

Marketing, Media & Money

Magazine

Q1 2025

Data to Dollars:

The Love
Language of
Relationship
Marketing

**Why Female CEOs
are Drowning in
VA Management
(and what to do
about it)**

Great Design:

How to Build a
Cohesive Brand
Identity

The Power of Books:
**Fueling Growth
and Leadership**

**Turbocharge Your
Revenue Stream
with Mastermind Groups**

*Meet
Ellen Melko Moore*

Voted Dame of the Year 2025

**Getting & Keeping
Attention During
the AI Apocalypse**



A Special Message from the Publisher



Dear Readers,

As we step into 2025, I find myself reflecting on the incredible journey of *Marketing, Media, & Money*. What began seven years ago as a vision to empower entrepreneurs and small business owners has grown into a vibrant community of over a **quarter of a million subscribers**— a milestone that fills me with gratitude and appreciation. Thank you for being part of this incredible journey!

Marketing, Media, & Money has always been more than just a magazine; it's a trusted resource, guide, and a catalyst for growth and this year marks a new chapter for the magazine. As part of our reimagined approach, we're unveiling not just a refreshed format and layout but also a dynamic editorial approach designed to deliver even greater value. Instead of columnists, we've invited a diverse lineup of guest authors to contribute their unique perspective and insights I believe you need to help you identify, attract, engage, and communicate effectively with your ideal buyers and to navigate the trends, tactics, and techniques that are shaping what's **new, now, and working in marketing and media today.**

We're also excited to announce a new sponsor who shares our commitment and our mission to support entrepreneurs and small business owners as they navigate the ever-evolving landscape of marketing and media. This partnership enables us to continue to be your trusted guide whether it's adapting to emerging trends, leveraging cutting-edge tactics, or refining timeless techniques, this magazine is your go-to resource for growth, inspiration, and actionable strategies.

As a strategist, consultant, coach, speaker, and fellow entrepreneur, I understand the determination and resilience it takes to thrive in business and I would like to invite you to embrace this new chapter with clarity, confidence, and creativity. Welcome to the new *Marketing, Media, & Money*—your ultimate guide to thriving in business.

I am honored to be part of your journey. Here's to your continued success and the exciting adventures ahead. My inbox is always open, and I personally read and respond to every email.

With excitement, gratitude,
and anticipation,

patty farmer

**Editor-in-Chief, *Marketing, Media, & Money*
Founder/CEO, M3 Creative Marketing**



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Data to Dollars: The Love Language of Relationship Marketing

by patty farmer

Picture this: It's 2 AM, and you're staring at your screen, puzzling over yet another marketing campaign that didn't quite hit the mark. Your services are excellent, your expertise is solid, but something's missing in how you connect with your audience.

Understanding Modern Client Segmentation: Beyond Basic Demographics

As service-based entrepreneurs, we're often juggling multiple roles—marketer, sales strategist, client liaison, and more. It may be tempting to adopt a one-size-fits-all marketing strategy, but it is vital to remember that not all customers are created equal and treating them as such is a recipe for missed opportunities. This is where segmentation comes into play. Specifically, behavioral and demographic segmentation together form the backbone of an effective, customer-centric marketing strategy that builds lasting relationships.

Gone are the days when segmentation meant simply dividing your audience by age or income. Today's approach weaves behavioral insights and demographic data to create a tapestry of understanding that reveals not just who your clients are, but how they prefer to connect and grow with your brand.

Think of it as hosting a dinner party. You wouldn't serve the same meal to everyone without considering their preferences and dietary needs. Similarly, modern segmentation helps you "serve" your services in ways that resonate with each client's unique tastes and needs.

The Human Side of Data Analytics

Behavioral segmentation illuminates the subtle patterns in client interactions, their engagement preferences, decision-making processes, and relationship-building styles. When combined with demographic data, these insights create a comprehensive understanding that enables truly personalized experiences.

Consider Sarah, a service provider who noticed that her most engaged clients often interacted with her content during early morning hours. By diving deeper into both behavioral and demographic data, she discovered these early birds shared more than just their timing—they were proactive decision-makers who valued preparation and strategic planning. This insight transformed her approach to service delivery and communication.

Now, think about your most loyal customers, what behaviors do they share?

Do they engage with your content at specific times? Are they repeat buyers, early adopters, or highly interactive on social media? Identifying these shared behaviors can help you refine your marketing approach and attract more high-value clients.



Purchase Decisions: Unpacking the 'Why' and 'Why Not'

Understanding purchase decisions requires looking beyond surface-level transactions to the emotional and practical factors that drive choices. When a potential client hesitates before making a purchase, behavioral data might reveal they've visited your pricing page multiple times. But it's the combination with demographic insights that tells the complete story—perhaps revealing that this segment typically makes decisions during specific business planning cycles.

For instance, if a significant portion of your audience frequently adds services to their cart but doesn't complete the checkout process, behavioral trends reveal both the hesitation points and the underlying trust factors at play. This understanding enables you to build confidence through targeted, empathetic communication that addresses both practical and emotional barriers to purchase.

Understanding Behavioral and Demographic Segmentation

Behavioral segmentation divides your audience based on their actions, interactions, and emotional responses to your brand. This includes purchase patterns, engagement timing, and responses to marketing efforts—but it goes deeper than mere transactions. It reveals the human element behind every interaction, showing not just what clients do, but why they do it.

Demographic segmentation categorizes individuals based on attributes like age, gender, income, and education. While these two approaches serve different purposes, combining them creates a robust strategy that delivers personalized experiences while addressing broad audience needs and building authentic connections.

Why You Need Both Segmentation Approaches

Demographic segmentation provides foundational insights—the "who" of your customer base. However, relying solely on demographics can lead to generalized strategies that miss nuances in customer behavior and emotional drivers. This is

where behavioral segmentation adds depth, revealing the specific actions, motivations, and relationship patterns behind those demographic profiles.

For example, knowing that your primary audience consists of women aged 35–50 (demographic data) is useful. But understanding that they browse your services late at night and respond positively to email promotions (behavioral data) while also recognizing their emotional journey and decision-making patterns allows you to craft campaigns that resonate on a deeper, more personal level.



Timing of Engagement: Building Relationships That Convert

Timing isn't just about scheduling, it's about meeting your clients where they are, both physically and emotionally. Behavioral segmentation allows you to track when and how customers engage with your brand, revealing patterns in their decision-making journey. Are they morning browsers or midnight researchers? More importantly, what does this tell us about their lifestyle, priorities, and needs?

By mapping these patterns against demographic data, you can create meaningful touchpoints that respect and respond to your clients' natural rhythms and life situations. This deeper understanding allows you to nurture relationships through perfectly timed, relevant interactions that feel natural rather than forced.

Usage Behavior and Frequency: Strengthening Client Bonds

For service-based businesses, understanding how customers use your offerings provides invaluable insights into their needs and challenges. Behavioral data uncovers engagement patterns and preference trends, while demographic insights provide context about life situations and professional circumstances that influence these patterns.

This combined understanding allows you to develop retention strategies that go beyond simple loyalty programs, creating genuine connections through personalized support and timely value delivery. Whether through customized check-ins, relevant upgrades, or targeted resource sharing, each interaction builds upon your understanding of both the practical and emotional needs of your clients.

Responding to Marketing Messages: Creating Authentic Connections

Ever sent out a marketing email and wondered why some people clicked through while others didn't even open it? Behavioral segmentation reveals patterns in engagement, while demographic data refines the messaging style. But the real magic happens when we understand the emotional resonance behind these responses.

By analyzing these responses holistically, you can craft campaigns that speak to both practical needs and emotional desires. This level of personalization doesn't just boost engagement, it creates a foundation of trust and understanding that enhances your brand's credibility and fosters long-term relationships.

Customer Engagement Across Touchpoints: Orchestrating Seamless Experiences

In today's multi-channel world, customers interact with your brand across numerous touchpoints—social media, email, website, and in-person interactions. Each touchpoint offers an opportunity to deepen the relationship and demonstrate understanding of your clients' needs.

High-engagement customers might be ready for deeper relationship-building through VIP programs or exclusive content, while low-engagement ones might need a more nurturing approach with simplified processes and confidence-building interactions. By integrating both data types, you can create a seamless experience that feels personal and attentive at every stage.



Benefits of Combining Behavioral and Demographic Segmentation

Implementing both segmentation types isn't just about collecting data, it is about creating meaningful connections and driving results. Key benefits include:

- Improved ROI through targeted, relationship-focused marketing efforts
- Enhanced customer loyalty built on genuine understanding
- Actionable insights that combine practical and emotional intelligence
- Competitive edge through deeper client relationships
- Scalability without losing the personal touch

Getting Started with Integrated Segmentation

Ready to leverage behavioral and demographic segmentation in your business? Here's how to begin:

Collect Meaningful Data

Use tools like Google Analytics, CRM software, and social media insights to gather behavioral and demographic data. But don't stop at the numbers—look for patterns in how clients interact with your brand emotionally.

Identify Key Segments

Group customers based on shared behaviors and demographic traits but also consider their journey stages and relationship needs. This helps you create more nuanced, relevant approaches.

Test and Optimize

Implement targeted campaigns for each segment and track both performance metrics and relationship indicators. Refine strategies based on what resonates most deeply with each group.

Invest in Automation That Feels Personal

Marketing automation tools can help deliver personalized experiences at scale, but ensure your automated touches maintain authenticity and emotional intelligence.

Stay Agile and Attentive

Customer behaviors and needs evolve. Regularly revisit and adjust your segmentation strategy to stay aligned with both practical and emotional client needs.

Looking Forward:

The Future of Client Relationships

As technology evolves and client expectations shift, the fundamentals of strong relationships remain constant. Smart segmentation will continue to play a crucial role in helping service providers understand and meet client needs in meaningful ways.

Think back to our dinner party analogy—understanding your guests' tastes, timing, and preferences leads to a more enjoyable and memorable experience for everyone involved. The same is true for your business. When you combine behavioral and demographic insights, you create marketing that feels less like a sales pitch and more like a thoughtful conversation with a valued guest.

And the next time you find yourself staring at your screen late at night, wondering how to connect more effectively with your clients, remember: The secret is already in the data. You just need to use it to build relationships that last.

“Relationships are the currency (and the heartbeat) in today’s business environment, and I believe nurturing those relationships is critical to your business success.”

~ patty farmer

About the Author

Patty Farmer is a multi-award-winning Marketing & Media Strategist, International Speaker & Podcast Host. Patty helps her clients identify, attract, engage, and convert their target BUYERS and position them in the marketplace to increase sales, leverage the media and create marketing strategies that are profitable...not painful. Patty's mission is to help her clients design the lifestyle they desire—then build a business that supports it, not the other way around—ensuring that everything they do brings them joy and feeds their soul.

PattyFarmer.com



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The Foundations of Great Design:

How to Build a Cohesive Brand Identity

In today's visually driven world, branding is the key to making a lasting impression. Strong branding isn't just about a pretty logo—it's a strategic system that builds trust, recognition, and emotional connection with your audience. A cohesive brand identity system ensures that every touchpoint, from your logo to website to your marketing materials, works together seamlessly.

So, how do you design a brand that stands out and remains timeless? With over 20 years in design I have learned that strategy is the foundation for an impactful brand. I will break down the key elements of strategic brand design and how to create a consistent, impactful identity that truly reflects your business's essence.

1. What Makes a Brand Identity Powerful?

A well-crafted brand identity is more than just aesthetics—it's a visual language that tells your story and influences perception. The most successful brands are instantly recognizable because they have mastered these key principles:

- ✓ **Clarity** – A strong brand is simple, intentional, and easy to understand.
- ✓ **Consistency** – Every design element, from color to typography, is used cohesively across all platforms.
- ✓ **Emotional Connection** – Good branding evokes a feeling (luxury, trust, excitement, or reliability) before a single word is read.

When a brand identity is strategically designed, it guides audience perception, builds trust, and creates loyalty—all before someone even interacts with your business.

2. The Psychology of Branding

Design is deeply rooted in psychology. Every color, shape, and font you choose sends subconscious signals to your audience. Here's how different elements impact perception:

Color Psychology in Branding

Color choice is one of the most powerful tools in branding. Each color triggers a different emotional response:

- **Blue** Trust, professionalism, and reliability (used by brands like Facebook & LinkedIn).
- **Red** Energy, passion, and urgency (seen in brands like Coca-Cola & Target).
- **Black & Gold** Luxury and sophistication (think Chanel & Rolex).
- **Green** Growth, health, and sustainability (Whole Foods, Starbucks).

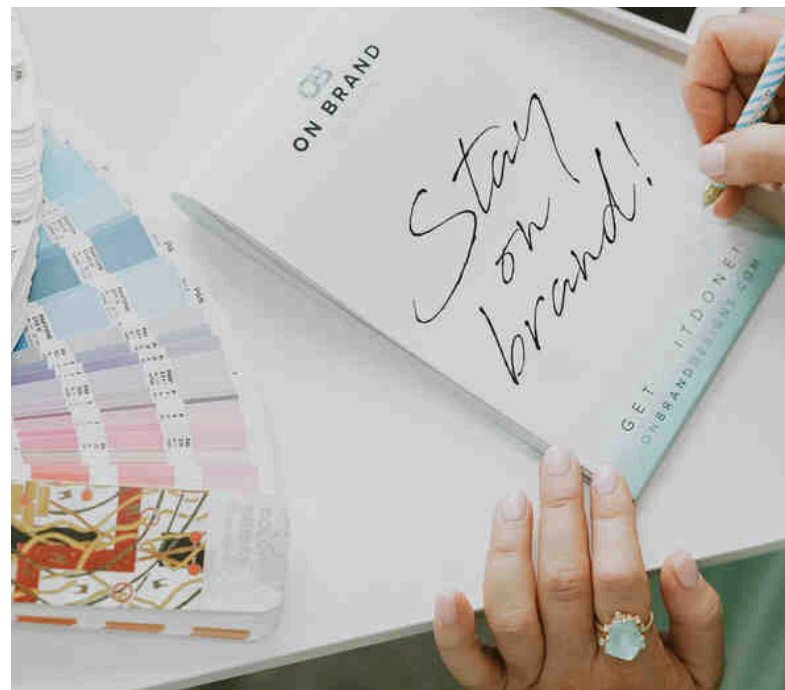
Choosing the right color palette is essential for creating a brand personality that resonates with your audience.

Typography Matters: The Psychology of Fonts

Just like colors, fonts communicate emotion:

- **Serif Fonts** (Playfair, Garamond): Traditional, trustworthy, and timeless.
- **Sans-Serif Fonts** (Poppins, Montserrat): Modern, clean, and approachable.
- **Script Fonts** (Brittany, Edwardian): Elegant, creative, and personal.
-

A luxury brand might opt for sleek serif fonts with gold accents, while a tech startup would lean toward modern sans-serif typography with a vibrant, clean aesthetic.



3. Creating a Cohesive Brand System

A brand identity is not just a logo—it's a complete visual system. To ensure consistency across all platforms, your brand should include:

- ✓ **Primary & Secondary Logos** – A flexible logo system for different use cases (website, social media, packaging).
- ✓ **Color Palette** – A core set of brand colors that evoke the right emotions.
- ✓ **Typography** – A selection of 1–2 brand fonts for consistency across digital and print.
- ✓ **Imagery Style** – Guidelines for photography, graphics, and illustration styles.
- ✓ **Brand Guidelines** – A document outlining how to use (and not use) brand assets for consistency. When all of these elements work together, your brand feels professional, polished, and instantly recognizable—whether someone sees it on a website, business card, or social media post.

4. Brand Consistency: Why It's the Secret to Recognition & Trust

Did you know that consistent branding increases revenue by up to 23%? (Source: Forbes)

Think about Apple, Nike, and Starbucks—you can recognize their branding instantly, even without seeing their name. That's the power of consistency.

To ensure brand consistency, ask yourself:

- Does my logo look the same across my website, social media, and print materials?
- Am I using the same fonts and colors everywhere?
- Are my graphics and imagery aligned with my brand's personality?

When your brand is consistent and well-designed, it builds trust and makes marketing effortless—people immediately know who you are and what you stand for.



5. Case Study: Transforming M3 Creative Marketing's Brand Identity

When Patty Farmer, founder of M3 Creative Marketing, sought a rebrand, she needed a polished, cohesive identity that reflected her authority in media and marketing. On Brand Designs crafted a bold, sophisticated brand using strategic design choices:

- ✓ **A bold color palette** of deep teals, purples, and gold to convey trust, creativity, and prestige.
- ✓ **Sophisticated typography** (Playfair Display, Poppins, and Ernest & Emily) for a polished yet approachable feel.
- ✓ **A flexible logo system** for seamless branding across platforms.
- ✓ **Branded icons** and elements to enhance recognition.

The result? A luxurious, media-savvy brand that enhances credibility, strengthens recognition, and ensures seamless consistency across platforms. This transformation proves how intentional design elevates businesses and creates lasting impact.

Why Professional Branding Matters

A well-designed brand identity isn't just about looking good—it's about creating a lasting impression that makes people trust and remember you.

If you want a brand that truly represents your business, attracts your ideal audience, and stands the test of time, investing in professional design is one of the smartest moves you can make.

About the Author

Kim Russo is an award-winning Designer, branding expert, and best-selling author passionate about helping entrepreneurs bring their ideas to life and elevate their professional presence. As the founder of On Brand Designs, a boutique studio in Charleston, SC, Kim specializes in creating high-impact brand strategies, websites, and designs that help clients stand out and thrive. Through her transformative course, The Profitable Brand Designer, she empowers creatives to transition from freelancing to building successful businesses. Beyond work, Kim enjoys crafting, painting pet portraits, and spending sunny days with family and friends.

OnBrandDesigns.com



A few words from our Sponsor



Dear Readers,

I first “met” Patty Farmer at [The Dames 2023 FunFERENCE](#)—though she didn’t meet me... yet. As a speaker, Patty captivated the room with her depth of knowledge and incredible accomplishments. As a creative with a strong marketing sense, I was in awe. I knew right then that we’d one day connect.

Through The Dames, we found ourselves in overlapping circles. I had just completed a branding project for a mutual power partner when Patty happened to see it—at the exact moment she was gearing up for her own brand refresh. Fate stepped in, and our collaboration began.

Patty soon brought me on to co-facilitate the [Branding & Marketing Pod](#), a role I was honored to take on. It made perfect sense—great branding and design don’t just support marketing, they enhance and amplify it.

When it came time to refresh and launch [M3 Creative Marketing](#), Patty had a clear vision. The process was highly collaborative and intentional, starting with curating a mood board that reflected her target audience, meaningful color choices, and a brand personality that inspired her photoshoot. The result? A fresh, polished identity that truly represents her mission and impact.

Bringing this updated branding to [Marketing, Media & Money Magazine](#) was a seamless extension of our work—because once you start, you want everything to be On-Brand.

It’s an honor to continue this power partnership with Patty and to be this year’s official sponsor of *Marketing, Media & Money Magazine*. I’m excited to share my passion for branding and design to help elevate your business presence—because when your brand is strong, your impact is limitless.

Stay On Brand!

Kim Russo

**CEO & Award-Winning Designer,
On Brand Designs**



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GRAB THE GUIDE



Hey, I'm Kim!

I am an award-winning brand designer, online educator and coach. I create scroll-stopping designs for thriving female entrepreneurs that make you say out loud, “ooo, I love that!” My obsession is transforming ideas while keeping you ‘On Brand’!



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Meet patty farmer
founder of
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Up Close & Personal with Cover Girl... *Ellen Melko Moore*



Q: What does success mean to you?

A: Success is getting to spend most of your time doing things you love to do, and getting paid well for those things. In my case, that's getting to talk to brilliant people about "What's Next" for their life or business. Then comes the wonderful part: creating a narrative that makes them irresistible to their "Most Lucrative Client," customer, or audience.

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

A: Focus on one specific target audience – the one with the highest ATP (Ability to Pay) and UTP (Urgency to Pay) for your help. Make it "Stupid Easy" for these people to get that you are THE ONLY and OBVIOUS CHOICE, because No One Else "gets them" like you do. Slay them with a "B*tch Slap of Truth" that challenges what they've heard already from your industry or competitors.

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

A: Clarity about TODAY's business environment is THE most essential ingredient. We've got serious overcrowding in the coach/consultant/expert space. All human beings are on Total Overwhelm with the amount of information we consume. Therefore, it has NEVER been more important for small business owners to specialize and CLAIM their niche – their Most Lucrative Clients, customers, or audience.

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

A: I'm an escaped academic. I was doing my Ph.D. in English and teaching at the University of Denver. I love teaching, but I didn't like the business model that rewards professors for prioritizing publishing, instead of serving their actual customer, the college student.

I just wanted to get paid to read and share incredible books, so a friend and I started a company for people in book clubs. We helped them choose the best book clubs and have deeper discussions. We were surprisingly successful (this is what happens when you focus on what Seth Godin calls "the smallest viable target audience"). Other experts started asking me to teach them how to create their own quantum-speed business success. I'm very much an accidental entrepreneur.

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

A: Right now? Sam Altman, CEO of Open AI (Chat GPT), could reveal the future world shaped by AI. However, as my good friend remarked that setting me down in front of new technology is like watching someone lose 100 IQ points, I would probably struggle, no matter how forthcoming Sam might be.

Q: What is your big ‘WHY’ that prevents you from giving up when times get tough?

A: Helping extraordinary mission-minded small business owners make tons of money and “get up where they belong” in the world is just incredibly fun. I’m also probably not qualified to have a “real” job – I like my freedom too much.

Q: What keeps you awake at night?

A: As a lifelong insomniac, I’m happy to say “Not Much” these days, thanks to the wonders of the right sleep medication. But now and then, I lie awake and think about the wonder – and worry – of being alive at this time in history.

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

A: Structure creates freedom, and consistent practice produces consistent results. All you Type A super-ambitious types reading this are probably laughing at the obvious, but as an (allegedly) “high functioning” ADD type, I have to keep re-learning this.

Q: What are you doing right now that you’re scared of, but you’re doing it anyway?

A: Starting a YouTube channel (BSOT) and writing a book on “The B*tch Slap of Truth” revealing some of my deepest thoughts about the insane intensity of life in the 2020s and what it takes to command the attention and allegiance of the people who are YOUR people.

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

A: I hope to be one of the best in the world in my specialty, which is helping business owners specialize and articulate their niche in a powerful way. But I’m very “mid” at other aspects of successful business, such as strategies and systems. Once my brilliant business partner, Mark Fewsmith, came in, it was a giant relief to realize I don’t have to get good at all the things, because he is. Work with great people, and stay in your genius zone, if you can!

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

A: Keep leaning into your gifts, your magic, and all the stuff that makes you weird. Help other people do the same, and you’ll have a pretty successful life.

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

A:

1. The War of Art (Stephen Pressfield)
2. Influence (Robert Cialdini)
3. The Culture Code (Clotaire Rapaille)
4. 10X is Easier Than 2X (Dan Sullivan & Dr. Ben Hardy)
5. This is Marketing (Seth Godin)

Q: What do you love most about your business TODAY?

A: The people I get to work with. Getting to help brilliant, mission-minded experts multiply revenue (once they “niche UP” to work with their Most Lucrative Clients) is amazeballs. Also, thanks to Zoom, I can work with anyone in the world. It truly is an astounding time to be alive.

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

A: Listen, listen, listen. Take the time to understand what’s truly going on for your most desirable target clients, TODAY. Don’t assume you know because you knew what was happening 6 months ago.

Q: What’s next for you?

A: My upcoming “B*tch Slap of Truth” book, YouTube channel, and Patreon. Also, for anyone who wants to help YOUR clients, team/group members, or audience capture attention and create loyalty during this era of the 4-second attention span: I love teaching on podcasts, webinars, and in real life.

The B*tch Slap of Truth: Getting & Keeping Attention During the AI Apocalypse

Dearest Business Owner,

Thank you for giving me some of your incredibly valuable energy and attention. Let's see if I can earn—and keep!—your attention by sharing the power of a messaging technique we like to call **"The B*tch Slap of Truth"** or **"BSOT"** for short.

A BSOT is a branding, marketing, and sales tool so powerful that it must be used with caution and discretion. It's the kind of message that makes careers and, as I will demonstrate, literal fortunes.

But First: Who the Heck Am I, and Why Should You Keep Reading?

My name is Ellen, and I'm a niche, positioning, and messaging expert. Forbes kindly referred to me as "Arguably America's Top LinkedIn Thought Leader," which we can definitely argue about. Later.

We use LinkedIn as our "Home Base" to help our six-, seven-, and eight-figure business owner clients do two things:

1. Multiply revenue by "niching UP" to their most lucrative target clients.
2. Become the "OBVIOUS CHOICE" by delivering a powerful BSOT.

The Attention Economy and the "Scorched-Earth" Marketplace

Gary Vaynerchuk once pointed out that we live in an "Attention Economy." In 2025's hyper-saturated marketplace, attention is more fractured than ever. Our AI Overlords will have generated trillions of pieces of content by the time I finish writing this. We're bombarded with choices. Thousands of new coaches, consultants, and experts are flooding the industry. And, let's be honest, too many \$10K online courses have failed to deliver real transformation. I hear two things over and over—even from VERY successful experts—when it comes to closing business with GREAT clients today:

- "Things that worked really well 2–3 years ago don't work anymore."
- "Getting to that 'Next Level' seems so much harder than it used to be."

We also see what I call "Calendar Sadness"—that sinking feeling when you open your schedule and aren't excited about your week.

If any of this sounds painfully familiar, you are not alone.

So, what do you do when your audience is drowning in options and sick of having their "pain points" poked?

You hit 'em with your BSOT.

Uhh, Okay. So, What Exactly IS a BSOT?

The "truth" we're talking about here is the kind your audience can't ignore. Your BSOT confronts them with the cost of continuing to do things the same way.

A good BSOT doesn't need to be aggressive, but it must create a slap-you-in-the-face realization that forces your audience to rethink what they thought they knew.

A Powerful BSOT Does Three Things:

1. **Creates a "Pattern Interrupt"**—shocking your audience out of their usual thinking.
2. **Challenges a Dominant Narrative**—upending an accepted industry belief.
3. **Builds Allegiance and Fortune**—because this message isn't just a sales tactic; it's a movement.

What we're really fighting for here is INTENTION—the focus and allegiance of your Most Lucrative audience. If you can capture that, you're not just in their heads, you're in their hearts and wallets.



by Ellen Melko Moore



The Rules of a REAL BSOT:

- **A Literal Quote or Idea**—must challenge conventional wisdom.
- **Elicits an Emotional Response**—forces an instant allegiance to a new way of thinking.
- **Must Be Repeatable**—so your message spreads even when you're not in the room.

You've Already Been Slapped!

Famous Examples of BSOTs You Know

1. "Abs are made in the kitchen."

In just six words, this challenges a dominant belief: that exercise alone creates a six-pack. Instead, this BSOT argues that everyone has abs, but they're hidden under too much food.

2. Simon Sinek's 'Start with Why.'

Consider Simon Sinek's famous book *Start With Why*. Sinek's instantly memorable phrase points to the fact that most businesses get hyper-focused on "HOW" or "WHAT" to achieve. He proves that "WHY" is a more productive question to ask, making him more than a bestselling author, but an international B2B consultant in a class of his own.

3. Brené Brown and 'The Power of Vulnerability.'

Even if people don't remember her exact words, her BSOT is clear:
Vulnerability is strength, not weakness.

The Secret Formula for Your

“Category-Creating” BSOT

Creating a BSOT isn't about being provocative for the sake of it. It's about precision. You'll need to identify:

- **Your Most Lucrative Target Audience**—who has the highest Ability to Pay (ATP) and Eagerness to Pay (ETP)?
- **The Current Story in Their Minds**—what belief has your competition drilled into them?
- **Flip the Script**—challenge this belief with undeniable evidence and show them the cost of ignoring the truth.
- **Show Them the Way Forward**—spoiler alert: it's you.

A Dynamic BSOT Can Change the World

Many years ago, I had the chance to work with Oprah Winfrey and Gayle to create the blueprint for the original Oprah Book Club selections.

At the time, network executives believed that “people who watch afternoon TV don't read books.” (Women reading? Whaaaaat?)

Oprah's **BSOT**? “Not only do women read, but they'll read whatever the hell I tell them to.”

Fast forward to today: **Over 600 of our clients** has multiplied their revenue by **3–30X** in less than three years—all by targeting the right niche and delivering a powerful BSOT.

Exuberant Calendars and Wicked Sales Success

If you're experiencing Calendar Sadness—too many wrong clients or not enough GREAT ones—you may be talking to the wrong people.



Case Study:

James

James originally aimed his authority-building book offer at coaches and consultants. After we repositioned him to agency owners with at least five full-time employees, he doubled his client volume and pricing—without changing his offer.

Case Study:

Megan Dougherty

Podcast producer Megan Dougherty challenged her audience with this LinkedIn BSOT:

“Relentlessly Practical Business Podcasts That Make a Bottom-Line Difference—Now with REAL Math!”

That **BSOT** got attention, closed business, and built trust.

Why? Because 74% of professionals on LinkedIn buy from the first expert who shifts their perspective—who tells them something they haven't heard before (Foundation.co).

Your turn... I'd love to hear from you! Connect with me on LinkedIn and share your best BSOT.

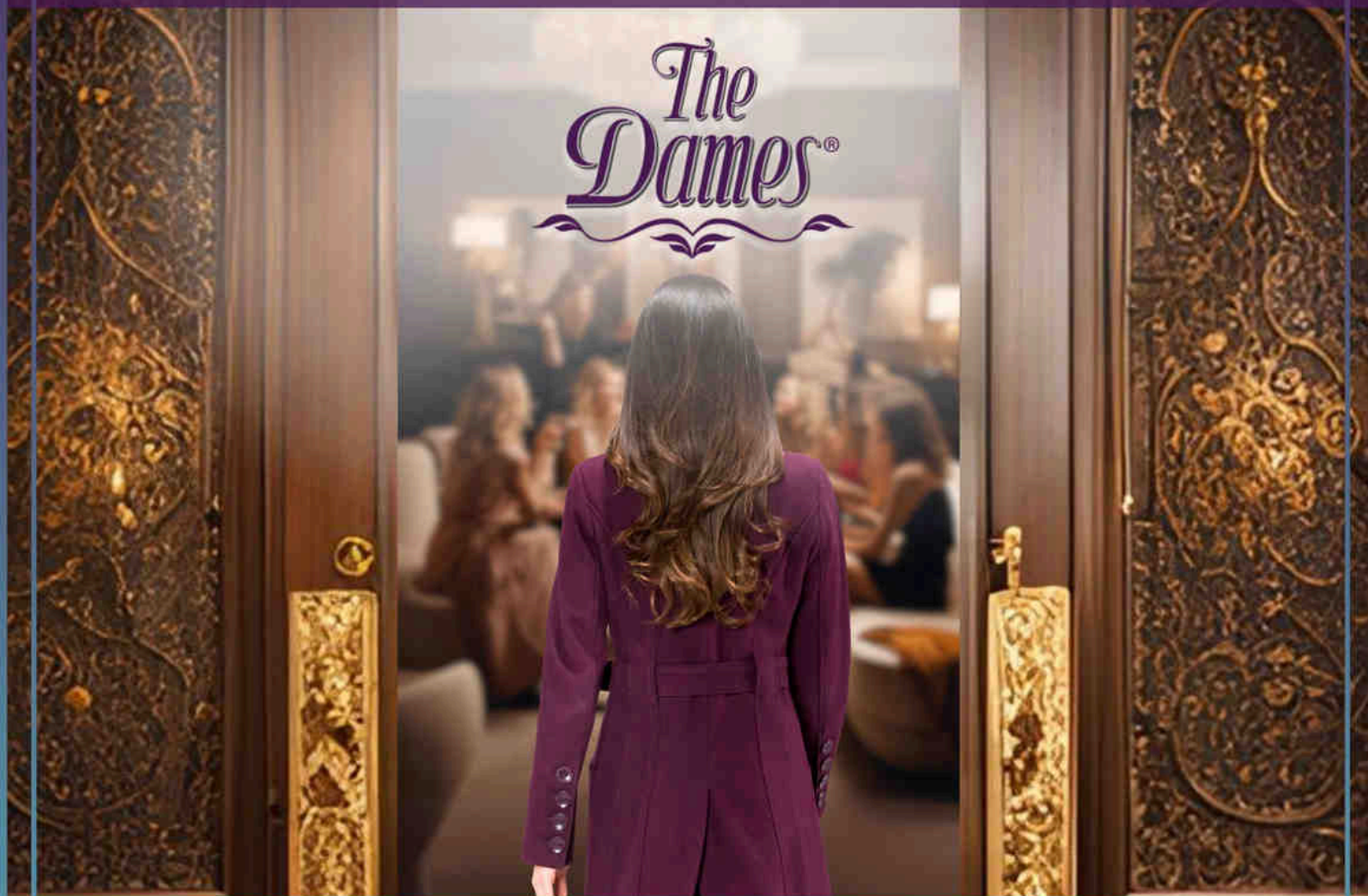
About the Author

Ellen Melko Moore, named “arguably America's top LinkedIn thought leader” by Forbes, specializes in helping successful experts get the best, most lucrative, most desirable clients from LinkedIn. As a niche/positioning expert, she's helped over 600 agencies & business owners multiply their revenue by 3X–30X. with a Supertight brand focus and a powerful “B*tch Slap of Truth” message to their marketplace!

SupertightLinkedIn.com



Come experience **The Dames®** difference and be a part of a dynamic community focused on moving women from the **top 12% to the top 2%** in business, leadership, and life.



This is **YOUR** invitation to be in
the **RIGHT ROOM** with the
RIGHT WOMEN at the **RIGHT TIME!**



Your Journey
Begins Here



Why Female CEOs are Drowning in VA Management (and what to do about it)



The Nightly Ritual You Never Wanted

I had an eye-opening moment with one of our clients recently. She had three different VAs – one for social media, another for email, and a third for customer service. On paper, it looked organized. In reality? She was spending her Sunday nights rewriting SOPs, her Monday mornings redoing work, and her afternoons stuck in endless Slack conversations explaining step-by-step instructions. All while, having a nagging feeling, she knew she *could* have a waitlist of clients ready to work with her – if only she could focus on growth instead of playing traffic cop.

Sound familiar? If you're spending your evenings writing detailed instructions instead of serving your clients – the whole reason you got into business in the first place, maybe it's time to consider other options.

What's Missing Isn't More Help – It's Strategic Support

What's costing you isn't just time – it's revenue. Every hour spent managing VAs is an hour not spent on \$500/hour client work or launching that new program that could bring in \$20K. This is where an Online Business Manager (OBM) comes in. Think of them as having the strategic mind of a COO with the execution skills of a VA. They don't wait for instructions – they look at where you want your business to go, create the roadmap to get there, and then make it happen.

From VA Chaos to Real Freedom: A CEO's Story

Take Susan, a career coach who came to us exhausted from burning through multiple VA's. She had potential to 4X her business but was spending more time on operations than revenue-generating activities. Within three months of hiring an OBM, everything changed. Her OBM revolutionized her operations – organic traffic jumped 155%, course enrollment increased 45%, and she generated an additional \$30K plus \$7K monthly from an evergreen campaign.

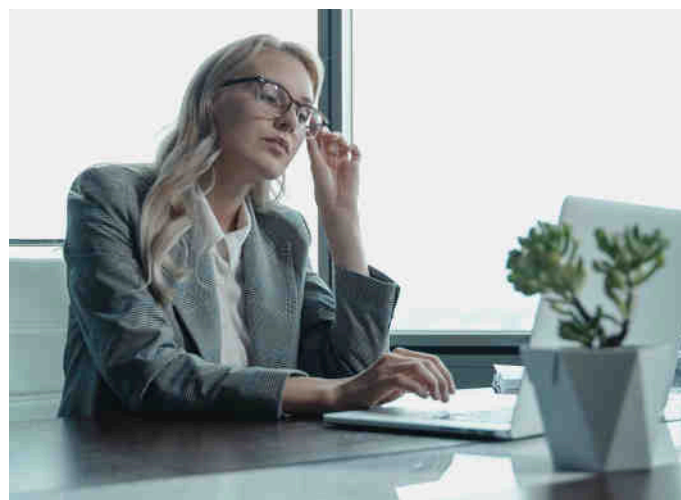
But here's what really mattered: Susan went from Sunday night anxiety to confidently booking a two-week trip to Italy – laptop free. She put her OBM in charge and her business didn't just survive; it thrived.

The Reality Check: Is Your Business Ready?

I know what you're thinking... "sounds dreamy, but what's the investment?" Probably less than you think.

The Small Business Administration recommends spending 15–30% of your revenue on operations. Once you hit \$200K in revenue, not having an OBM is costing you money. Think about it: if you're spending more than 30% of your time on operations (and most CEOs we talk to spend 70%+), you're leaving serious money on the table and racing toward burnout.

And here's the best part: your OBM grows with your business. As your revenue increases and your operational needs evolve, they're already embedded in your business and ready to scale their support to match your growth.



What to Consider When Hiring an OBM

If you're thinking "this sounds great, but where do I even start?" – you're asking the right question. Here's what successful CEO-OBM partnerships focus on:

First, get clear on your operational pain points:

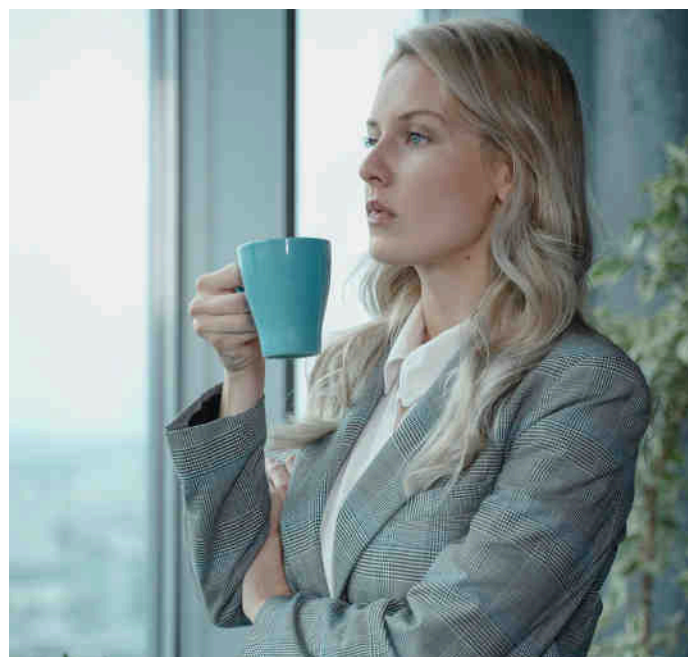
- What tasks keep you up at night?
- Where are you the bottleneck?
- Which decisions could someone else make?

But here's what most CEOs miss: You don't need to have all the answers. A skilled OBM doesn't just execute your plan – they help create it. One of our clients was convinced she needed better social media management. Her OBM discovered the real issue was a leaky sales funnel and fixed it, doubling conversion rates in six weeks.

Your OBM should be asking questions like:

- What's your revenue goal, and what's standing in the way?
- Which systems need to scale first?
- Where are we losing time and money?

Then they come back with solutions – not just tasks – and implement them. Think of your OBM as your operational strategist and executor rolled into one. While you're focused on your zone of genius – whether that's coaching clients, creating content, or building partnerships – they're ensuring your business can deliver at a higher level.



How I Discovered The Power of an OBM

I know this transformation is possible because I lived it. When I started Prowess Project, I had this grand vision of empowering women in the workforce. But the 'how' of making it happen? That was a mystery to me. Then I met Leah. She wasn't just an employee; she became my perfect complement – my ops-minded thought partner and the epitome of getting things done.

As I talked to other CEOs about Leah and how much progress we were making (while having a helluva lot of fun), they all said the same thing: "I need a Leah in my business!" That's when it clicked – we needed to make this kind of partnership accessible to more CEOs.

The Prowess Project Difference

We've turned finding your perfect OBM into a science. First, we vet and train professional women to be exceptional Online Business Managers. Then, we match CEOs with OBMs via our algorithm – think LinkedIn meets Match.com – considering everything from communication style to work preferences. The result? A 95% satisfaction rate and CEOs who can finally focus on growth instead of operations.

Ready to Transform Your Business?

Want to see exactly what an OBM could do for your business? We've built an AI-powered tool at whyhireanobm.com that creates a personalized report showing your potential ROI, key delegation areas, and revenue opportunities you're missing. Because here's the truth: You started your business to make an impact, serve your clients, and create wealth, not to become buried in operational details. If you're ready to get back to being the visionary leader your business needs, take the first step to hire your dream OBM today.

About the Author

Ashley Connell, CEO of Prowess Project, uses an innovative algorithm to connect and match visionary CEOs and leaders with vetted OBMs that combine COO and virtual assistant skills, managing daily operations so CEOs can focus on strategy. With a 95% satisfaction rate, Prowess Project has become the go-to solution for CEOs looking to scale without sacrificing balance.

ProwessProject.com





#MarketingTip

Make sure you are translating data and behavior research into actionable items in your marketing plan to increase your return on investment, time, and energy.

~ patty farmer

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Turbocharge Your Revenue Stream with Mastermind Groups



When you look to scale your business and work with more clients, you bump up against a glass ceiling.

I hit that same glass ceiling about 15 years ago and decided to transform my revenue model by working with clients in groups rather than 1:1 work. Adding mastermind groups to my existing consulting business and revenue stream made it a win-win for me, my clients, and my team.

If you're looking for a new revenue stream and a way to impact more people, mastermind groups are a perfect offer to add to your business model.

What is a mastermind group?

A mastermind group is a peer advisory board of people with a common interest and goals. They meet regularly to help each other with creative solutions to sticky problems and encourage leaps toward attaining goals.

A traditional mastermind group typically has 6-15 members and meets monthly. Of course, there are other mastermind group models besides this

traditional model. I once worked for an organization that had 300 members in 38 groups, meeting twice a month, plus offering quarterly retreat weekends.

In a real mastermind group, everyone shared ideas, solutions, and best practices with each other – it's not just the facilitator talking. This sharing of collective genius is the backbone of the group. Instead of one idea you get multiple, creative ideas.



How do mastermind groups help your clients?

Mastermind groups create a unique, deeper experience, and a community they can't get elsewhere. Together, they share hard-won wisdom, brainstorm solutions, and make smarter decisions. Creativity is unleashed when everyone shares together.

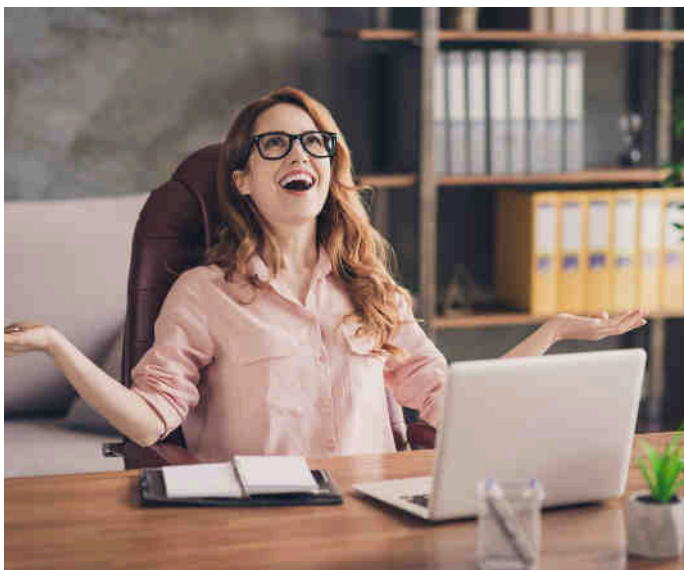
When a client has many ideas circling around their brain, it helps to get unbiased insights by discussing the pros/cons of an idea or problem with you and their peers. They get a fresh perspective, deep insights, and new ways of thinking.

Plus, these regular meetings allow your clients to carve out strategic thinking time from their busy days, which creates both focus and clarity. They'll rapidly move forward, surrounded by peers who act as a sounding board and a motivational support.

How do mastermind groups help your business?

Naturally, mastermind groups will bring a new revenue stream to your business and create consistent income. They allow you to scale your business and have sustainable growth, whether you run the groups yourself or hire facilitators to run your groups for you.

Equally important is the impact you'll have on your clients. You'll break through that glass ceiling and work with more people nationally and globally through groups. This expands both your reach and your revenue.



Where to add mastermind groups to your existing business model?

Whether you work directly with the public or work with corporations, here are four easy places to add groups to your offers:

- After you teach a workshop to support participants as they implement what you teach them. Either bundle the mastermind group with a workshop, or offer it after they graduate from the training.
- As a stand-alone offer, for people in your audience who want both a mentoring relationship with you plus the ideas and support that come from working in a group setting.
- If you have a membership program or networking group, a mastermind group is an upgrade offer to their existing membership for those members who want a deeper experience.
- During or after you work privately with individual clients.

What are the types of mastermind groups?

Mastermind groups fall into three categories:

- **Groups you host through your business.** You do all the marketing and facilitating, and you keep all the revenue. This has the added benefit of building your brand.
- **Groups hosted by an organization where you lead it.** Your target audience might exist in your local Chambers of Commerce or professional associations. By facilitating groups for these organizations, you form a deeper relationship with members who could become paying clients. Since they have a ready-made audience, marketing is minimal.
- **Internal groups.** If you're already working with clients in a corporate, government or nonprofit organization, offer mastermind groups to their employees. One of my clients was doing private executive coaching in a big law firm, and offered to run mastermind groups for their next-tier managers who weren't eligible for private coaching sessions. Groups are a wise upsell when a corporation is purchasing training workshops from you, too.



Ensuring member success and renewals

When you're designing and facilitating your mastermind groups, keep in mind that each member's success leads to retention and renewals. According to research from Bain & Company, increasing customer retention by 5% increases profits by at least 25%.

You can improve member ROI with these simple rules:

- Building a safe, trusting environment is key. When members feel safe, they bring vital topics to their hot seat and get the answers they need. This provides huge value to them every single meeting. Hint: at the end of each meeting, ask them what golden nuggets they're walking away with – what value did they get from today's meeting?
- Creating high engagement among the members ensures the community experience and connectedness. Many people join mastermind groups because they feel isolated as they work towards their goals and dreams. The bonds built in a mastermind group ripple out to all aspects of their lives.
- Adding goal setting, action planning and accountability to your group allows members to see progress – and to cheer on the others as everyone achieves more.

When mastermind group members get high value from their participation, they're likely to renew, giving you a steady revenue stream. Even better, they tell others about your group! Retention is not something assigned solely to the marketing side in your business. It's the group facilitation which plays the key role in member stickiness – engagement, value, and successes all come from your facilitation skills more than marketing you do during renewal periods. The better facilitator you are, the more members will want to stick with your group.

Interested in learning how to design your mastermind group? Pick up my free tutorial here: <https://www.thesuccessalliance.com/webinar/start-a-mastermind-group/>

About the Author

Karyn Greenstreet, founder of The Success Alliance, is a small business consultant and a mastermind group expert devoted to helping individuals and organizations design and grow their own mastermind groups and peer advisory boards. She has been creating and running mastermind groups since 1994 and has been teaching classes on starting and facilitating mastermind groups for over 20 years.

[TheSuccessAlliance.com](https://www.thesuccessalliance.com)



#MediaTip



If you're an authority in your field, reach out to journalists and begin building a relationship with them so you may become a trusted resource when needed.

~ patty farmer

The Power of Books:

Fueling Growth and Leadership



It's often said that "not all readers are leaders, but all leaders are readers."

– Harry S. Truman This truth resonates deeply, especially in today's ever-evolving world, where the best leaders commit to lifelong learning.

Did you know that 88% of successful people read for at least 30 minutes daily?

Books are more than just information—they're catalysts for new ideas, fresh perspectives, and innovative solutions. As 2025 unfolds, the books you choose to read can profoundly shape your journey as a leader.

Ready to discover the reads that will inspire your next breakthrough?

Whether you're seeking insights into leadership, personal growth, or business strategies, let's explore how the right books can shape the leader you aspire to become. Below you will find what is on my list for 2025.

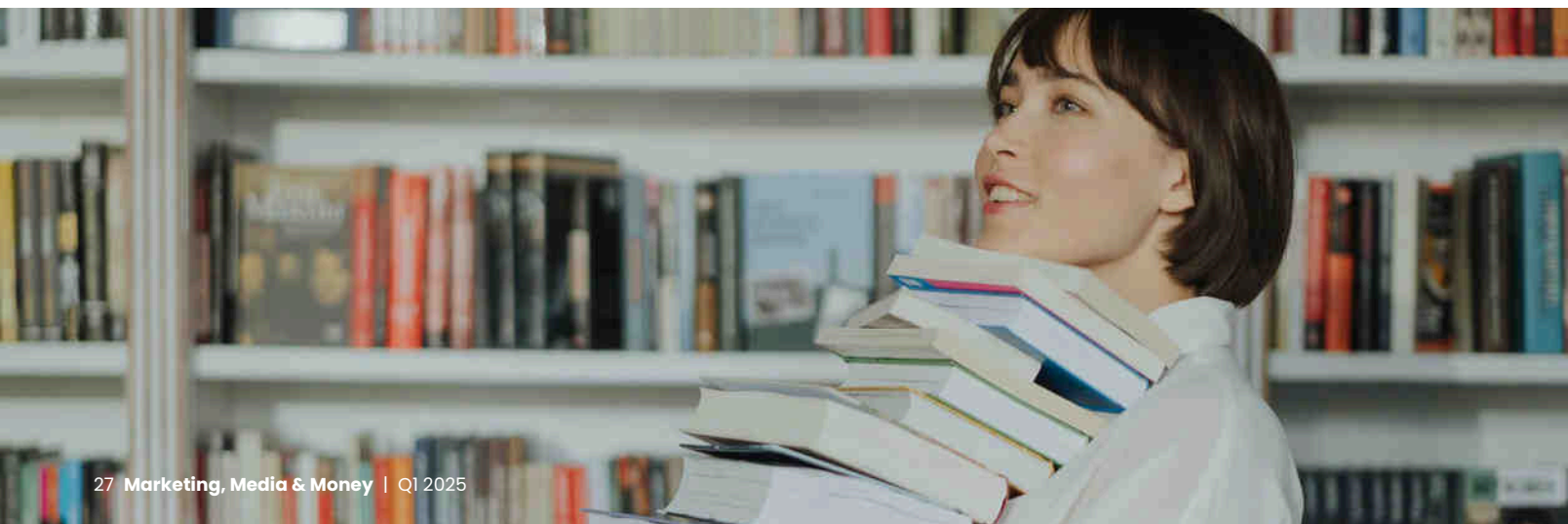
How to Be Here: A Guide to Creating a Life Worth Living by Rob Bell

Each of us was created for something great—we just need to figure out what it is and find the courage to do it. Whether it's writing the next great American novel, starting a business, or joining a band, Rob Bell wants to help us make those dreams become reality. Our path is ours and ours alone to pursue, he reminds us, and in doing so, we derive great joy because we are living our passions.

How to Be Here lays out concrete steps we can use to define and follow our dreams, interweaving engaging stories, lessons from biblical figures, insights gleaned from Rob's personal experience, and practical advice. Rob gives you the support and insight you need to silence your critics, move from idea to action, take the first step, find joy in the work, persevere through hard times, and surrender to the outcome.

Things I Want My Daughters to Know: A Small Book About the Big Issues in Life by Alexandra Stoddard

Alexandra Stoddard, a mother, grandmother, and author of more than 25 books on personal fulfillment, shares a series of succinctly stated principles worth living by. Each statement is fleshed out in a few brief, useful paragraphs. By turns wise ("Pain is inevitable; suffering is a choice"), controversial ("Don't feel guilty about your feelings toward your parents, stepparents, or in-laws"), affirming ("You don't have to prove anything to anyone"), and humorous ("When you discover something you love, stock up"), these short pieces cut to the essence of what's important and are oases of clarity amid life's chaos.



The 15 Invaluable Laws of Growth: Live Them and Reach Your Potential by John C. Maxwell

Are there tried and true principles that are always certain to help a person grow? John Maxwell says the answer is yes. He has been passionate about personal development for over fifty years, and for the first time, he teaches everything he has gleaned about what it takes to reach our potential. In the way that only he can communicate, John teaches . . .

- The Law of the Mirror: You Must See Value in Yourself to Add Value to Yourself
- The Law of Awareness: You Must Know Yourself to Grow Yourself
- The Law of Modeling: It's Hard to Improve When You Have No One But Yourself to Follow
- The Law of the Rubber Band: Growth Stops When You Lose the Tension Between Where You Are and Where You Could Be
- The Law of Contribution: Developing Yourself Enables You to Develop Others

This third book in John Maxwell's Laws series (following the 2-million seller *The 21 Irrefutable Laws of Leadership* and *The 17 Indisputable Laws of Teamwork*) will help you become a lifelong learner whose potential keeps increasing and never gets "used up."

Sacred Selfishness: A Guide to Living a Life of Substance by Bud Harris

During these troubled times this classic book guides us to our inner foundations for living with courage, love, and purpose. This foundation of personal healing and wholeness is necessary for us to link our own good to that of our society, and to become active and informed participants in our own lives and the life around us.

Jungian Analyst Bud Harris provides compassionate guidance to:

- Discover what true self-love and self-forgiveness mean.
- Value ourselves and live meaningful lives we love.
- Develop into authentic human beings who give back vitality and hope to all around us.
- Have lives of our own and be able to love others without losing ourselves.
- Resolve problems in modern life such as unhappy relationships, stagnating career, financial issues, and even weight problems.

Using strategies such as analyzing dreams, developing inner dialogue, and keeping a detailed journal, *Sacred Selfishness* wisely assures us that our lives are sacred tasks, where holiness is love and the way to the Divine is through self-knowledge.

While growing up, unselfishness was usually defined as putting the needs of others above our own. As a result, we became outward-directed people, cut off from our inner source of energy and vitality. If we have failed, through the years, to develop our own individuality, eventually we may slide into depression and ill health. It is only after becoming whole again that we can help others and truly renew our society. This is the path of sacred selfishness.



The Leveraged Business: How You Can Go from Overwhelmed at Six Figures to Seven Figures (and Gain Your Life Back)

by Fabienne Fredrickson

Grow your business exponentially. Increase your personal income so you always feel financially secure. Get your time and freedom back. Yes, it's all possible when you start to think of growing your business with Leverage. This book outlines the way for you to get to a million or more each year, while getting your life back.

Most would-be entrepreneurs start their business because they want freedom – to do meaningful work in the world, without having to answer to anyone, to work when they want, how they want to work, to dictate how much money they make and work the schedule they want to work, unapologetically.

If you are like the majority of business owners, you ended up creating a J.O.B. for yourself, one in which you work much longer hours (including evenings and weekends, possibly all vacations, if you take vacations) and pay yourself much less than you would ever agree to work for someone else, especially with those kinds of hours. This may be wreaking havoc on your marriage and on your family.

At the same time, you're probably working on things you don't enjoy, managing people who provide disappointing work, which causes you to take a lot of the work back because "no one can do it like me". There's no more of you to go around and no more time to focus on growing the business exponentially. You have big aspirations, but you feel completely stuck, exhausted, frustrated, overwhelmed and you're not sure you can grow any further without breaking.

It doesn't have to be this way!

By following these proven strategies that leverage all aspects of your business, you can remove yourself from the day-to-day grind, focus on exponential growth, make exponentially more money and experience the freedom and joy you set out to create when you first opened your company.

The unexpected bonus is that your business can then: become a cash machine for life, provide a comfortable retirement later, outlive you and be passed down to others, or eventually be sold to make you financially free for life.

What's required? A new way of approaching your business. *Leverage*.

Slow Productivity: The Lost Art of Accomplishment Without Burnout by Cal Newport

Hustle culture. Burnout. Quiet quitting. Today we're either sacrificing ourselves on the altar of success or we're rejecting the idea of ambition entirely. But it doesn't have to be all or nothing. There is a way to create meaningful work as part of a balanced life, and it's called 'slow productivity'.

Coined by Cal Newport, the bestselling author of Deep Work and Digital Minimalism, slow productivity is a revolutionary philosophy based on simple principles. From managing your energy according to the season, to identifying which projects to pursue and which to set aside, to building a schedule that yields maximum output with minimum stress, this timely and essential book will revolutionize how you work, helping you to accomplish great things at a more humane pace.

Books have the power to transform not just our knowledge, but our outlook, decisions, and even the trajectory of our lives. They provide inspiration when we're stuck, strategies when we're striving, and wisdom when we're seeking clarity. As leaders, the stories we read and the lessons we absorb shape the impact we make in the world. So, as you chart your path forward in 2025, remember that every page turned is a step toward becoming the person—and the leader—you're meant to be.

What's on your nightstand?

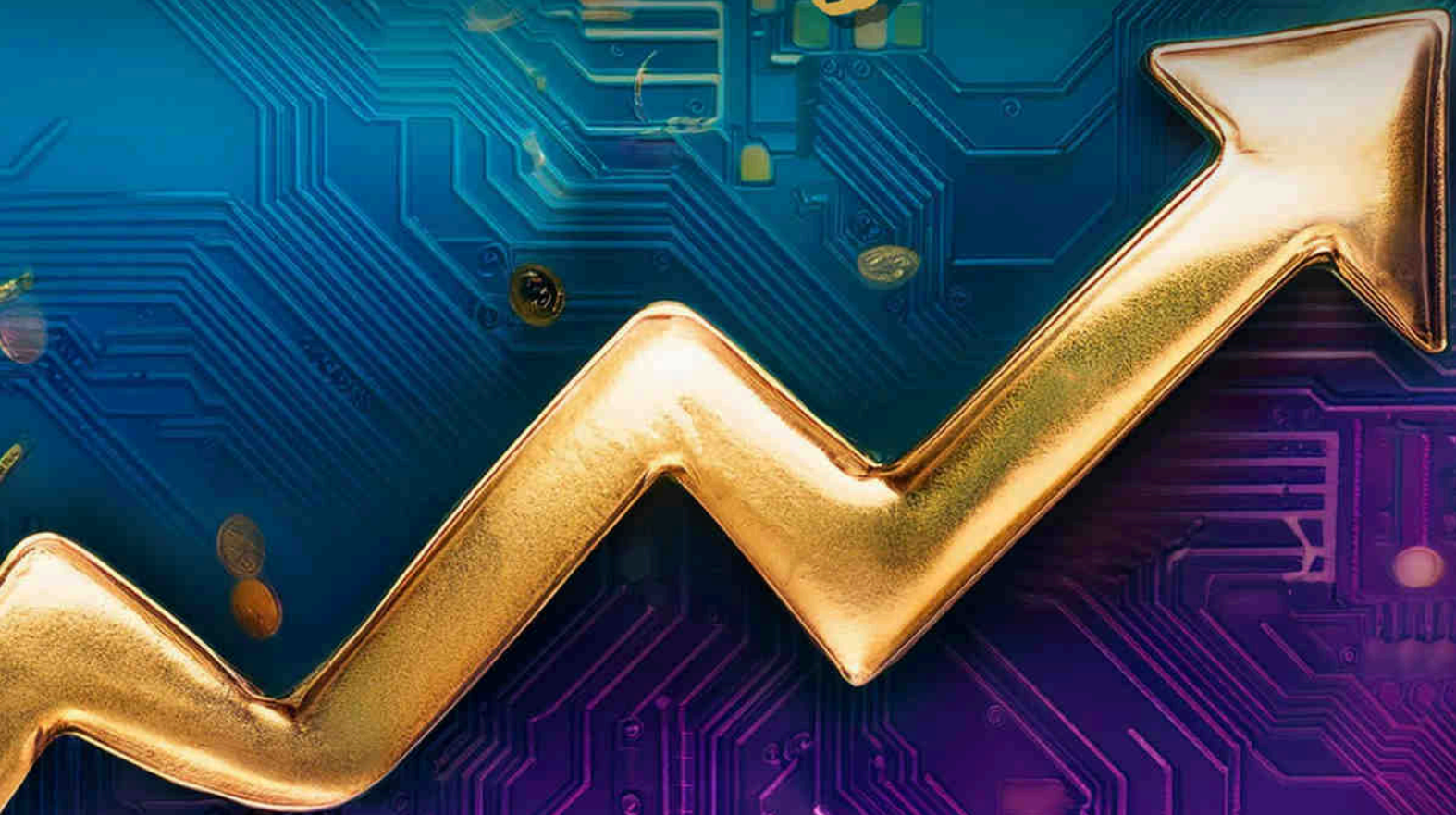
About the Author

Theresa Ream. Founder & President of 3 Woman Owned Minority Companies known as "The Ream Companies" and Feminine W.I.L.E.S lifestyle business consultants and has over 42 years of business success. Theresa is a community leader, speaker, author, and blogger. Theresa is passionate about helping established CEOs and entrepreneurs and believes you must build the woman to build the business.

femininewiles.net



#MoneyTip



To create massive growth in your business, get clear on your why, know the value you bring to the marketplace and stop bargaining on price.

~ patty farmer

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