of storytelling in your marketing campaigns to create emotional connections that turn casual visitors into loyal customers.”

~ patty farmer



# A Few Words From Our Sponsor

## Podcasts Have Entered the Mainstream

*Braden Ricketts*

Dear Readers,

If you're a marketer or business owner, you know how vital it is to connect with your audience and expand your reach. But today's marketing landscape can be overwhelming. With platforms like Instagram, LinkedIn, YouTube, and TikTok demanding different strategies, content creation can feel like an endless task.

In this issue's article, "How Business Owners Can Monetize Their Podcast with Intention and Strategy," I explore how podcasting has become a vital marketing tool. It's more than just an audio medium—it's a content powerhouse. With one weekly 30–60-minute recording, you can create content for all your channels, saving time, money, and effort.

### Industry Trends: Podcasting as a Marketing Cornerstone

Marketing is shifting toward authenticity, storytelling, and deeper connections. Podcasting aligns perfectly with these trends, serving as the "anchor" for your marketing strategy. This content is also crossing into mainstream media; movies and shows are now centered around podcast hosts, and celebrities are launching their own shows.

For a while we've been seeing short, snackable videos, popularized by platforms like TikTok and Instagram, as a first point of contact to new and existing audiences. Creating this content can be overwhelming amongst all the other marketing demands of your business. With a podcast strategy, you can simplify your marketing effort by creating longform content that can be edited to bite-size attention grabbing insights to engage and attract new listeners. This reverse strategy gives you a way to record yourself once and expand your message across multiple platforms quickly and effectively.

### Simplifying Your Content Strategy

One of the biggest challenges for marketers is managing the sheer volume of content needed across channels. Podcasting provides a solution: record once, repurpose everywhere. Here's how:

**Instagram & TikTok:** Create short video clips from your episodes to engage these audiences.

**YouTube:** Upload full episodes to reach a broader audience and boost discoverability.

**Blog Posts & Newsletters:** Transform key takeaways into written content for SEO and audience engagement.

This strategy ensures consistent messaging and saves time, all while allowing you to connect more deeply with your audience.

### The Shift Toward Mainstream Media

Podcasting is no longer niche. It's in the mainstream spotlight, with movies and TV shows featuring podcast hosts and media personalities creating their own shows. This reflects the growing power of podcasts as an integral tool for brand-building and storytelling in today's media landscape.

Whether you're already podcasting or just starting, the opportunity is clear: use your podcast as the cornerstone of your marketing strategy to build relationships, share insights, and drive results.

Here's to marketing smarter, not harder!

Braden Ricketts

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# How Business Owners Can Monetize Their Podcast with Intention and Strategy



Braden Ricketts

## 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 business owners with a service to offer, a podcast is more than a platform to share your voice; it's a marketing powerhouse that connects you to potential clients, referral sources, and a growing community around your business topic. But how can you make your podcast profitable without compromising the heart of your message?

Monetizing your podcast with intention and strategy lets you amplify your voice, connect with your audience, and grow your business—all while building an income stream. Here's how:

### 1. A Podcast as a Marketing Strategy: Build Relationships That Drive Business

A podcast offers a unique way to build relationships authentically and intentionally. For service-based business owners, this creates a direct pathway to potential clients, collaborators, and referral partners.

**Tip:** Identify key business goals for your podcast. Is it to generate leads for your services, connect with referral sources, or position

### 2. Maximize Your Time: Content Creation Across All Platforms

One of the biggest benefits of podcasting as a business owner is its efficiency in creating content for multiple platforms. With just one 30–60-minute weekly recording, you can produce content for every major social media channel—saving you time and money on marketing. Here's how:

**Instagram & TikTok Snippets:** Pull out the best quotes or moments from your episodes and turn them into short video clips for Instagram Reels and TikTok. These platforms thrive on quick, engaging content, making them perfect for highlighting key moments.

**YouTube:** Upload the full episode as a video on YouTube, adding another channel for discoverability and engagement. YouTube's searchability increases your reach to new listeners.

**Blog Posts:** Transform key points from each episode into a blog post for your website, boosting SEO and providing value to your audience who prefer reading.





**Newsletter:** Share highlights in your business's weekly newsletter, guiding your email subscribers and LinkedIn followers to tune in and learn more.

**Tip:** Plan ahead to identify key takeaways, then outline how you will turn each podcast episode into 4-5 pieces of content for Instagram, TikTok, YouTube, and your blog.

### **3. Establish Clear Monetization Goals That Serve Your Business Growth**

As a business owner, monetizing your podcast isn't just about ads or sponsorships—it's about driving clients to your core offerings and establishing yourself as a go-to expert. Identify monetization goals that align with your business strategy:

**Client Attraction:** Use your podcast to showcase your expertise. Share case studies, success stories, and actionable tips related to your services. At the end of each episode, invite listeners to take the next step, such as booking a consultation or exploring your offerings.

**Referral Sources:** Podcasts provide an opportunity to build a referral network. Your guests will not only share your episode with their network but may also become referral sources.

**High-Value Products or Services:** Your podcast can be a platform to upsell high-value offerings, like coaching, training programs, or done-for-you services.

### **4. Implement Clear, Intentional Calls to Action (CTAs)**

Your podcast is an extension of your sales funnel, and a clear call to action is essential to guide listeners toward your business. Whether it's booking a discovery call, downloading a free resource, or joining a community, your CTA should feel like a natural next step.

## 5. Engage and Nurture Your Community of Listeners

Building an engaged community around your business topic is crucial for any service-based entrepreneur. Your podcast is not just a platform to speak to your audience but to connect and engage with them. When listeners feel like they're part of a community, they're more likely to support your business, refer you to others, and invest in your services. Invite listeners to connect outside of the podcast through social media groups, Q&A sessions, or live-streamed events. Encourage feedback & involve them in the creation process to make them feel valued.

**Tip:** Direct your listeners to a community or a newsletter where you can take the conversation to the next level.

## 6. Track, Measure, and Optimize Your Efforts

Set specific goals for your podcast—whether it's increasing listener numbers, generating leads, or launching a service. Use these goals to guide your content strategy & optimize areas that impact business growth.

**Tip:** Review your podcast's performance, use this information to plan future content & refine your calls to action.

## 7. Classic Monetization Strategies Overview

If you're looking to explore various monetization methods beyond client engagement, here are some options to consider:

**Advertising and Sponsorships:** Partner with brands that align with your audience and offer ad spots or sponsorships during episodes.

**Listener Support:** Use platforms like Patreon or Buy Me a Coffee, allowing loyal listeners to support you directly through memberships or donations.

**Premium Content:** Create a private feed for paying subscribers with bonus episodes, ad-free content, or exclusive interviews.

**Affiliate Marketing:** Share relevant products or services with your audience and earn commissions through affiliate partnerships.

**Merchandise:** For loyal audiences, sell branded merchandise like T-shirts, mugs, or stickers.

**Tip:** Don't hesitate to pivot and test new methods until you find the best fit for your show.

As a business owner, your podcast is an extension of your brand—a tool to connect with potential clients, build a referral network, and establish yourself as an expert. With a clear strategy, a focus on value, and content repurposing across platforms your podcast becomes a key part of your marketing, saving you time and effort while opening doors to growth and revenue. So, start creating, start connecting, and watch your podcast become a valuable asset to your business success.



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# Leadership Engagement: The Key to Outperforming the Competition



## 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!



In today's fast-paced and competitive business environment, engagement has become a crucial factor in positioning yourself as a leader who builds trust, inspires action, and drives growth. Whether you're leading a team, running a company, or pursuing personal goals, understanding and implementing the key elements of engagement can significantly impact your outcomes. When you understand how to apply essential components of engagement including connection, enrollment, differentiation and positioning, and collaboration, you'll be able to lead yourself and those around you through any storm that comes your way.

**Connection** - At the heart of engagement is connection. According to Qualtrics XM Institute, consumer trust in the United States is at one of its lowest points in the last decade. With all the change and uncertainty since the pandemic, consumers and employees alike are looking for companies who connect with them, who deeply understand their needs, and align with their values.

**"Connection is the energy that is created between people when they feel seen, heard, and valued - when they can give and receive without judgment." ~ Brené Brown**

To create genuine connection, leaders need to listen deeply, create safe space for open communication, and show empathy and appreciation. Authentic Interaction is the new "AI" that lays the groundwork for fostering engagement and trust.

**Enrollment** - Inspiring others to join, enlist, and fully engage in a shared vision or goal is critical in both leadership and sales contexts. True enrollment goes beyond mere participation. It inspires aligned action and commitment. To enroll others in a shared vision, you must first be enrolled yourself.

Leaders today are expected to walk the talk and model the way ahead. It's no longer enough to look good and say the "right" things. People need to feel your sincerity, authenticity, and integrity. When your actions and words are not aligned with your intentions, it creates a sense of incongruence which causes distrust and disengagement.

You also need to understand what matters most to those you are leading and how their needs align to your shared purpose. By asking thoughtful, empowering questions and demonstrating genuine interest in others' aspirations, you can build the connections necessary for meaningful enrollment.



**Differentiation and Positioning** - In this noisy world full of distractions and unlimited options, differentiation and positioning are key to capturing attention, inspiring action, and igniting purposeful engagement. While the competition is focused squarely on driving the bottom line and using metrics and numbers to force engagement, exceptional leaders know there is a better way. Research by purpose leadership expert Jim Stengel shows that organizations driven by a purpose bigger than money consistently outperform their competition in customer loyalty and employee engagement, ultimately leading to greater long-term revenue. In Raj Sisodia's book, *Firms of Endearment*, he demonstrates that companies with leaders who align their interests with all stakeholder groups and subscribe to a purpose that goes beyond making money outperform S&P 500 companies by more than 1000% over 15 years. If you truly want to stand out as a leader and inspire attitudinal loyalty and engagement, you'll need to clearly and consistently articulate what you stand for and how your purpose aligns with the unique needs, desires, and challenges of those you serve. Both your employees and customers will connect to a genuine sense of belonging and shared purpose, leading to more meaningful engagement and a more sustainable profit margin and greater longevity.

**Collaboration** - Many of us are taught, or infer, as we move into leadership positions that we need to have all the answers. That is not possible in the dynamic world we lead in today, and it's not an approach that cultivates the greatest outcomes. Fostering engagement allows for co-creation by harnessing and leveraging collective strengths and diverse perspectives. Inviting various stakeholder voices to contribute will generate greater ideas and possibilities.

A collaborative approach to leadership and strategic planning, like Dr. Jacqueline Stavros' SOAR framework, has been shown to dramatically increase Employee Engagement and Retention, Client Satisfaction, Revenue, and Income, moving an office in a global services firm from #12 out of 25 offices to #1 in all the above areas. The SOAR framework invites all stakeholders to the table to assess Strengths, Opportunities, Aspirations, and Results.

This positive, strengths-based approach to strategic thinking, planning, and leading is used by hundreds of international organizations and invites individuals at all levels to contribute to strategy development through shared conversations and a commitment to action.

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A McKinsey Quarterly study of 1,300 global executives found that the highest-performing organizations share characteristics that are embedded in the SOAR framework: a clear purpose, an understanding of strengths, shared aspirations, and leaders who know how to unleash ideas with a results-driven process.

*"The task of leadership is to create an alignment of strengths, making our weaknesses irrelevant." ~ Peter Drucker*

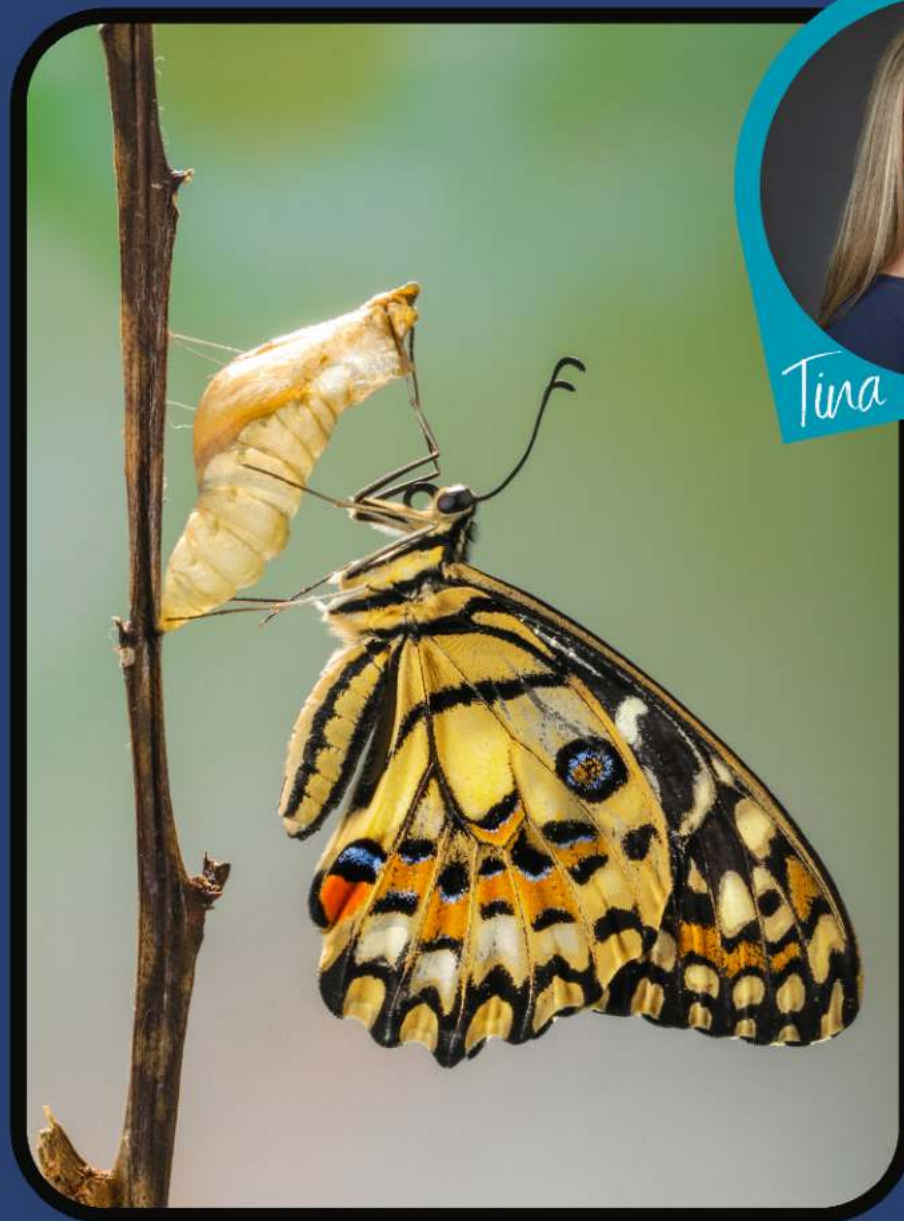
By focusing on these key elements of engagement - connection, enrollment, differentiation and positioning, and collaboration - you open up a world of possibilities. Some leaders view engagement as a buzz word, or just another box they have to check. But it's hard to argue the evidence of an entire office moving from 12<sup>th</sup> to 1<sup>st</sup> in income and Firms of Endearment companies outperforming S&P500 companies by more than 1000%.

Applying these principles of engagement at the individual, team, and organizational levels, you create a reservoir of positive energy, foster innovation, and drive sustainable outcomes.

It's important to remember though, engagement is not simply a means to an end to drive metrics. Engagement is about creating an environment where people feel valued, motivated, and empowered to contribute their best work, their best ideas, and their discretionary effort towards meaningful outcomes.

As you implement these strategies, you'll find that engagement becomes a powerful force for growth, innovation, and achievement, helping you and your organization thrive in an ever-changing business landscape.

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# Forget the Numbers! Here's How to Emotionally Charge Your Goals for Success



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.

Book

Book



The signs of early fall are unmistakable. The leaves are just beginning to turn, and while we're still adjusting to cooler temperatures, stores are already overflowing with Halloween decorations—and even Christmas items are creeping onto the shelves. It always feels like the holiday season arrives earlier each year, doesn't it?

As much as we might roll our eyes at the early holiday displays, this season actually presents the perfect opportunity to start planning for next year's goals. You might be thinking, "Isn't it way too early to be doing that?"

No, it's not. Now is the best time to look ahead to 2025, instead of waiting until December. Here's why.

Most people set goals by looking at numbers: "I want to increase by X%," or "I want to add X new accounts." This seems normal, right?

They then calculate the cost and reverse-engineer the numbers to figure out what their goal for next year should be. Done!

Then they take the cost and reverse engineer their activity metrics to figure out what their goal for next year will be. Done!

If that's the normal way of doing things and it seems logical, then what's missing?

Well, if you've read my previous articles, heard me speak, or listened to a podcast, you know I'm a firm believer in making both the logical and emotional sale. Both are important, and both are necessary. The logical sale is needed to confirm the deal, but the emotional sale is what makes it happen.

People don't buy based on logic; they buy based on emotion. This is a universal truth.



We all understand and believe this when it comes to sales, so why don't we apply the same thinking to our goal setting? Most people, especially those who wait until December, set goals purely based on logic. Again, logic is necessary, but is there an emotional element tied to your goals?

Now is the time (and you have the time) to start looking at your goals from an emotional perspective.

**Here are two ideas to help when goals setting:**

### **1. Think in Terms of Be, Do, and Have When Setting Your Goals**

Most people don't really know what they want, and less know why they want them.

First, we need to shift how we think about our goals. When selling, what our clients want is important—but why they want it is extremely important. The same applies to goal setting: what we want is important, but why we want it is extremely important.

**The Haves** are the easiest—they're the things. They are tangible or consumable. I think we do OK on this piece.

**The Dos** are a bit harder. These are the experiences, like places you want to visit or things you want to achieve.

**The Bes** are the toughest. These ask questions like: What kind of role model do I want to be for my kids? What kind of leader do I want to be? What kind of spouse do I want to be? The "Bes" stir emotions and create a deeper desire by helping you focus on why you want something.

## 2. 25 Hates to Love

This exercise, which I do regularly with my clients, came about years ago while shopping with my wife, Lisa. The conversation went something like this:

"Do you like this?" "No."

"Do you like this?" "No."

"Do you like this?" "No."

"Well, what *do* you like?" "Heck, I don't know."

From that experience, I realized that as humans, we have a very clear ideal of what we don't like—it's immediate. We also tend to know how much we dislike something. The things we hate can often be ranked. But when it comes to what we like or love— Heck, I don't know.

When goal setting with my clients, I have them make a list of 25 things that would make next year a bad year—things they would hate to happen in 2025. They write these out in detail, not just with a word or two. Attach details or a story to each item so it paints a picture in your head.

Next, rank those 25 things from worst to least. Now, take that list and write a second list. For each of the 25 items, write down the exact opposite. If you hate something and it's ranked (with details), you'll love its opposite, which should also be ranked with details.

This exercise always results in a powerful list. The emotional component of goal setting will be found on that list. This process separates logic from emotion, which is essential for making the emotional sale. Your "why" is embedded in that list.

*"The clarity of your goals is directly proportional to your endurance." —Joe Pallo*

### Final Thought

A final thought: the clarity of your vision is directly proportional to your endurance—how hard you're willing to work. By thinking in terms of "Be, Do, and Have," and by transforming your "25 Hates into Loves," you'll gain the clarity needed to stay focused and driven. These two steps help you not only set goals but also connect emotionally to why they truly matter.

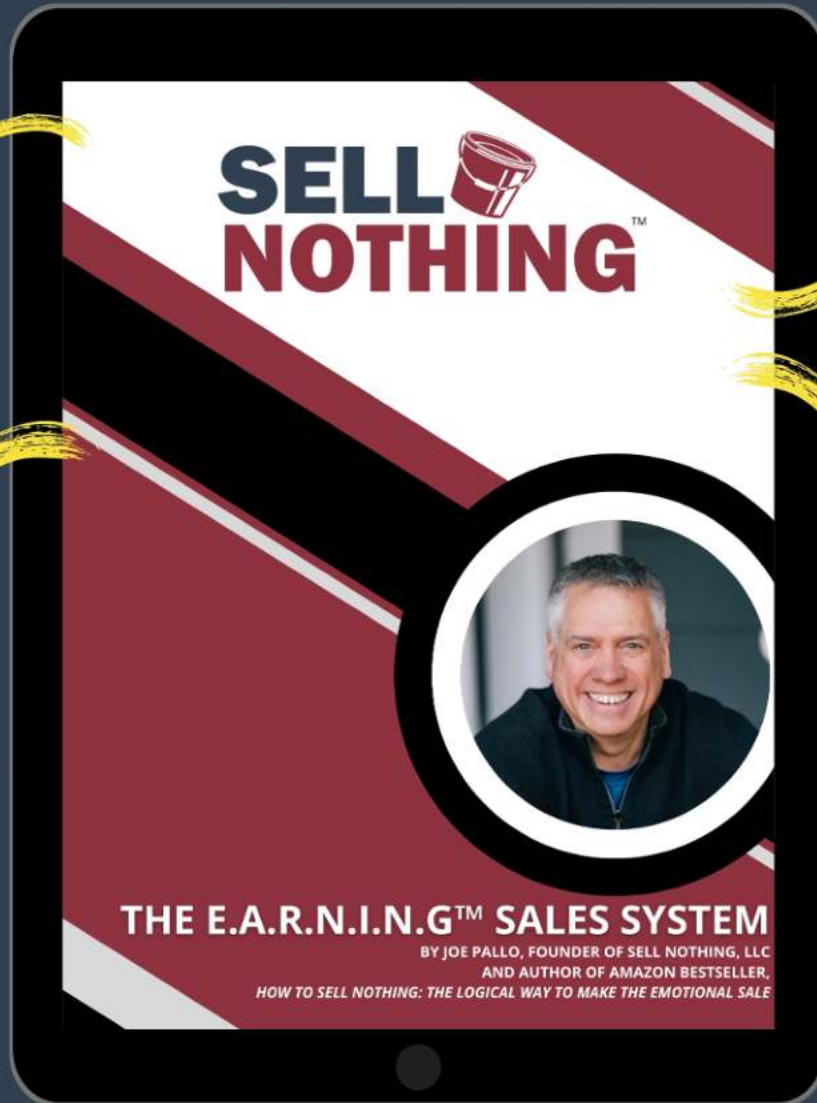
When you try out your 25 Hates to Loves, I'd love to see it! Feel free to share it with me at [info@sellnothing.co](mailto:info@sellnothing.co).



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# The Art of Being an Extraordinary Entrepreneur



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.



Many Entrepreneurs, whether they are brick and mortar or run their business online don't think of being an entrepreneur as an art. We are really artists of our craft! One of my favorite business mentors once told me you must mold your business much like a piece of clay on a potter's wheel. Let's talk about what being a craftsman of business looks like.

### The Art of Investing in Yourself

No one can grow another person or business without growing themselves. Many business owners just don't take the time to grow themselves. Think of self-growth as the foundation to being the leader of your organization and your life's path. Some key areas of self-growth are:

**Reading-** There is a magic power in reading from the classics such as Dale Carnegie's -How to win Friends and Influence People or Think and Grow Rich, to newer readings such as Tribe of Mentors or Blink by Malcolm Gladwell. Many years ago The 4-Hour Workweek changed my thinking completely.

**Having a calendared plan** -The secret to growing is have a plan of growth, because personal development is not automatic. It must be intentional. *Getting older is automatic, getting better is not.* We tend to think it will just happen but that is a thought pattern that will hold you back from being exceptional. Bottom line it keeps us in the game and moving forward.

**Self-awareness** is knowing where you currently are and where you want to go, without this we can be unfocused in our self-growth. Many know what they want but don't do anything but talk about it. When we know who we are we can build upon our growth and our passions. Do you like what you do? Do you know your passions? Working on self- awareness brings your life into focus and planning more effective.

### The Art of Growing Others

Growing the people that work for you, virtual assistants, vendors and your customers is a main factor in launching your business to success.



My analogy is that it is like the way you think of growing your children. You bring them up to reflect your families' values and we must do the same with the people that are critical to business growth. If growing others is foundational to success, then self-development is a key priority. This will require a plan because without intention it just won't happen. Your world will not expand, and you defiantly can't keep improving your game.

*"It's simple. The difference between who you are, and who you want to be is what you do." ~ Johnny Echo*

### **The Art of Marketing ~ Who You Are is Who You Attract**

Bottom line marketing is ***influence***. It's building relationships with the right people. Your business gives you a platform to influence. Many entrepreneurs don't take advantage of that. Don't get me wrong, entrepreneurs do a lot of great things building their business, but they miss an important element in creating success and this is their personal influence poured out into their communities. They are not creating relationships and influence that direct interest back to their business. In fact, many hide within the confines of their businesses, then wonder why they can't get to the next level.

So, come out of hiding! Show people who and what you are. Princess Diana was considered the most influential person because she didn't just hide behind her title, she went out and created and impacted the world around her. Your clients want to know the person behind the business. For example, one of the ways for me is writing and being a columnist for this magazine. Put yourself on the stage and you will start to see the benefits.

*"Who you attract is not determined by what you want. It's determined by who you are." ~ John Maxwell*

### **The Art of Allowing Yourself to Create a Support Network**

Let's talk about structure and how it affects the support you need. A goal must have a structure to support us. The success of your business is one of the biggest goals in your life, right? And to build a business you must have a support system. The surest way I know a business will fail is when I see the owner trying to do it all. I know that either they will not fulfill their earning potential, or they will indeed fail.

Depending on your current size and your projected growth it is imperative that you build and train your support. Your team consists of employees or virtual assistants, sub-contractors, bookkeepers- accountants, loan, financial and banking support, vendors, mentors- coaches, website design and upkeep and even janitors and housekeeping.

Building support relationships geared toward your unique needs, style, personality and growth plan are as important or possibly more important than all the hats you think you should wear in your business. Doing it yourself will hurt you in the long run. And remember once you have formed it... never stop improving your support network.

### **The Art of Intuition**

Intuition is one of the most difficult concepts for many business owners to grasp as it's not concrete, but it is one of the most important in honing our art of entrepreneurship. In many ways it is an important internal guide and without it we can rely too much on others' opinions and become confused and lose our inner navigation.

Remember you are most intuitive in your area of strength, so start there. Using your intuition allows you to pick up on details that might elude others. Being intuitive makes it easy to step into business situations because we "know" the situation without gathering all the facts. Your intuitive business mind helps you to read a person or a room and make quick decisions and problem solving, which saves money, time and loss of customer and employee satisfaction and retention.

# 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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# Taking Control of Your Success Through Leadership, Delegation, and Accountability



*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.



The path to success, whether in life or business, is rarely straightforward. It's a dynamic process that requires continuous learning, intentional action, and, most importantly, the right mindset. While there's no one-size-fits-all formula, three essential pillars can serve as a foundation for long-term success: intentional leadership, effective delegation, and personal accountability. By mastering these three principles, you can better navigate challenges, empower your team, and build the road to lasting success.

## **Pillar 1: Lead the Way to Success**

### **What Leadership Really Means**

Leadership is the engine that drives progress within any organization. Contrary to the notion that leaders are born, not made, effective leadership is a skill anyone can cultivate. It's not about having all the answers or commanding attention; true leadership is about inspiring and guiding others toward a shared vision.

*"Leadership is not about being in charge. It's about taking care of those in your charge." ~ Simon Sinek*

### **Developing Leadership Skills**

Becoming a great leader starts with a commitment to personal growth. One of the best ways to fast-track your leadership development is by finding a mentor, someone who exemplifies the traits you aspire to have. Mentorship provides a wealth of knowledge, but it also accelerates learning through real-time feedback and guidance. However, leadership development doesn't end there. The journey requires a lifelong dedication to improvement.

One key quality in leadership is tenacity. According to a study by the Center for Creative Leadership, 38% of new leaders fail within their first 18 months due to a lack of resilience. Tenacity helps leaders stay focused on the big picture, even when they encounter setbacks. It's what keeps them pushing forward, rallying their team, and finding solutions when things go off course.



As important as determination is, humility plays an equally vital role. Leadership isn't about having all the answers; it's about listening to different perspectives and valuing feedback. The most effective leaders create environments where their team feels safe to speak up and share ideas. This adaptability and openness to learning set great leaders apart from those who get stuck in their ways.

*"The best leaders are those most interested in surrounding themselves with assistants and associates smarter than they are." ~John C. Maxwell*

## **Pillar 2: Delegate with Confidence**

### **Understanding the Importance of Delegation**

Many people think delegation is synonymous with shirking responsibility, but it's the opposite. Delegation is a strategy for optimizing your time and energy, allowing leaders to focus on high-impact activities while empowering their team. Studies show that managers who delegate effectively generate 33% more revenue for their companies than those who don't. By trusting your team to take ownership of tasks, you can drive greater productivity and foster a sense of empowerment.

### **Best Practices for Successful Delegation**

The first step to effective delegation is identifying which tasks can be handed off. Start by offloading routine or smaller tasks that others are capable of handling. Next, carefully choose the right person for the job. When delegation aligns with a team member's strengths, you not only ensure efficiency but also create opportunities for their growth.

Delegation doesn't just free up your time; it also contributes to team development. When you delegate, you're giving team members the chance to showcase their skills and take on more responsibility, which builds their confidence and makes the team stronger.

### **The Balance: Support Without Micromanagement**

Effective delegation isn't about assigning tasks and disappearing. Your role is to provide the necessary resources and support while also allowing autonomy. Regular check-ins are essential but avoid micromanaging.

*"Delegation requires the willingness to pay for short-term failures in order to gain long-term competency." —Dave Ramsey*

Trust your team, guide them, when necessary, but let them learn through experience.

### **Pillar 3: Owning Up: The Power of Accountability** **What Accountability Really Means**

While leadership and delegation are essential, accountability serves as the backbone for sustained success. Accountability is more than simply owning your mistakes, it's about taking responsibility for your actions, decisions, and results. Research from the Association for Talent Development found that having a specific accountability mechanism increases the chance of success by 65%, and the probability rises to 95% when you commit to regular check-ins with an accountability partner.

#### **Leveraging Accountability for Success**

One of the most effective ways to hold yourself accountable is by partnering with someone who will check in with you regularly. This could be a colleague, a coach, or even a trusted friend. The mere act of sharing your goals with someone else increases your commitment to them. Accountability isn't just about hitting targets, it also involves reflection, taking time to assess your actions and adjust your approach as needed.

When things go wrong, it's easy to get discouraged. But accountability helps us refocus on finding solutions rather than dwelling on problems. By maintaining an accountable mindset, we can turn setbacks into learning experiences and continue moving toward our goals.

#### **Avoiding the Superiority Trap**

While accountability is crucial, it can sometimes lead to a sense of superiority, particularly when you're consistently meeting your goals. It's important to remain humble and recognize that accountability is a tool for growth, not an opportunity for self-righteousness. Stay focused on learning and leading with integrity, and you'll foster stronger relationships along the way.

*"Humility is not thinking less of yourself, it's thinking of yourself less." —C.S. Lewis.*

Success, whether personal or professional, doesn't happen by chance. It requires intentional leadership, strategic delegation, and unwavering accountability. By mastering these three pillars, you can gain more control over your outcomes and create an environment where growth and success become inevitable. Leadership helps you inspire and guide others, delegation frees you to focus on what matters most, and accountability ensures you stay on track. The combination of these practices creates a framework for not just achieving goals but building a fulfilling, impactful life.





# READY TO BUILD YOUR ACCOUNTABILITY SYSTEM?

TAKE THE FIRST STEP TOWARD ACHIEVING  
YOUR BIGGEST GOALS.



Guide Me!

ACCOUNTABILITY MATTERS!

*Krista Beavers*



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Combining the  
Power of Sales  
and Marketing

**Marketing Media & Money**  
6  
How to Build  
Your Dream  
Business  
The 5 Essential  
Steps to  
Success

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# Media Tip



“Consistently repurpose your top-performing content across multiple platforms to maximize reach and build a strong, recognizable brand presence.”

~ *patty farmer*

# Storytelling Journey: Discovering Personal and Professional Purpose



## 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.



Storytelling is not just about sharing experiences; it is about amplifying your voice to spread a message. Many people refrain from sharing their stories because they feel they have somehow been silenced. This is where my story begins: a story of transformation and empowerment through storytelling.

My journey with storytelling began in the silence of my childhood, where I was often told to lie to those I loved and trusted most and subjected to levels of abuse that few can comprehend. This painful past became my 'why' for supporting others in their storytelling journeys. I call it "from trauma to truth," a testament to the transformative power of storytelling in overcoming personal challenges.

We often end up doing the things we were warned never to do. For me, that was telling my truth. Despite the ones hurting me trying to live a double life, I chose to break free. My first anthology, "We Choose Joy," shares more of my journey.

In adulthood, I remained silent about most of my life until my body could no longer contain my truths and stories. I remember walking into the doctor's office at age 37 and being told that I was dying of a broken heart from all that I was holding on to. Instead of a prescription, my doctor gave me the number of his therapist.

Talk about a transformational moment.

My doctor's humanity and relatability grew when he shared a small piece of his story, from what was breaking him emerging stronger after putting in the effort. The power of his storytelling removed the shame and fear so I could take the next step necessary to begin my healing.

It took me a few years before I could share my story publicly as a way to save my life. At the age of 41, I suffered from kidney failure because of a genetic disease I had inherited. One way to receive a kidney is by sharing your story in the hope that someone will donate one of their kidneys, a process known as a living donor.

# share your story



After years of sharing my story, a short Facebook post around Christmas brought me my miracle. Eight months later, I received my second chance at life. Now, four years later, my kidney is doing very well.

My journey has brought me to where I am today, where I can share with you the incredible power that your stories hold to create lasting impacts in the lives of others, and, in turn, in your own life.

Our expertise often comes from overcoming life's struggles and challenging experiences. Our stories should not define us but can guide us towards positive outcomes. As we delve into the art of storytelling and uncover our vision, mission, and purpose, we can realize the power we have always possessed to make an impact.

I am creating an invitation and giving everyone who reads this permission to dive deeper into the impact your storytelling will have on your life.

Sharing your story can have several mental, emotional, and social health benefits:

- Emotional Relief and Catharsis
- Processing Emotions: Telling your story allows you to express and process emotions, which can lead to a sense of relief and reduced emotional burden.
- Reducing Stress: Sharing personal experiences can reduce stress and anxiety, as it helps get worries out in the open rather than keeping them bottled up.

## Improved Mental Health

**Self-Awareness:** Reflecting on and articulating your experiences can enhance self-awareness and understanding of your feelings and behaviors.

**Sense of Empowerment:** Owning and sharing your story can create a sense of empowerment and control over your life.

## **Building Connections and Support**

Sharing your story can deepen connections with others, fostering empathy, understanding, and stronger relationships. It is a powerful tool for building social well-being.

**Finding Support:** It can help find communities or support groups where others have experienced similar challenges, providing a sense of belonging and support.

## **Personal Growth and Healing**

**Learning and Growth:** Reflecting on your experiences can provide valuable insights and lessons contributing to personal growth.

**Healing:** Sharing difficult or traumatic experiences can be a step towards healing, helping to process and come to terms with what has happened.

## **Breaking Stigma and Raising Awareness**

**Encouraging Openness:** Sharing stories about mental health, illness, or other challenges can help reduce stigma and encourage others to speak openly about their experiences.

**Inspiring Others:** Your story can inspire and motivate others going through similar challenges, showing them, they are not alone, and that recovery and growth are possible.

## **Enhancing Cognitive Function**

**Improving Memory and Cognition:** Recalling and structuring your story can enhance memory, cognitive function, and communication skills.

## **Creating a Legacy**

**Preserving Experiences:** Telling your story can preserve personal and family history, providing a legacy for future generations.

**Sharing Wisdom:** Your experiences can offer valuable insights and wisdom to others, contributing to their learning and understanding.

## **Building Resilience**

**Overcoming Challenges:** Sharing how you have overcome challenges can build resilience in yourself and those who hear your story.

Telling your story is a powerful tool for emotional and mental well-being, fostering connection, understanding, and growth for yourself and others, allowing you to unblock the obstacles within your personal and professional life. Both are intertwined in everything we do and how we show up for ourselves and others. The power is within you; give yourself permission to take time and discover it.



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# WHAT'S YOUR STORY?

---

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# Dare to Dream and Develop Resilience: The Power of Daring, Doing, and Growing for Women Entrepreneurs



## 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.

As entrepreneurs, we know that the bold decisions we make pave the way to our success. Throughout 2024 we’ve explored how the BOLD framework helps women entrepreneurs achieve their goals: B for Belief, O for Ownership, L for Leaping into challenges, and now, D for Dare to Dream and Develop Resilience. Together these steps form a powerful roadmap for creating a sustainable and successful business. Let’s explore how to foster perseverance, set audacious goals, and take consistent action to turn your dreams into reality.

### Develop Resilience: Grow Your Perseverance

It’s often said that entrepreneurship is a marathon, not a sprint. We are bound to encounter challenges along the way. *Resilience* helps you push through, stay the course, and keep moving forward. It’s the ability to keep going despite setbacks and hardships. And, it can be grown, like a muscle, over time.

The first step in developing resilience is making a clear decision about your direction. When we don’t have clarity, it’s easy to feel stuck. Choosing a path and committing to it is required. Even small decisions can give you the momentum to move forward. Examine your current situation—what decision have you been hesitating to make? By deciding on your path, you’re already building resilience.

Resilience also requires consistency. Habits that move you closer to your goals make progress more real and help build discipline. Showing up day after day strengthens your ability to persevere through challenges. Consistency doesn’t mean perfection; it means dedication. Keep taking those small, steady steps—they add up to big results over time.

In building resilience, one of the most important things you can do is trust yourself and the process. Doubt will creep in, but remember your past successes. What’s worked for you before? What have you already achieved? Lean on those experiences and know you have the strength to keep going. Even when the going gets tough, believe that your efforts will pay off.





## Dare to Dream Big: Dream Big, Achieve Big

While resilience helps you keep moving, big dreams will fuel your journey. They are the foundation of bold action—they provide the vision and motivation to push past your comfort zone and toward what's contained in your imagination. These dreams aren't just empty fantasies—they are the sparks that ignite growth.

Dreams are a powerful force in building confidence. When you set bold, ambitious goals, you are reminding yourself that you are worthy of achieving great things. This belief in your potential fuels your self-confidence and motivates you to take action. Think big! What's one bold goal that excites you? Perhaps it's growing your business, launching a new product, or expanding your reach—whatever it is, allow yourself to aim high. Very high!

Once you've set your goal, take the time to visualize your ideal future. What does success look like for you? How will achieving this goal change your life and your business? Visualizing your success keeps you motivated and focused on your journey.

Let's face it, though. Big dreams can feel overwhelming. That's why breaking them down into clear steps is key. By creating a structured action plan, you transform your dream into something achievable. Outline the steps you need to take, and then break those steps into smaller tasks. Focus on one task at a time, and before you know it, you'll be making steady progress.

Along the way, don't forget to celebrate all the wins, even the smallest ones! Celebrating these achievements builds momentum and keeps you motivated to move forward. Recognizing your growth will help you stay energized and focused on the bigger picture.



## Do Without Doubt: Develop Yourself for Success

Dreaming big is just the beginning. To turn those dreams into reality, you need to take bold action, when the moment arrives. Don't fall into the trap of waiting for everything to align perfectly. Instead, successful entrepreneurs *take deliberate steps toward their dreams when the opportunity shows up.*

Too many of us spend time waiting. We're waiting for the right time, the right opportunity, or the perfect set of circumstances. But here's the truth: the perfect moment may never come. **Stop wasting time waiting.** The right time is now. You have the power to create opportunities, to take risks, and to begin the journey toward your dreams today.

Intentionally developing yourself is another crucial part of success. Growth doesn't happen by accident. Invest in yourself and your personal and professional development. The more you grow, the more equipped you'll be to face challenges and seize opportunities. Take the time to develop skills, expand your knowledge, and strengthen your mindset. The more you develop, the more you'll be prepared to achieve your biggest dreams.

Once you start, you'll be excited to keep going. Don't let doubt hold you back. The road to success isn't linear, but every step forward brings you closer to your dreams. Stay committed to your vision and trust in your ability to achieve greatness.

*"Dream big, develop resilience, and take bold steps toward your future—because you already have everything within you to succeed." ~ Tracie Root*

## Your Call to Action is Here

Entrepreneurship is a bold, daring journey. It requires resilience, the courage to dream big, and the determination to take action even when you're unsure. But you don't have to walk this path alone. Surround yourself with a community that shares your vision and supports your growth.

Take a moment to reflect on your dreams. What bold, ambitious goal are you ready to pursue? What's one step you can take today to get closer to that dream?

Don't wait. Do. Dare to dream big, develop resilience, and take bold steps toward your future. The power to succeed is already within you. Let's go!

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# Your Event is NOT Over: 10 Innovative Ways to Monetize Your Event Content



## 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.



As a coach, consultant, or expert service provider, you've likely hosted numerous events, from webinars and workshops to retreats and in-person conferences. You've invested significant time, energy, and resources to craft an impactful experience, aiming to grow your business. But once the event ends, there's still untapped potential.

The post-event phase offers powerful opportunities to extend the value of your event and generate ongoing visibility, clients, and revenue. Whether you've just wrapped up an event or have old content gathering dust, here are ten ways to monetize that hidden goldmine.

With a shift in mindset, your event can become a launchpad for long-term value, brand expansion, and deeper audience engagement. By thinking beyond the event day, you'll open up new revenue channels, making your efforts pay off exponentially.

**1. Create Encore Events** - Encore events allow you to repackage existing content into a fresh experience. You can offer these as live or pre-recorded replays of key sessions from your event at a more affordable price.

Enhance encore events by including live Q&A sessions, new expert panels, or networking opportunities. This approach appeals to those who missed the original event or want to relive it. Adding limited-time access or bundling the event with exclusive content can increase urgency and value.

**2. Develop Micro-Training Modules** - Not every attendee needs the full event experience. By breaking down your sessions into small, focused micro-training modules, you can target specific needs.

For example, a leadership summit could be divided into 10-minute videos on topics like communication or conflict resolution. These modules can be sold individually or as a series, appealing to niche audiences. They can also be used as lead magnets to warm up potential clients for higher-ticket services.

**3. Launch an Online Course** - Turn your event content into an online course to provide even deeper value. This involves transforming key topics into a full curriculum, complete with learning objectives, assignments, and group discussions



For instance, if your event focused on entrepreneurship, create a course that guides participants step-by-step in building their business. You can offer tiered pricing, such as a basic course or a VIP option that includes coaching calls. Online courses can be sold year-round, creating a passive income stream from your event content.

**4. Offer a Subscription-Based Content Library** - A subscription-based model creates ongoing value and retains your audience long after the event. You can offer members access to a growing library of recorded sessions, interviews, and bonus material from various events.

Different subscription levels can include perks like early access to content, exclusive live sessions, or members-only forums. Keeping the content updated and fostering a sense of community will ensure continued engagement and long-term revenue.

**5. Produce a Podcast Series** - A podcast series is a cost-effective way to repurpose event content while reaching a broader audience. You can create episodes from key moments of your event, supplemented with commentary, interviews, or behind-the-scenes insights.

Monetization can come through sponsorships, affiliate marketing, or premium subscription models for ad-free episodes. Additionally, the podcast can serve as a gateway, driving listeners toward your paid content, like online courses or future events.

**6. Write an E-Book or Physical Book** - Compile insights, strategies, and key takeaways from your event into an e-book or physical book. This product serves as a tool for continued learning and expands your audience beyond the event.

For example, a personal development event could turn into a book with daily exercises or strategies. You can also bundle the book with other products like courses or memberships. Self-publishing allows more control over pricing, or you can partner with a publisher for wider distribution.

**7. Create a Mastermind Group** - Continue fostering the sense of community that your event created by forming an exclusive mastermind group. Charge a premium membership fee for regular virtual meetings where members discuss challenges, brainstorm solutions, and offer mutual support.

Mastermind groups are ideal for high-ticket clients invested in their growth. The value comes from exclusive access to experts and a supportive network, ensuring ongoing engagement and premium service delivery.

**8. Offer One-on-One Consulting** - Some attendees may need personalized attention to implement what they've learned, which creates an opportunity for one-on-one consulting services. By positioning yourself as the go-to expert during your event, you can funnel attendees into consulting or coaching programs.

You can offer various consulting packages, from one-time strategy calls to ongoing mentorship programs, catering to different client needs and investment levels.

**9. Develop a Mobile App** - Developing a mobile app centralizes your event content, providing easy access to recordings, additional resources, and exclusive materials on the go. You can include interactive quizzes, polls, or gamified learning experiences to deepen engagement.

Monetize the app through one-time downloads, subscription models for premium content, or in-app purchases for extras like worksheets or courses. Regular updates and push notifications will keep users engaged long after the event ends.

**10. License Your Content to Other Organizations** - If your event content is relevant to specific industries or corporate environments, consider licensing it to organizations. Educational institutions, associations, and corporations may use your materials for employee training or professional development.

Licensing deals allow you to expand your content's reach with minimal effort. You can also earn ongoing royalties while elevating your content's credibility through third-party use.

## **Conclusion: Turn Your Event into a Gold Mine**

The key to long-term monetization is delivering content that continually provides value to your audience. Understanding your attendees' pain points and aspirations allows you to strategically package your event content in different ways.

From exclusive high-ticket offerings like consulting services to more accessible products like e-books, these strategies allow you to reach various audience segments. By diversifying your revenue streams and repurposing content, your event's impact will last far beyond its end date.



BLU DIAMOND EVENT MANAGEMENT

# 12 EVENT DISASTERS AND HOW TO AVOID THEM

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# Mastering Social Media Networking: Essential Tips for Business Growth



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

In today's digital age, mastering social media networking is no longer optional—it's essential. Learn valuable social media networking tips to expand your online presence, build authentic connections, and propel your business growth. Whether you're an entrepreneur just starting or a seasoned pro, understanding how to navigate social media platforms can elevate your brand to new heights.

Let's dive into the most effective networking strategies on social media that will help you connect with the right people, foster genuine relationships, and, ultimately, drive measurable growth for your business.

## Why Social Media Networking is a Game Changer for Entrepreneurs

Social media is more than just a tool for sharing updates and connecting with friends; it's a dynamic environment where relationships are forged, partnerships are created, and businesses are grown. For entrepreneurs, leveraging social media networking opens doors to new opportunities, expands market reach, and builds credibility in a competitive marketplace. But how do you make it work for you?

By understanding networking best practices for social media, you can unlock the full potential of these platforms, create

## Effective Networking Strategies on Social Media

### 1. Start with a Clear Objective

Before you dive into the social media world, clarify your goals. Are you looking to increase brand visibility, generate leads, build a community, or all of the above? Knowing your objectives will guide your strategy and help you choose the right platforms. For instance, LinkedIn is ideal for B2B networking, while Instagram might be better suited for creative industries and visual brands.







## 2. Optimize Your Profiles for Success

Your social media profiles are often the first impression potential connections have of you. Make them count! Ensure your profiles are complete, professional, and consistent across all platforms. Use a high-quality profile picture, write a compelling bio that reflects your expertise, and include links to your website or relevant resources. Adding SEO-optimized keywords like "social media networking tips" in your descriptions can enhance your visibility and attract the right audience.

## 3. Engage Authentically and Consistently

Consistency is key when building a strong network on social media. Regular engagement—whether through posting valuable content, commenting on others' posts, or participating in relevant discussions—demonstrates your commitment to the community and helps establish your authority in your niche.

Remember, authentic engagement goes beyond self-promotion. Share insights, offer help, celebrate others' successes, and be genuinely interested in what others have to say. This builds trust and fosters deeper connections.

## 4. Utilize Content as a Networking Tool

Content is the bridge that connects you to your audience. Create and share content that aligns with your brand values, speaks to your target audience's pain points, and showcases your expertise. Use a mix of content types—blogs, videos, infographics, podcasts—to keep your audience engaged and attract new followers.

## 5. Master the Art of Social Listening

Listening is just as important as speaking when it comes to networking on social media. Monitor conversations in your industry, pay attention to what your target audience is talking about, and identify key influencers. This will help you stay ahead of trends, tailor your content to address common questions, and engage with your audience more effectively.

Use tools like Hootsuite or Mention to track keywords related to your niche. Join relevant groups and communities where your ideal audience hangs out and actively participate in discussions. Not only does this position you as a thought leader, but it also helps you build credibility and trust.

### Networking Etiquette on Social Media: Do's and Don'ts

Networking etiquette on social media is crucial for building meaningful professional relationships. Here are a few key tips:

- **Do Be Respectful and Genuine:** Always approach networking with the intention of building real relationships, not just gaining followers or making sales.
- **Don't Over-Promote:** Constant self-promotion can turn people off. Balance promotional content with valuable insights, tips, and engagement.
- **Do Personalize Your Messages:** When reaching out to new contacts, personalize your messages. Mention mutual connections, shared interests, or recent content they've shared.
- **Don't Ignore Engagement:** If someone takes the time to comment on your post or send a message, make sure to respond promptly and thoughtfully.

### How to Network on Social Media Platforms Like a Pro

- **LinkedIn:** Leverage LinkedIn for professional networking by joining relevant groups, sharing thought leadership content, and connecting with industry peers.
- **Instagram:** Use Instagram Stories and Reels to provide behind-the-scenes content, share success stories, and engage with your audience through polls and Q&A sessions.
- **X:** Follow relevant hashtags, participate in chats, and repost valuable content to stay active and visible in your niche.
- **Facebook:** Join groups related to your industry, participate in discussions, and use Facebook Live to connect directly with your audience.

### Building a Strong Network on Social Media: Final Thoughts

Building a strong network on social media requires time, effort, and strategic thinking. By following these networking best practices for social media, you can maximize your engagement, expand your influence, and create a thriving online community that supports your business growth.

Networking is about building authentic relationships, not just transactions. Stay true to your values, provide consistent value to your audience, and be genuinely interested in your connections. As you nurture these relationships over time, you'll see that a strong, engaged network can become one of your most powerful assets in achieving long-term success.

# 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...

# Meghann Conter



### What does success mean to you?

A vivid early memory is my mom's cross-stitched pillow that read, "*She who dies with the most fabric wins!*" It confused me at first, but sarcasm runs deep in my family. Instead of accumulating things, we prioritized travel, learning about other cultures, languages, and lifestyles, which shaped my view of success.

For me, success is a daily "choose your own adventure." It's being surrounded by loved ones, full of self-love, healthy, financially abundant, and free to travel while leading a thriving business with a strong team. It's also being able to give back—whether that's time or money—and, of course, performing my sketch comedy characters.

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

*"You will only grow professionally as much as you're willing to grow personally. Business ownership is an inside job." ~ Meghann Conter*

Dive into personal and professional growth early. Surround yourself with people who are ahead of you in business, ask curious questions, and offer your strengths to help others. After every challenge, a more aligned and evolved version of you—and your business—emerges.

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

After a brief, forgettable stint in Corporate America, the Universe connected me with entrepreneurs who pushed me into marketing consulting. The early years—my "Ramen Years"—were a hustle as I built my business from social media management to marketing strategist and consultant to breaking six figures. The real turning point came in a facilitated mastermind, where I had a vision of *The Dames* as a global community of women achieving their dreams through collaboration, laughter, and fun. That's when I truly felt like I was owning a business, not just freelancing.

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

Know thyself. Do SWOT analyses on yourself and do the shadow work. Surround yourself with like-valued people who "get" you. For women, don't model business growth after our "forefathers." Approach it with a balance of masculine and feminine energy to break through without burning out. And remember, it's not a race. *"The hurrier you go, the behinder you get,"* as my mom's other cross-stitched pillow said.

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

I'm on a mission to help women hit the million-dollar mark and beyond, creating dynamic companies that impact their communities and the world. Dames are women shifting the business paradigm and ditching outdated, overwhelming habits. I believe we can do this while enjoying life to the fullest - because if we get there and we didn't enjoy it, what the heck was the point?!

## **What keeps you awake at night?**

Usually, a song I heard during the day on repeat; it's a good thing I figured out my "eraser song" early in life.

What worries me most is scaling our team while navigating cash flow. Growing businesses face that challenge of needing skilled people to expand but struggling to fund those hires without losing sight of the long-term vision.





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

Quitting alcohol was the hardest lesson for me. I feared I wouldn't be the life of the party or cope with entrepreneurial stress without it. But since I quit in 2017, I've realized I'm funnier, less anxious, and better at managing stress without booze. I've also learned to prioritize space in my calendar and trust my intuition—it's made me more productive and balanced.

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

I'm engaging in deep energy work and somatic healing from past relationships and uncovering unwavering self-trust. Scary stuff! I'm also exploring ways to fund business expansion while keeping joy and pleasure as my priorities and those of my team!

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

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

One of the biggest roadblocks I've faced was related to cash flow. To overcome it, I had to shift my mindset and rewrite my personal money story (and *then* hire an Outsourced CFO.) Every major business challenge I've encountered has been a reflection of internal work I needed to do as a leader. It wasn't just about strategies or tactics—it was about aligning my beliefs and actions as the CEO to break through those barriers. Each time I've grown personally, my business has followed suit.

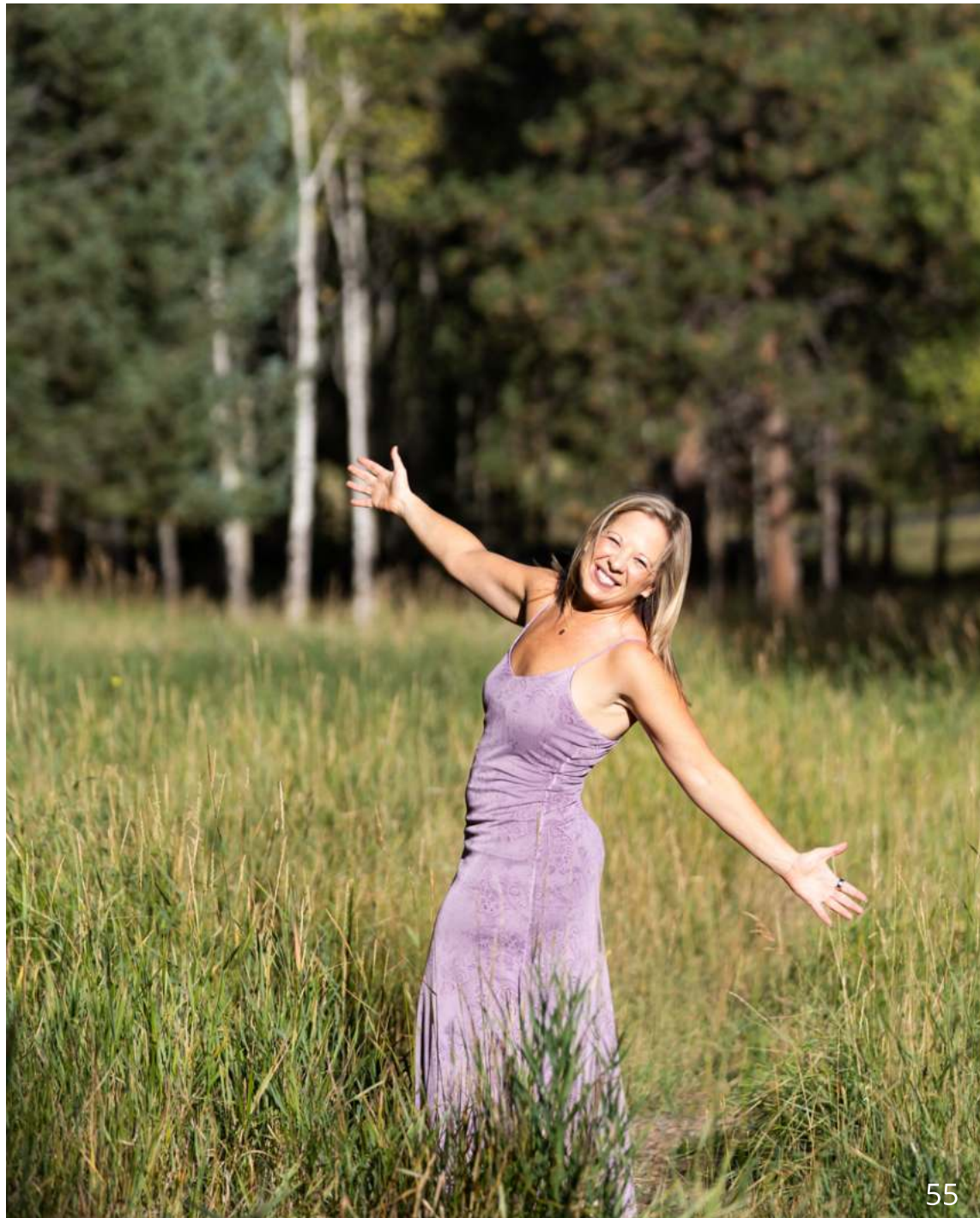
## If you could go back and talk to your 25-year-old self, what would you tell yourself to do FIRST?

Start saving and investing now (so, stop drinking—coincidentally!), follow your intuition, and develop unconditional self-love. I'm aware that's more than one thing, but hey, I'm a rebel.

**What is the best piece of advice you have ever received?** In 2017, I had a clear vision from my higher power of where The Dames could go—women around the world lifting each other up both in person and online. Even when hybrid communities weren't common, I acted on that advice, and it's been the best decision I've made.

## What's next for you?

Continuing to grow The Dames—our membership, team, leadership, and chapters—while growing personally along the way. And continuing my volunteer work leading discussion groups and supporting the work of Dr. Nikki Lanier, Founder of RAARE - Radical Action Advancing Racial Equity - a passion project for me!



# 52 Weeks of Marketing, Media & Money Tips



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# Money Tip



“Focus on building multiple revenue streams by packaging your expertise into diverse offerings to increase reach, profitability and long-term growth.”

~ patty farmer

# From 6-Figures to the Top 2%: Scaling with Joy, Strategy, and Authentic Partnerships

by Guest Author

Meghann Conter

You've built your six, seven, or eight-figure business (give yourself a high five!) Now, you're ready to reach the top 2% of women-led businesses, but you want to enjoy the ride, not just the destination. That's where a business incubator or mastermind community comes in—a space where strategy meets joy, where growth happens without sacrificing what's most important to you. By connecting deeply with like-minded women, you can accelerate success, build authentic partnerships, and thrive—personally and professionally.

When you join a business incubator, mastermind, or peer-to-peer network, or networking group, beware of some common (*and completely avoidable*) missteps that can hold you back from greatness.

## Serve “Anyone with a Pulse”

Specificity makes your message memorable and relatable. If you ask someone if they know "a woman," it's too vague. But ask about a 55-75-year-old empty nester struggling to find fulfillment, and their mind immediately starts generating names. Broad messaging like "for women" lacks clarity and connection, while speaking directly to the needs of a specific group creates a magnetic pull—those women know you're talking to them and are far more likely to take action.

Take Maci, a Dames of Denver member. She started out selling homes in Metro Denver but saw little traction. After refining her niche to focus on women with children going through divorce who needed to sell their marital home and buy a new one, her business exploded. Maci began attracting more clients, including "double deals," where her clients both sold and bought homes—a direct result of clear, targeted messaging.

## Expect Stellar Results Without Fully Showing Up

If you expect stellar results without fully showing up, you're setting yourself up for disappointment. Inconsistent participation in any community leads to missed opportunities to connect, collaborate, and grow. When you don't actively engage, you forfeit the chance to build relationships, learn from others, and make meaningful contributions. Over time, this passive involvement diminishes your experience and the value you can receive from the group.

At The Dames, we encourage members to clarify their business goals early and take advantage of our tailored resources to achieve them. We recommend dedicating just 2-3 hours a month to Dames membership activities, whether through education, masterminding, or strategic connections. Take Julie, for example. After sporadic participation, she left the group to return later with renewed focus. This time, she's fully engaged, forming powerful collaborative partnerships, sharing her expertise, giving valuable insights and connecting people, and embracing the vulnerability needed to thrive. By showing up consistently, Julie transformed her business and gained a supportive community that continues to accelerate both her professional and personal growth.



## Stay in Your Comfort Zone

Staying in your comfort zone may feel safe, but it stifles both personal and professional growth. When you avoid stepping into the unknown, you miss out on opportunities to innovate, develop new skills, and build resilience—essential elements for success. Over time, this leads to stagnation, making it harder to adapt to new challenges and seize growth opportunities.

Renee H. had spent much of her life avoiding asking for help, fearful of appearing needy, burdensome, or incapable. But when she stepped out of her comfort zone and asked The Dames members for support during her rebrand and business merger, the results were transformative. Fellow members posed tough, thought-provoking questions, guiding her to build a solid team and processes for long-term growth. The expertise and support from the Dames was a major contributor to the success of Renee's rebrand and merger which quickly gained significant engagement and interest. In her words, "The Dames made this journey unforgettable, and I'm deeply grateful for their support."

Success doesn't come from being a wallflower or always doing the same things. Whether it's narrowing your audience, fully committing to engagement, or stepping outside your comfort zone, transformative growth requires action. What would your life look like if you joined a community that called you to greatness, supported you, and celebrated the joy of your professional journey every step of the way? How can you contribute your genius even more within the communities you join?

The Dames is a carefully curated business incubator and mastermind community for women leading 6, 7, and 8-figure businesses. Offering strategic collaboration, rapid problem-solving, and a supportive network, The Dames helps women scale their businesses while balancing personal fulfillment through high-impact connections with like-minded leaders driving growth and innovation.



**Meghann Conter**, a force in women's leadership and entrepreneurship. With a unique blend of French and marketing expertise, she spent her early career elevating women-owned businesses from 6 to 7 figures, mastering the art of standing out in saturated, male-dominated fields. Meghann's secret weapon? A mix of performance art, intuition, knowledge, and "edutainment," making business growth not just educational but irresistibly fun.

# The Dames®

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AS SEEN IN **Forbes**

# Why Humor is Your Secret Weapon for Better Business Results

by Guest Author

*Elaine Williams*

When I first moved to NYC and got sober, I was intense—feeling like I had to make up for lost time. Acting teachers, casting directors, and agents told me I needed to lighten up. They said, “You’re funny, but not fun to be around. Try stand-up comedy.”

After hearing this repeatedly, I finally took a comedy class. I bombed over and over. I’d go home, cry, and curse everyone who told me I was funny. Being funny on demand was a different challenge altogether.

My plan was just to finish the class. But when people started howling with laughter at my dysfunctional family stories during the showcase, I had an epiphany. I could help people heal through comedy—people who might not go to therapy but would go to a comedy show. It also helped me heal and process my own struggles, releasing stress in ways I hadn’t anticipated.

As I performed more stand-up, I noticed how much I glowed after a set. Training myself to listen for the funny in everyday life made me laugh more often. Even on bad days, I’d tell myself, “This will be funny in a few months.” Humor became an amazing way to reframe anything, helping me navigate challenges and giving me the emotional resilience I needed to keep moving forward.

## Applying Humor in Business

I’ve been an entrepreneur for most of my life, but a few years ago, I realized I needed to apply my “comedy” attitude to my business—especially the parts I struggled with, like managing people and bookkeeping. When I approached these tasks with stress and anxiety, I’d hold my breath—a surefire way to worsen things and cloud my thinking.

Self-compassion, yoga, and humor saved me. I realized I needed to shift my intense energy to free myself from the struggle. Comedy became my tool to lighten up in business, helping me embrace challenges with a more positive attitude. With humor, even the toughest parts of running a business didn’t seem as overwhelming.

Many of my clients were also stressed about various aspects of their businesses. I began using humor more in my coaching and teaching, and I noticed that students retained more of the challenging material, such as technical topics, when humor was involved.

Research from institutions like Wharton, MIT, and London Business School supports this. Laughter reduces stress, boosts engagement, spurs creativity, and even enhances productivity and analytical thinking. Humor helps make complex topics stick, and it fosters a relaxed environment where learning becomes more enjoyable and effective.

### **Tips to Laugh More at Work**

Even if you're not trying to make others laugh, here are a few simple ways to inject humor into your day and reduce stress:

#### **1. Consume News Wisely**

Don't start or end your day with news. Instead, consume it in the middle of the day to avoid starting or ending your day with stress.

#### **2. Watch 5 Minutes of Comedy Daily**

Take a break to watch funny content. Some recommendations:

- Jim Gaffigan (clean humor)
- Brian Regan (clean humor)
- Maria Bamford (quirky and kind)
- America's Funniest Home Videos (always good for a laugh)



### 3. Share Humor with Others

Lift yourself up by sharing humor. Pass on hilarious dog and cat videos, memes (nothing political or religious), or funny stories with your tribe. Have a "Humor Buddy" to check in with and share funny moments. The positive energy you pass along will benefit you as well.

### 4. Use Humor Post-Its

Place notes around your workspace to remind you of the following:

- **Take 3 deep breaths:** Many of us hold our breath when working, affecting our focus.
- **Drink water:** Staying hydrated is essential for brain function and concentration.
- **Look for the funny in everyday life:** Today's pain is tomorrow's joke.
- **Move your body:** Get up every hour to jump, walk, or do planks or push-ups.

### Take Back Your Power with Humor

We can't control most of life's events, but we can control how we respond to them. So why not take back your power and laugh at what's stressing you out? You'll burn calories, release feel-good chemicals in your brain, increase your oxygen intake, and improve your attitude toward difficult tasks.

Imagine having more energy, productivity, and a completely new approach to the less enjoyable parts of your business. Humor can be your secret weapon to tackle those challenges with ease and creativity, turning stress into solutions. It allows you to move forward with a more positive mindset and the resilience to handle whatever comes your way.



**Elaine Williams** works with entrepreneurs to build confidence and a captivating presence on camera and with public speaking to get their message out in the world with authenticity, ease, and humor.

Some of her credits include Saturday Night Live, America's Got Talent, HBO, ABC, NBC, FOX, The New York Times, Hay House Radio & the Huffington Post. [CLICK HERE FOR MORE](#)



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# Building a Standout Brand: Essential Steps for Success in a Competitive Market

by Guest Author

Kim Russo

Starting a business, owning a business and being successful is no easy feat. Unfortunately, there is no button we can press that gets us from an idea to *poof*... instant success. But if you take certain steps to stand out through your branding, you are likely to get there faster. We live in a world of over-saturation and competition in business, which can be intimidating or inspiring. Either way, it's important that your business stands out in a crowded market, and one great way to do that is through your brand visuals. It only takes 5 seconds for potential clients to make a first impression of your brand based on visuals alone, before even getting to the meat of your offerings and services. The key is to invoke a reaction and emotion that is almost instant. Some factors to be conscious of when building your brand are color, font, iconography, your competitors' visuals, and maintaining a cohesive brand that ensures you always "Stay on Brand."

## Competitive Analysis

Start by looking at your competition. Conducting an audit and creating an analysis of your competitors is a crucial first step. To begin, I always start with local competitors. If you are a service provider, agency, or brick and mortar, conducting a local audit can allow you to see if there is anything that will help set you apart in your community. Next, I move on to a broader search. Save all the logos you find and lay them out on one page - one row for local and one for international. For inspiration, you can also add in any business whose branding you admire. Once you have your lineup, compare and analyze. Unlike a criminal lineup where you may want to blend in, your goal here is to stand out among your competitors. Look at colors, fonts, and aesthetics to determine what can help your business stand out. While reviewing, can you tell who the target audiences are? Are the logos communicating that at first glance? If you already have branding and have added it to this lineup, is your business blending in, are you standing out, or are you looking like you just don't belong? If you are blending in or just don't belong then it's time to make some adjustments.

## Psychology of Color

The psychology of color is fascinating and can affect how your brand stands out. Different colors can influence human emotions, behaviors, and perceptions. Colors evoke certain feelings or reactions, both consciously and subconsciously.



They can impact decisions, mood, and even physiological responses. For example, blue is often associated with calmness and trust, while red can evoke energy and urgency. Because of this, color can influence how your brand is perceived. A unique color scheme can also help your brand stand out in a crowded market. If competitors predominantly use certain colors (like blue in tech or green in health), choosing contrasting colors can help a brand be more visually distinctive and memorable, as long as you are taking into consideration how you want to be perceived amongst your target audience. Colors can be selected to resonate with specific demographics. For example, pastels might appeal more to a female or younger audience, while earth tones could attract an eco-conscious demographic. For smaller brands I always encourage using a color that resonates with you to bring out your personal brand and show up with confidence.

## Font Selection

Fonts matter! Just like colors, fonts evoke certain feelings and emotions. The right font choice can enhance the emotional appeal of a brand. In branding, fonts are much more than a stylistic choice; they influence how people perceive and remember a brand. In a crowded market, a well-chosen font can help differentiate a brand, create a unique personality, and ensure messages are clear and memorable. When fonts are aligned with the brand's values and audience, they become a powerful tool for standing out and leaving a lasting impression. For example, serif fonts (the ones with the little tips at the ends) can convey tradition, professionalism, or elegance, while sans serif fonts (clean edges) come off as more modern, clean, and approachable. Combining font styles uniquely can also help set you apart. How you style the font is another key factor - for example, a font with extra letter spacing can appear more modern and high-end. A general rule is to use no more than 2 or 3 fonts in your branding. Too many fonts can create a chaotic look, making it difficult for people to recognize your brand.

## Unique Iconography

I personally love using conceptual icons in a brand to set it apart – they can be simple, abstract or literal - the style you go for depends on you and your audience. Iconography is a fun and unique way to help your brand stand out. Having a distinguished icon can also help make your brand memorable, ensuring it is instantly identifiable. Additionally, icons can be beneficial in creating a flexible logo system (so that you're able to use the logo in different file formats to fit properly on different applications). For example, you should have versions of your logo that are long, stacked or simple to be used in different places while staying recognizable as part of the same brand, ensuring trust and familiarity. Creating an illustration style for your visuals will help set your brand apart from competitors who may use more generic stock photos or graphics.

## Cohesiveness

When I started my business On Brand Designs and was thinking about a name (which was harder to do for myself than it is for clients), all I knew was that I wanted to base the business on branding and web design, keeping my clients 'on brand'. Before I started my business, I worked in packaging design, creating line extensions where each package had to look different while maintaining cohesiveness and recognizability with the original brand. The concept sounds simple, but it's so necessary and is something that often gets overlooked. Setting the foundation with color, typography, and icons give you a launchpad for cohesiveness, which in turn helps your business stand out by making your brand more recognizable, trustworthy, and emotionally resonant. It reinforces your visual identity across all touchpoints, helping customers feel confident and familiar with your brand. In a crowded market, this level of consistency can be the key to breaking through the noise and becoming memorable.

Strategizing correctly from the beginning and taking these steps to ensure you are standing out is imperative to the ultimate success of your brand, and if not well-executed, you could be leaving money on the table. These simple steps can be applied to existing brands, too. A good indicator of when it's time to conduct an audit like this for your business is when you know your brand deserves better, you are not attracting the clientele you need, or you are embarrassed to show your branding and website.



**Kim Russo**, the visionary behind On Brand Designs, empowers clients through intuitive visual experiences. She specializes in brand strategy and design and is passionate about crafting impactful designs for female entrepreneurs. Kim also created 'The Profitable Brand Designer' course to help creatives transition from freelancers to entrepreneurs.

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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.



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