

Marketing, Media & Money

Magazine

Q2 2025

From Option Overload to Easy Yes:
**Turn Decision Fatigue into
Buyer Momentum**

The Science
of Web Design

Human Design:
**The Missing
Piece in Your
Marketing Strategy**

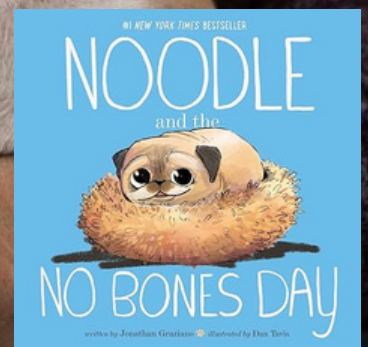
Fix Your Mind,
Fill Your Wallet

**Transforming
Community into
Commerce**

**Podcasting
Guesting That
Converts**

Meet
Jonathan Graziano

**NY Times
Best-seller and
the Internet's
Favorite
“Pug Dad.”**



A Special Message from the Publisher



Dear Readers,

Welcome to the Q2 2025 issue of *Marketing, Media & Money Magazine*!

More than just a magazine, *Marketing, Media & Money* is a trusted resource, a guide, and a catalyst for growth. That's why we continue to feature a diverse lineup of guest authors, each bringing unique perspectives and fresh strategies to help you attract, engage, and convert your ideal clients. Their insights will guide you through the trends, tactics, and tools shaping what's **new, now, and working in marketing and media today**.

This quarter, we're leaning into what so many entrepreneurs are craving: **clarity, connection, and conversion**. In a digital world overloaded with noise, options, and distractions it's more important than ever to simplify your message, realign with your audience, and communicate with precision. That's exactly what this issue is designed to help you do.

From refining your offers to tapping into the emotional psychology behind buying decisions, this edition is packed with actionable strategies for service-based entrepreneurs ready to scale with both intention and soul.

With our community now reaching over a **quarter of a million subscribers**, we remain committed to delivering the what's working now content you count on. Our guest experts are bringing their boldest ideas and most effective techniques so you can implement with confidence and move forward with momentum.

Inside this issue, you'll discover:

- Why decision fatigue is killing your sales—and how to turn it into buyer momentum
- The top 5 podcast guesting mistakes (and how to fix them)
- The science behind web design that captivates and converts
- How fixing your mindset around money can fill your wallet
- Why Human Design might be the missing link in your marketing strategy
- How to transform your community into a profitable, purpose-driven ecosystem

As a strategist, consultant, speaker, and fellow entrepreneur, I understand the determination it takes to thrive in business. My invitation to you this quarter? Step boldly into this next chapter with **clarity, courage, and creativity**.

Wherever you are in your entrepreneurial journey, this issue was created with you in mind.

I'm 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 purpose and appreciation,

patty farmer

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



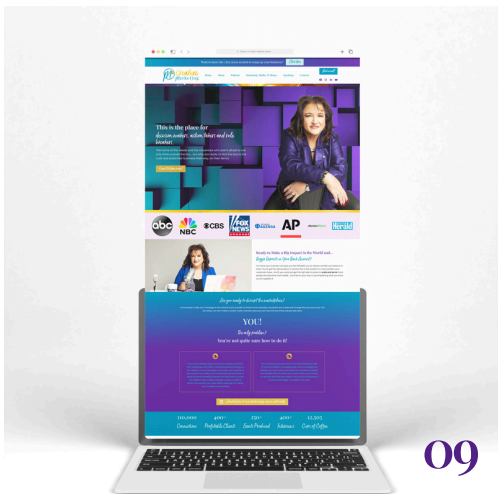
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From Option Overload to Easy Yes: Turn Decision Fatigue into Buyer Momentum

by patty farmer

Option overload hits the moment you scan a twelve-page brunch menu. What starts as excitement quickly turns into doubt, pasta or burger, teriyaki bowl or the daily special? In the end you either default to “the usual” or, worse, leave hungry.

The same is true for your clients when faced with too many choices in your business. More options don’t lead to more action; they lead to inaction and decision fatigue.

A classic field study by psychologists Sheena Iyengar and Mark Lepper makes the cost of excess choice concrete: shoppers offered 24 flavors of jam sampled more but were ten times less likely to buy than those shown only six. Add in the fact that the average adult makes roughly 35,000 decisions every day, and it’s clear why your prospects arrive at your website already tired.

In an economy where attention is the scarcest currency, clarity is the greatest competitive advantage. Your clients don’t want an endless buffet of possibilities, they want the confidence that comes from a guided, well-reasoned decision.

“A confused mind never buys.” ~ Donald Miller



Why Option Overload Kills the Easy Yes

The paradox of choice is real. Decision fatigue is the cognitive decline we experience after making a series of choices. Every micro-decision, latte or cold brew? Blue button or green? draws from a finite mental energy budget. Reducing the number and complexity of choices isn't merely convenient; it preserves the cognitive resources your prospects need to say yes.

"Decision fatigue helps explain why ordinarily sensible people get angry at colleagues and families, splurge on clothes, buy junk food at the supermarket and can't resist the dealer's offer to rustproof their new car. No matter how rational and high-minded you try to be, you can't make decision after decision without paying a biological price." ~ John Tierney

A study published in the journal Psychological Science found that consumers are 10x more likely to make a purchase when offered six options compared to 24. Why? Because simplicity removes mental friction.



How to Simplify Choices and Lead with Clarity

Great marketers don't remove agency, they architect it. They don't strip choices away; they curate, frame, and sequence those choices so customers feel in control, purposeful, and energized, never paralyzed.

They design an experience much like an architect designs a building: every hallway, doorway, and sight-line guides visitors toward a clear objective while still letting them wander just enough to feel ownership of the journey.

Three principles keep the experience light:

1. **Curate a focused set of paths.** Offer a handful of deliberately different packages, enough range to feel personal, not enough to overwhelm.
2. **Sequence decisions.** Reveal details in the order customers naturally ask for them: hero product first, deeper comparison second, extras last.
3. **Anchor the "easy yes."** Pre-select the option you know serves most people best; behavioral research shows defaults convert because they feel like expert guidance rather than a sales push.

By intentionally sculpting this sense of agency, great marketers transform choice into momentum and turn decision-making into a gratifying act of self-expression, one that naturally culminates in a confident "yes."

Simplification Is Service

Simplifying decisions isn't just a strategy, it's a service. By focusing on clarity, you're not just reducing options; you're creating an experience of trust and ease. In a noisy world, the person who makes things simpler wins.

The Myth of More

In today's fast-paced business world, many entrepreneurs believe success comes from doing more: more hours, more effort, more output. But this mindset often leads to exhaustion, not growth. Research by McKinsey reveals that automation can save businesses up to 30% of their time, and the fastest-growing companies are the ones embracing AI to get there.

Success isn't about activity, it's about productivity. AI allows you to do less while achieving more. By embracing smarter workflows, you're not just optimizing your time, you're transforming the way you work and lead.

The Café That Cut Its Menu in Half

When Bean & Barrel, a boutique coffee shop in Austin, offered **47** drink combinations, lunchtime lines crawled and average ticket size stagnated. Co-founder Maya ran a two-week experiment:

1. Analyzed sales data (the bottom 30 drinks made up <5% of revenue).
2. Scrapped 20 low-performers and renamed the top three combos as *Signature Sips*.
3. Installed a chalkboard with the pre-selected "Barista's Choice of the Day."

Results in 30 days:

- Service speed: Wait time fell from 6 minutes to 3 minutes.
- Average order value: Rose 18% with customers adding pastries with time to spare.
- Staff morale: Improved; baristas mastered the streamlined menu and upsold confidently.

Maya's takeaway? "We didn't just delete drinks; we gave customers permission to choose quickly and feel good about it."

The café now prints "*Decision fatigue ends here*" on every receipt.

Clarity scales trust. In a marketplace overloaded with "Pick me!" messages, the brand that decides for its customer wins the click, the cart, and the long-term loyalty.

Simplify today, convert tomorrow. And if you'd like my brain or a second pair of eyes on your offers, let's talk.



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The Science of Web Design:

How to Create a Website That Captivates & Converts

Your website is more than a digital brochure, it's the visual hub of your brand and often the first interaction a potential client has with your business. In today's fast-moving digital world, attention spans are short, and expectations are high. A well-designed website doesn't just look good, it communicates your value, builds trust, and invites engagement.

Great design isn't just about what people see, it's about what they feel. That's the power of intuitive, strategic web design. Let's explore the principles and psychological cues that create a site that reflects your brand beautifully and works for your business.

Good Design is Good Strategy

Design isn't just decoration, it's communication. When someone visits your site, they immediately start forming impressions, deciding if they trust you, understand your value, and want to keep exploring.

Visual appeal – Beautiful aesthetics that feel aligned with your brand.

Functionality – Clear navigation, smooth user experience, and responsive layouts.

Strategy – Intentionally placed design elements that guide users toward action.

As an intuitive designer, I go beyond surface-level aesthetics. I design with both strategy and emotion in mind, tapping into the essence of your brand and how you want people to feel when they experience it. This ability to translate abstract ideas into visuals is something not every designer brings to the table. That's why it's so important to work with someone who doesn't just understand color and code, but understands people.

Understanding the Psychology of Design

Design speaks louder than words. Let's break down how specific design elements influence perception:

Color affects mood and behavior. Use your brand colors to trigger desired emotions:

- **Blue** → Trust and professionalism (ideal for coaches, consultants, and service-based brands).
- **Purple** → Creativity, luxury, and transformation (often used for visionary or bold brands).
- **Teal and Aqua** → Calm, clarity, and innovation —perfect for creative industries.



At **On Brand Designs**, I use a light teal as part of our primary color palette because it reflects creative clarity, a blend of calm confidence and fresh thinking that I want clients to feel when they interact with our brand.

Color isn't just pretty, it's powerful. And when used with intention, it becomes a core part of how your audience experiences your brand.

Layout & Spacing

A cluttered layout overwhelms. Strategic spacing, clean lines, and intuitive flow make the site easier to navigate and feel more professional.

- Use a clear visual hierarchy (biggest to smallest text) to guide the eye.
- Keep key content above the fold.
- Don't underestimate the power of white space, it gives your design breathing room.



Typography

Fonts carry emotion just like colors.

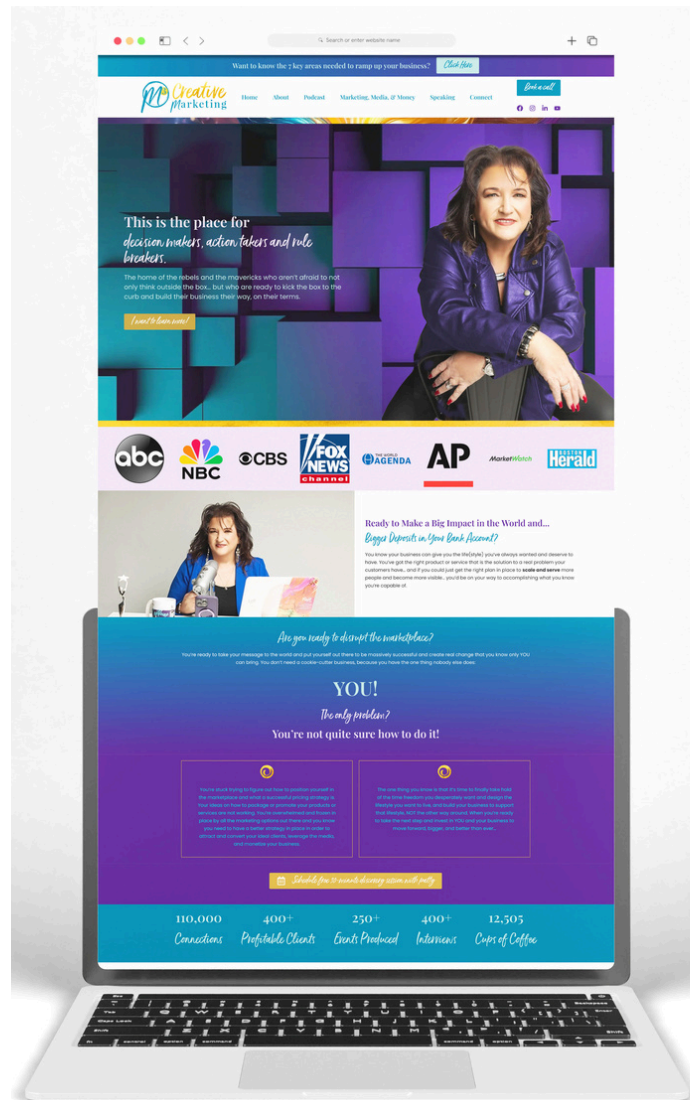
- **Serif fonts** (like Playfair Display, **one of Patty's main fonts**) suggest tradition and elegance.
- **Sans-serif fonts** (like Poppins or Helvetica) feel modern and clean.
- **Script or hand-drawn fonts** can add warmth and personality but use sparingly.

Make sure your type choices align with your brand and are legible across all devices.

Must-Have Elements of a High-Performing Website

Whether you're building a new site or refreshing your current one, include these essential elements:

- ✓ **A Clear Brand Message** – Visitors should know what you do and who you help within the first few seconds.
- ✓ **Professional Visual Design** – Consistent brand colors, typography, and imagery that align with your brand.
- ✓ **Calls to Action (CTAs)** – Clear, visible, and strategically placed buttons that guide users toward your goal (inquire, book, subscribe).
- ✓ **Responsive Design** – Your website should look flawless and function perfectly on all devices.
- ✓ **Social Proof** – Testimonials, case studies, or featured press that build credibility.
- ✓ **SEO-Ready** – Even beautifully designed sites need to be optimized for search engines.

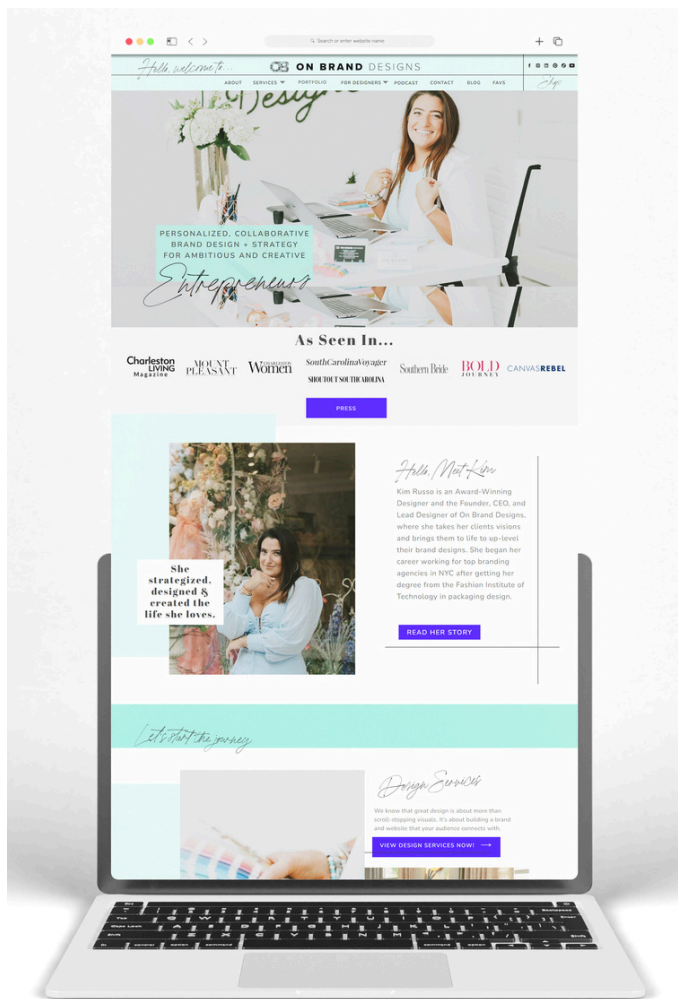


Common Design Mistakes to Avoid

Even good websites can suffer from design choices that hold them back. Watch out for:

- ✗ **Too many fonts or colors** – Creates confusion and lacks cohesion.
- ✗ **Poor mobile design** – Over 60% of users browse on mobile.
- ✗ **Weak CTA placement** – Don't make users guess what to do next.
- ✗ **Outdated visuals** – A site that looks 5+ years old can signal a stale business.

A modern, strategic design sends the message that you're current, credible, and worth paying attention to.



Why Custom Design Beats Templates

Templates may seem like a time-saver, but they often lead to websites that look and feel generic. A custom-designed site ensures your brand's unique personality, goals, and customer journey are fully represented.

With custom design, you get:

- ✓ A tailored layout that fits your brand like a glove
- ✓ Greater creative control
- ✓ Strategic guidance from a designer who understands your goals
- ✓ A site that feels exclusive, not cookie-cutter

Design with Purpose

Your website isn't just a visual asset, it's your digital storefront, your first impression, and your most valuable marketing tool. When built with intention, psychology, and brand strategy, your site will do more than just look beautiful, it will work for you.

At On Brand Designs we would love to bring your vision to life with custom design that's both strategic and stunning.



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,

Last quarter, I shared the beginning of a creative partnership that felt both serendipitous and perfectly timed—when Patty Farmer and I connected through *The Dames* and began working together on the rebranding of **M3 Creative Marketing**. That process was full of intentionality, collaboration, and alignment. We reimagined her visual identity from the inside out, anchoring it in her values, audience, and vision for the future.

This quarter, we're continuing that momentum by taking all of that behind-the-scenes brand work and thoughtfully applying it to her website design. The content itself isn't changing—Patty's messaging and offers are already clear and compelling—but the site is getting a visual transformation to reflect the energy and polish of her updated brand.

It's been such a joy to take elements from our rebrand—like the rich purples and teals, elegant typography, and meaningful visual cues—and translate them into an online experience that feels like a natural extension of everything you see here in *Marketing, Media & Money*.

Right now, we're building it out piece by piece, taking time to make sure it's not just beautiful but also intentional and user-friendly. We plan to have the first half live as this issue hits, but the full experience will continue to unfold in the coming weeks. I'd encourage you to check back often and watch it evolve—it's been so rewarding to watch this vision take shape.

I'm deeply grateful to be part of this creative journey with Patty, and equally honored to continue as a sponsor of this magazine. Seeing the brand we built together expand from print to digital, from visuals to experience, is exactly why I do what I do. Collaboration like this is where design becomes more than just something you see—it becomes something you feel.

Stay On Brand!

Kim Russo

CEO & Award-Winning Designer,
On Brand Designs



From Vision to Visibility: The Complete Branding Roadmap



Master every stage of branding with **The Ultimate Branding Roadmap**. Learn how to craft a design strategy, build a solid brand foundation, stage your visual identity, and showcase your brand with confidence.



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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The image is a promotional graphic for a free lifetime subscription to the magazine "Marketing, Media & Money". It features a central photograph of a woman with dark hair, wearing a purple leather jacket, smiling. To her right, several covers of the magazine are displayed in a collage. The magazine covers feature various headlines and portraits of people. The text on the left side of the image lists key topics covered in the magazine, such as marketing trends, authenticity, and monetization strategies. The bottom of the image contains a thank you message and the website address.

Special Edition

Marketing, Media & Money
Magazine

Key Marketing Trends & Strategies for Entrepreneurs and Online Marketers

Beyond Algorithms: Authenticity & Alignment are the keys to Marketing your Business

Game-Changing Strategies to **Monetize** like a pro

Meet patty farmer founder of **MD Creative Marketing**

Publisher Playbook

Better Together
Combining Power of Sales and marketing

Partnership Marketing: Maximizing Your Reach, Relationships & Revenue

The Untapped Power of Mastermind

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- Using Social Media to Build Your Business
- The Four Business S
- Harvesting the Wealth of the Digital Age
- 5 Marketing Trends You Can't Afford to Ignore
- It's Time to Build Relationships Differently
- Live Streaming Video Content Ideas for Businesses
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- What type of influencers are you? Exploring types of influencers
- Meet Mary Annede: Leading with Grace & Power
- Why Haven't You Seen My Way 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 Maximize Their Profits with Inflation and Scarcity
- Take Control of Your Success Through Leadership, Delegation and Accountability
- Forget the Numbers! Here's How to Emotionally Charge Your Goals for Success
- Standing Out in a Crowded (and Competitive) Market to Attract, Engage & Convert New Clients
- How Live Events Can Help You Generate More Revenue Quickly
- The Year of Intuition
- The Art of the Ethical Enrollment
- Better Together: Combining Sales and Marketing

Thank you for sharing ♥
M3DigitalMag.com

Up Close & Personal with Cover Guy... *Jonathan Graziano*

Q: What does success mean to you?

A: It means being able to take care of your loved ones when they need help.

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

A: Do not shy away from self-promotion! You are your own biggest advocate and always will be. Nobody knows what you can bring to the table better than you can and it's up to you to show up.

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: You must be on social media in some capacity. If I try to look up your business and see you are not active on at least one platform, I will go with a competitor who is simply because they've shown the effort.

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

A: I'd like to chat with Sam Reich, CEO of Dropout TV. What they've done to reinvent what streaming content can be is nothing short of remarkable. Part of what has made me so successful is having an enthusiastic community surrounding me, and I can't think of another business that's illustrating the importance of that like them. I have dozens of questions for him.



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

A: I really had no idea a business was going to come of this, but I began to read the comments coming in on some of the earliest Bones or No Bones videos and it became clear this little game was a much bigger thing than I realized. The feedback I kept seeing was how much value this content was adding to peoples' days, so I tried to lean into what other avenues will this content be valuable in.

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

A: When I am on my deathbed I will be so utterly pissed at myself if I threw in the towel. I think about that a lot—there's probably never going to be a moment when I think "aha, my great work is complete".

Q: What keeps you awake at night?

A: Finances and fears about the health of my pets.

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

A: Make your bed every day just for the hell of it. It's your first win of the day and costs you nothing but a few seconds.

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

A: I am currently working on a new book, which doesn't have a home yet, but it's a story I want to tell and am hoping it will be well received.

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

A: Feeling like I needed to be "perfect" before I could execute. Nobody is perfect and nobody can tell the future and if you don't put something out there, you're guaranteed never to succeed.

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

A: Make your bed every day just for the hell of it. It's your first win of the day and costs you nothing but a few seconds. And your evening self will be so grateful.

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

A: I'd tell myself to take a breath and have confidence in the direction I'm headed in. It will save you so much useless anxiety.

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

A:

1. Jab Jab Jab Right Hook - Gary Vaynerchuck
2. Blue Ocean Strategy - W. Chan Kim

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

A: It still has potency! With Noodle having been gone for over 2 years now, it's wonderful to see how this community continues to stick by me and share in my experiences. It really is something that came about because it filled the supply for a demand I was getting, and the fact that it's still there is really something special.

Q: What's next for you?

A: I am planning to venture into live events. I want to begin recording some comedy shows I have planned and see how I can distribute the recordings to people who want to attend but are in different states, etc.



Transforming Community into Commerce

I have always referred to social media, in any capacity, as the 'Wild, Wild West'. Not because I know anything about how wild those times were or how far west things went down, but because of the parallels between the two in how 'anything can happen' and opportunity genuinely is out there if you are willing to go after it. Also, because people pick fights for little or no reason.



In 2021, I began posting videos of my dearly departed pug, Noodle, on TikTok, he now has his own Wikipedia page, which I did not know about until just now. Noodle became an incredibly popular and successful pet influencer, which led to a significant number of partnership and business opportunities. As a result, I currently find myself with a social audience of over 4.7 million across multiple platforms. I am the creator of a #1 New York Times bestselling book, I have sold out merchandise, and most valuable of all, I have a deeply supportive and truly kind online community. Through this experience, as well as my 10+ years working in communications as a profession, I have learned a great deal about what goes into building a successful social media presence. Below, I have outlined my top four pillars I never compromise on:



Always Provide Value

How many times do you find yourself scrolling through Facebook or Instagram and are presented with a piece of content, and you find yourself asking, 'What even is this?' For me, it's quite often. When Noodle and I would post a video in partnership with a brand, I always tried to make sure it would be either entertaining or educational for people, even if they weren't our target audience. Creators can only do so much to game the algorithm in favor of their content, but one thing a creator can always do is take a step back before posting and consider how the post will be received by relevant and irrelevant parties. You're never going to please everyone, but always try to please at least two specific audiences.

Be Present

Think of your social media page(s) like a digital brick-and-mortar store. Just like a store, if it's left unattended or people can't seem to contact anyone there, they will turn to your competitors who have made it a point to post content and engage with their audiences. If you are uploading content that is getting reactions from social media users, engage back! A cornerstone of any community is communication, and when a potential customer sees that a brand they are interacting with responds to comments, they know you are open for business.

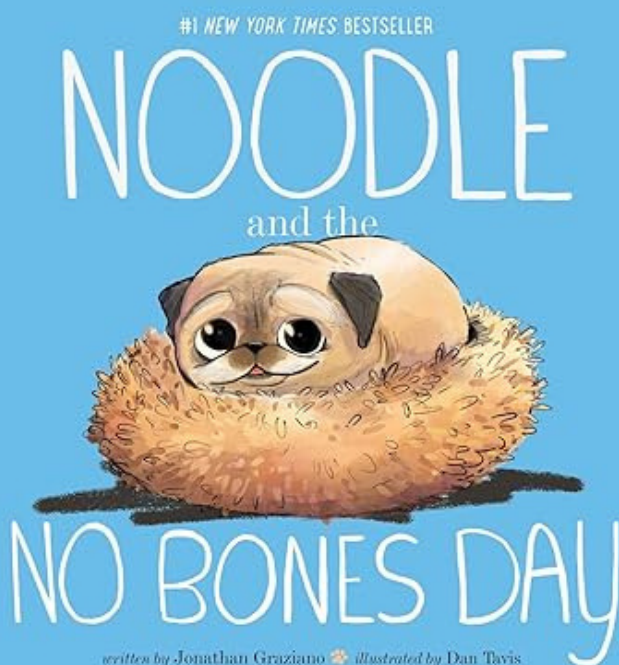


Embrace Transparency

Gone are the days when picture-perfect posts and high-quality visuals were the only ways to break through the algorithm. More and more, social media users are proving to be forgiving and willing to give second chances to companies/brands that display transparency. Customers like to know their time is valued. If you are having a tough day, sharing that experience on social media helps to build trust between you and a potential customer. If you have hit a milestone, make it a point to share that with your audience! Everyone knows building a business is difficult, and social media provides a unique opportunity for business and customers to facilitate transactions that are so much more than a transfer of funds.

Ignore the Numbers

I acknowledge 'ignore' is a bold word, but hear me out—I believe most of the time people make too much of a deal about the number of followers an account has or the number of views a video gets. Of course, they matter as far as optics and potential reach are concerned, but I have found reading comments on posts and learning from those comments is the best way to go about adapting your strategy. Whether it's on posts you yourself have uploaded or on posts your competitors have uploaded (or posts from companies/entrepreneurs you admire), every comment section on every post is a micro-focus group where anyone, following or not can share their opinion on whatever piece of content they've been served. It becomes very obvious very quickly who is willing to adapt their strategy and who isn't. As it is on social, it is in business: if you can't adapt, you're out of luck.





It's a devastating truth but, there is no recipe for success on social media. So much of it is testing and failing and learning and trying again. If you take one thing away from this entire article, please let it be to just go for it. I have only gotten to where I am because one day I thought people might think my dog is funny. Turns out, they did.

It is my sincere privilege to share these thoughts with you. I want to thank Patty for giving me this opportunity to share some of my learnings and experiences with you. As a loyal member of Patty's community for years now, it truly does mean the world. If you are interested in reaching out, I'd love to hear from you!

From the creators of the #1 New York Times bestseller *Noodle and the No Bones Day*

NOODLE CONQUERS COMFY MOUNTAIN



written by Jonathan Graziano 🐾 illustrated by Dan Trevis

Please feel free to send me a note at jonathansgraziano@gmail.com or follow me anywhere [@jongraz](https://www.instagram.com/jongraz).

About the Author

Jonathan Graziano is a Rochester native and current resident where he lives with his dog and two cats. His life is a zoo. He is the creator of the #1 New York Times bestselling book "Noodle and the No Bones Day" as well as *a recipient of formal recognition from the State Senate of New York for "bringing joy and hope to New Yorkers". Although his name is not listed on the recognition and Noodle's is, he believes it is implied.



[Noodle and the No Bones Day](#)
[Noodle Conquers Comfy Mountain](#)

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Your Journey
Begins Here



Fix Your Mind, Fill Your Wallet:

Leveraging the Psychology of Money

Mental health and financial well-being are deeply connected, each profoundly influencing the other. As a licensed psychotherapist and entrepreneur, I've witnessed firsthand how improving mental health can lead to financial prosperity. I'm here to inspire and empower you to improve your mental health to welcome greater financial wealth.



Discovering the Mental Health/Wealth Connection: Clinical Insight

Early in my career, I noticed a compelling trend among my clients. As they progressed in therapy, many began to experience significant financial gain—receiving raises, promotions, or successfully launching businesses. This correlation prompted me to explore the relationship between mental health and financial success more deeply. I realized that therapy inherently focuses on enhancing self-esteem and self-worth. As we embrace our intrinsic value, we:

- **Exude Confidence:** Present ourselves more assertively in professional settings.
- **Expand Comfort Zones:** Take calculated risks and pursue opportunities previously deemed unattainable.
- **Advocate for Ourselves:** Engage in negotiations and assert our needs, leading to better financial outcomes.
- **Set Healthy Financial Boundaries:** Communicate effectively, learn to say no, and establish limits in financial relationships with partners, children, vendors, and clients.

These behavioral shifts underscore the profound impact of mental health on financial success.

Personal Journey: From Financial Strain to Abundance

My personal story also highlights this connection. Starting my counseling practice, Urban Balance, with just \$500 and \$50,000 in student loans, I soon found myself in "cash flow hell." Despite outward success, I grappled with financial anxiety and shame, dealing with insomnia and panic attacks. This mirrored my father's financial experiences of unemployment and clinical depression during the

automotive recession. We often recreate what is familiar to us until we become aware and choose something better for ourselves.

I decided to use therapeutic tools from my clinical training to address my financial challenges:

- **Self-Reflection:** Identified deep-seated beliefs about money stemming from childhood experiences.
- **Cognitive Behavioral Techniques:** Challenged and reframed irrational thoughts contributing to financial stress.
- **Mindfulness Practices:** Developed present-focused awareness, reducing anxiety about financial uncertainties.

With support from mentors and colleagues, I transformed my mindset, leading to the eventual sale of Urban Balance for an eight-figure sum—an outcome beyond my wildest dreams. Here's how you can too!



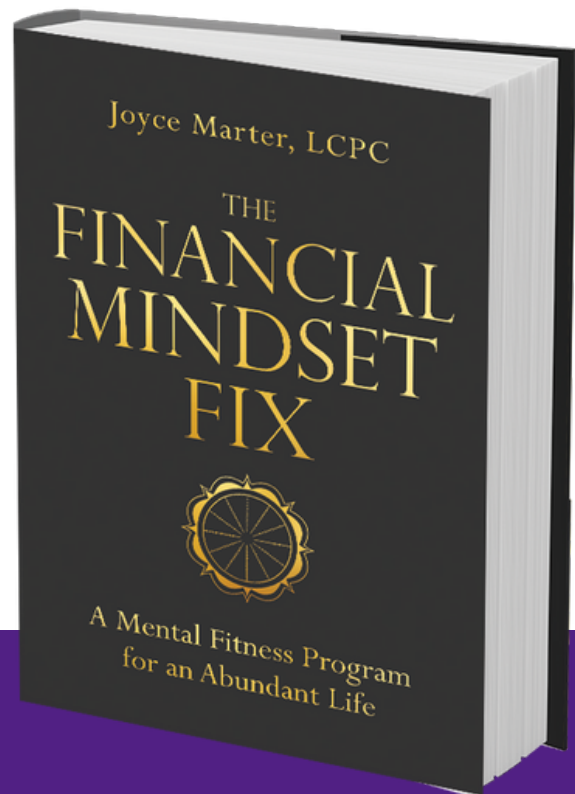
7 Steps to Unlock Wealth Through Mental Health

1. Embrace Your Worth – Self-Esteem Check-In

- **Diva/Doormat Continuum:** Evaluate where you stand between feeling superior (Diva) or inferior (Doormat). Divas may feel entitled, act aggressively, and overspend. Doormats often allow their financial boundaries to be compromised and may under-earn. Strive for healthy self-esteem, assertiveness and respect for self and others to promote financial health.
- **Assess Self-Esteem:** Reflect on your self-worth and its influence on financial decisions and self-correct and seek support as needed.

2. Identify Unaddressed Mental Health Symptoms

- **Recognize Symptoms:** Acknowledge conditions like depression, anxiety, substance misuse, or ADHD that can impair financial decision-making and lead to impulsive or compulsive spending or saving/hoarding behaviors.
- **Seek Professional Help:** We all have mental health, just as we have physical health. Seeing a therapist should be a routine and preventative form of healthcare, like going to the dentist or doctor. Therapy has been transformational for me, and it can be for you too!



3. Heal from Financial Traumas

- **Acknowledge Past Traumas:** Recognize how financial setbacks (such as losses due to divorce, a failed business, bad investment, unexpected health expenses, bankruptcy, or growing up in poverty) or intergenerational financial trauma (such as hardships from immigration, enslavement or war) have affected your current money beliefs and behaviors.
- **Practice Self-Compassion:** Wrap yourself with loving self-compassion and honor how these experiences have impacted yourself and your loved ones. Express your feelings through journaling, art, movement, or psychotherapy.

4. Shift from a Scarcity Mindset to Abundant Thinking

- **Recognize Scarcity Thinking:** Understand how a focus on lack and competition can limit financial growth.
- **Cultivate Abundance:** Embrace possibilities and collaboration to open new financial opportunities.

5. Use Cognitive Behavioral Therapy (CBT) to Reframe Money Thoughts

- **Identify Irrational Beliefs:** Challenge unhelpful thoughts about money that may have been learned or developed over time. For example, “Only greedy people are rich” or “I am broke”. It is important to identify these beliefs because they may be causing financial self-sabotage or self-limitation
- **Reframe Thoughts:** Use CBT Thought Records (many apps and workbooks are available) to develop healthier, more rational beliefs to guide financial decisions.

6. Apply Mindfulness to Money

- **Practice Present-Moment Awareness:** Establish a daily mindfulness practice (meditation, breath-work, yoga, etc.) to stop second guessing or ruminating about financial decisions in the past or worrying about the uncertainty of the future. Stay present to facilitate equanimity, a growth mindset, and to make conscious financial choices rather than reactive ones.
- **Develop Healthy Detachment:** Cultivate healthy emotional separation from your money—your money is HOW you are not WHO you are. This will help you develop a risk tolerance necessary for growth and resilience during financial challenges.



7. Become the Author of Your Money Story

- **Narrative Therapy Techniques:** Rewrite your financial narrative, taking control as the author rather than just the protagonist. Write out a vision or plan for how you would like your financial future to look and set up systems of support and accountability.
- **Empowerment:** This shift allows us to shift from blame to responsibility for proactive financial planning and decision-making.

By addressing mental health and implementing these steps, you can transform your financial well-being. For more support, read *The Financial Mindset Fix: A Mental Fitness Program for an Abundant Life* and complete the exercises. You are worth the investment!



About the Author

Joyce Marter, LCPC, CSP® is a licensed psychotherapist, entrepreneur, professional speaker, corporate trainer, and author. She's featured in Forbes, Money Magazine, and The Wall Street Journal and has been helping professionals transform their relationship with money for over 25 years sharing insights on how mental health and financial well-being are deeply connected.

joyce-marter.com





#MarketingTip

**Market the results, not the process.
People don't care about your step-by-
step system until they know it leads to
something they deeply want.**

~ patty farmer

Human Design:

The Missing Piece in Your Marketing Strategy

At a networking event last month, I overheard two business coaches excitedly discussing Human Design. "I'm a Manifestor!" one declared confidently, rattling off traits from her newfound "label."

I couldn't help but wince a little.

From my own journey in my business and in helping hundreds of clients tap into the power of their Human Design, I've learned that this powerful system is far more nuanced than what you can glean from a quick social media diagnosis. And that's precisely what makes it so valuable for your business.

The Mainstreaming of Human Design

Everywhere you look, Human Design is being integrated into coaching practices and businesses. While I celebrate this growing awareness, I'm witnessing a concerning trend of oversimplification that risks undermining its true power.

Whether you're a corporate leader or an entrepreneurial business owner, Human Design offers profound insights that can reshape how you lead, build teams, and serve clients. You can run Human Design charts for yourself, your employees, your clients, and even your business itself, mapping out synergies and potential conflicts.

Human Design is quickly becoming the new fad – the thing that all the cool kids are doing. Don't get me wrong, part of my mission is for as many people as possible to access their charts and understand their innate wiring. I strongly believe that if everyone could access their Human Design, we could powerfully change the landscape of business relationships and success.

That said, I feel passionate about maintaining the system's integrity. I see it happening all the time: Someone sees a meme on social media or listens to a podcast... suddenly, they're a self-proclaimed expert. There's a depth that's missing in much of what circulates today.



Understanding the Fundamentals

After nearly eight years of intensive study and certification as a Level 4 Quantum Human Design Specialist, I'm still just scratching the surface of this system's nuances.

At its core, Human Design is an energetic blueprint – an operating plan that meets you where you are. The foundational elements require time and attention to understand, yet many bypass this aspect to jump into what feels exciting.

The problem is that the "sexy" pieces aren't relevant if you aren't living in alignment with your core functionality. If you don't understand your specific Type, along with your Strategy and Authority (how you make decisions), then nothing else in the chart really matters.



Human Design Types and Their Marketing Implications

Let's explore how different types naturally approach business and client relationships:

Manifestors (8-9% of population): As catalysts for new ideas, Manifestors translate inspirations into manifested form. Their strategy requires them to inform others before initiating action.

Marketing Application: Manifestors often excel at launching bold campaigns that break new ground. Their marketing should emphasize the transformative impact of their ideas while being transparent about their process.

Generators (37% of population): The builders, Generators are designed for meaningful work that energizes them. Their strategy requires waiting to respond rather than initiating.

Marketing Application: Generator marketing shines when it's responsive to market needs. Their authentic enthusiasm becomes contagious in their messaging when they're truly aligned with their offerings.

Manifesting Generators (33% of population): Fast-moving hybrids, these multi-potentialities master efficiency and compress time. Their strategy combines responding and informing.

Marketing Application: Their marketing often features diverse skills and quick implementation. They excel at creating dynamic campaigns that evolve rapidly based on customer feedback.

Projectors (20% of population): The guides and visionaries who see potential and orchestrate others toward alignment. They must wait for recognition and the right invitations.

Marketing Application: Projector marketing works best when focused on building recognition rather than chasing clients. Their content should showcase their unique insights and ability to see what others miss.

Reflectors (1% of population): The mirrors who reflect the health of the collective. They require a full lunar cycle to make aligned decisions.

Marketing Application: Reflector marketing often provides a unique perspective on cultural trends. Their marketing cycles might naturally align with lunar phases for maximum impact.





The Human Design Approach to Sales

Think of it this way:

Sales is the love letter you write to share your gifts, marketing is how that letter travels, and Human Design is "how" you write the letter.

When you understand your design, you stop forcing approaches that create resistance. A Manifestor might excel at bold, direct sales conversations, while a Generator might create their best sales through responsive, enthusiastic engagement over time, as they approach is more conversational in nature.

Transforming Your Marketing Strategy Through Human Design

The power of understanding your unique operating plan, the "how" you do things, can be profoundly transformative for you and your business.

Human Design is the key to shifting you from success that drains you to success that sustains you.

Understanding your Design impacts every aspect of how you connect with clients:

- **Decision-making:** Your Authority reveals whether you should make quick intuitive decisions about marketing initiatives or wait for clarity.
- **Communication style:** Your chart reveal show you naturally express yourself, crucial information for creating authentic content that resonates.
- **Client attraction:** When you marketing alignment with your Design, you naturally attract clients who appreciate your authentic energy.

For example, a Projector entrepreneur I worked with was exhausting herself with constant content creation and aggressive outreach. After understanding her design, she shifted to creating fewer, higher-quality pieces that showcased her insights. She began waiting for recognition rather than pushing her services. Within months, she attracted better-aligned clients who specifically sought her guidance.

Moving Beyond the Basics

Like any powerful system, Human Design asks something of us: patience, dedication, and a willingness to go beyond surface-level understanding.

The reward for this investment is profound: not just a new understanding of who you are, but the ability to consciously author the next chapters of your professional life. You have the ability to rewrite your narrative and create pathways to attract more of your ideal clients.

When you understand your Design, you stop forcing approaches that create resistance.

Want to experience the difference? Start by discovering your Human Design type and core strategy. Then notice how alignment with these fundamentals transforms not just your marketing approach, but your entire business experience.

About the Author

Candy Barone is a Leadership Alchemist and Human Design guide who helps visionary leaders, entrepreneurs, and teams embody radical alignment in how they lead, love, and grow. Her Aligned AF Ecosystem activates conscious leadership through deep relational mapping, Human Design integration, and soul-aligned strategy. Access your FREE Human Design chart + summary report here:

candybarone.com/HD-chart



#MediaTip



Create identity
driven media.
Your audience
should think,
“This is so me,”
when they
hear, or see
your content.

~ patty farmer

Podcast Guesting That Converts:

5 Mistakes You're Making (And How to Fix Them)

Landing podcast guest spots is great—but are your interviews actually bringing in leads? Here's how to refine your approach to maximize impact and business growth.



Podcast guesting is one of the most powerful ways to build authority, expand your reach, and generate leads. But if you're walking away from interviews feeling like your message isn't landing, your calendar remains empty, and you're not seeing results, the issue isn't podcasting itself—it's strategy.

Many guests make the same 5 critical mistakes that cause their interviews to fall flat. Here are five key areas where podcast guests go wrong and what to do instead.

1. No Clear Funnel

Many podcast guests talk about what they can discuss rather than what they should discuss to drive business results. Just because you're knowledgeable about a topic doesn't mean it will serve your goals. Your 'talk' should be the bridge between their problem and your offers.

Fix It: Reverse Engineer Your Talk

- Your podcast interview should be the first step in your funnel.
- Choose topics that directly address your ideal clients' pain points.
- Ensure the natural next step is your lead magnet, call, or program.

Example: If you're a Facebook expert but only talk about marketing in general, you may get engagement but not leads. Instead, shift the conversation to strategies that tie into your core services, so listeners naturally want to take the next step with you.

2. Dull, Generic Topics

The first thing a podcast host sees when reviewing pitches? **Your topic.** The first thing listeners see when choosing an episode? The title. If it's uninspiring, they'll move on.

Fix It: Make Your Topics Stand Out

- Be **specific** so listeners immediately see the value.
- Choose engaging, results-driven language.
- Use tools (like ChatGPT!) to refine your topic ideas.

Example:

BORING: "How Content Marketing Can Grow Your Business"

BETTER: "4 Ways to Repurpose Your Podcast to Attract, Nurture & Convert Clients"

A compelling title makes it clear what listeners will gain and makes hosts excited to feature you.



3. Unstructured Conversations

Leaving the flow of the interview completely up to the host can result in a scattered, unfocused discussion that doesn't highlight your expertise. They don't know what questions would set you up to look like the expert, they may not know your offers or your perfect client and their pain points. In fact, if you gave them a one sheet, chances are, they are reading the list of 7-10 questions listed (and my guess is – they are a mix of your journey and a few topics). This makes the conversation random – and does NOT position you as an expert.

Fix It: Guide the Conversation

- Your one-sheet should include **tailored questions per topic** that steer the interview.
- Keep four **strong interview questions per topic** that showcase your expertise. *Make sure the host has them!
- Structure your answers to offer actionable insights, seed your programs and results, and position you as a solution provider.

When you set the stage with a clear structure, the host finds it easier to keep the conversation focused, listeners walk away with clear takeaways and YOU became the clear solution to a specific problem.

4. Missing Impactful Stories

Facts and tips are helpful, but **stories** make you memorable. If you aren't sharing compelling case studies or personal experiences, you're missing a chance to connect with listeners.

Fix It: Use Strategic Soundbites

- Share **client success stories** that illustrate transformation.
- Use data when possible (e.g., "My client grew their YouTube channel by 30% in one month after implementing my podcast guesting strategy.")
- Keep stories concise but impactful.

Example: If you're discussing how YouTube Shorts can boost a business, don't just explain the strategy—illustrate it with a real-world example:

"One of my clients had an 'okay' YouTube channel but didn't consider it a lead source. Once we started leveraging podcast guest appearances and repurposed them into YouTube shorts, her reach exploded. Her channel grew by 30% in a month, and she closed a new client who found her through a single short video."

That's a soundbite—a compelling, results-driven story that sticks with the audience and showcases your impact.

Pro tip: Before an interview, outline two or three short, powerful stories that reinforce your expertise.

A strong story doesn't just tell—it shows the results you create, making listeners more likely to trust and work with you.



5. Weak Calls to Action

Too many podcast guests drop the ball when it comes to their CTA. They either don't include one, give too many, or make it too complicated.

Fix It: Simplify & Align Your CTA

- Offer **one clear next step** that aligns with your topic.
- Make it easy to remember and act on (e.g., a free guide, a discovery call, or a webinar).
- Avoid high-ticket offers as a first ask—build trust first.

Example: If you're discussing mapping out your podcast interviews, don't just say, "Visit my website."

Instead, guide listeners toward a free checklist or resource that helps them take action immediately and relates to the topic of your talk.

"Download a FREE Worksheet to map out your podcast interviews to create conversations that convert."

<https://www.leverageyourpodcast.com/worksheet>

Final Thoughts

If you use strategy in these 5 areas, you will have irresistible topics that get you booked, structured conversations to showcase your expertise, while motivating listeners to engage and take action. You will have gained control back over the interviews and created conversations that convert. Refine your approach, take control of your interviews, and start seeing the results you deserve.

USE THIS WORKSHEET TO CREATE A FRAMEWORK FOR *Conversations That Convert*



About the Author

Lyndsay Phillips is the CEO of Smooth Business Podcasting, speaker, guest expert, host of Leverage Your Podcast show and creator of the Podcast Leverage System. As a podcast repurposing expert she specializes in helping entrepreneurs, coaches, and thought leaders maximize their visibility and authority through strategic podcast guesting and content repurposing.

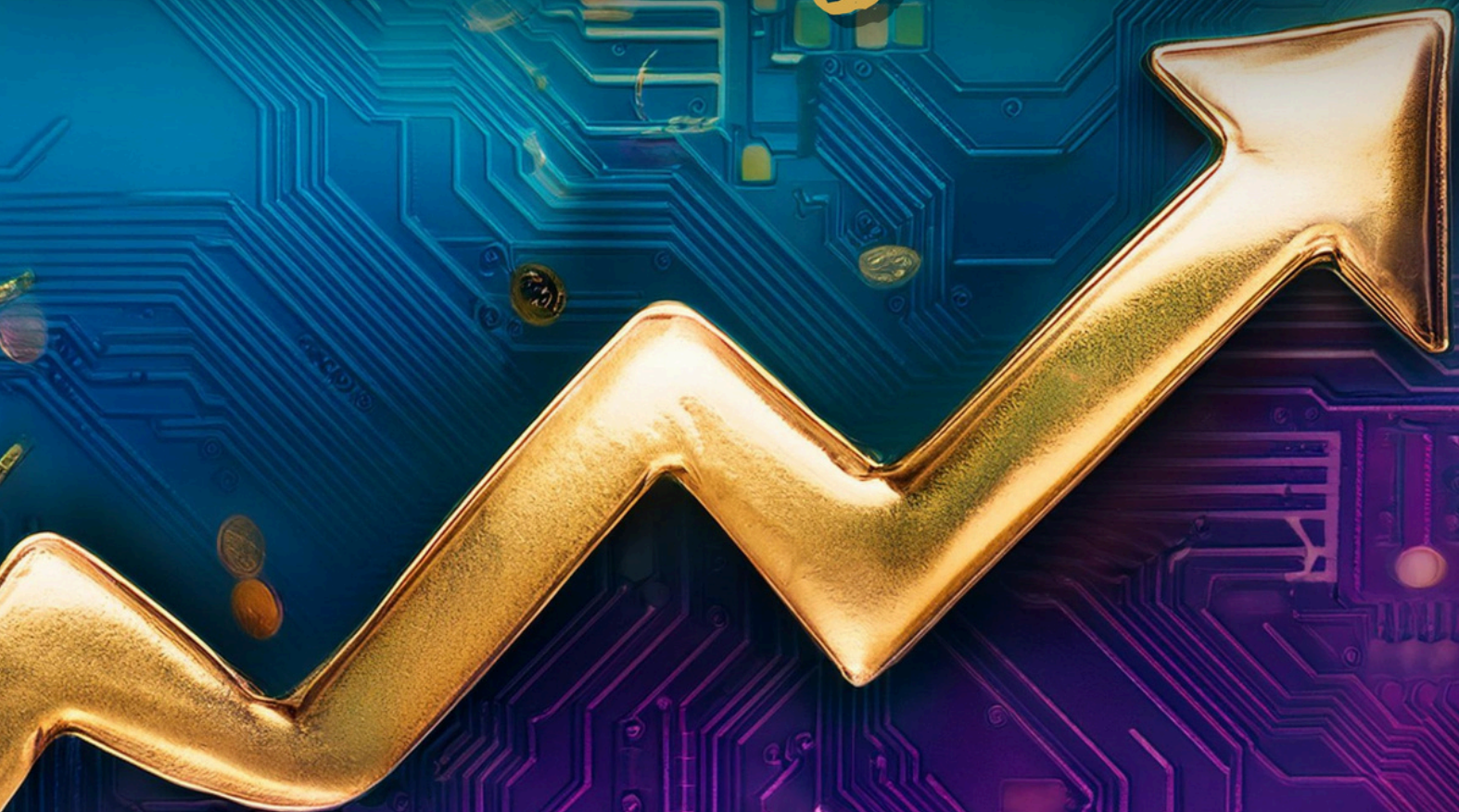
With her signature 3-Step Roadmap for Conversations That Convert, Lyndsay coaches podcast guests to reverse-engineer their offers and structure their messages to engage listeners, activate opportunities, and drive real business growth.

Lyndsay and her team transform interviews into high-value, multi-channel content—ensuring that each appearance lives beyond the mic. From reels & shorts to blogs and emails, they help podcasters (both hosts and guests) maximize visibility, establish undeniable authority, and generate leads—all without lifting a finger.

smoothbusinessgrowth.com



#MoneyTip



Stop tying income to hours. If making more money means working more hours, your business model needs a change. Package outcomes, not time.

~ patty farmer

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