

Marketing, Media & Money

Magazine

Q2 2026

The Idea
That Won't
Let You Go

Income Is
Not the
Outcome.
It's the
Engine.

Mental Wealth:
How to Optimize
the Mental Health of
the Entrepreneur
for Greater Success

Meet Joyce Marter

"America's Workplace Therapist"
Helping Leaders Build Mental Wealth

The Real
Reason
You're Not
Scaling

(And It's Not
Your Strategy)

Why Business
Growth Starts to
Feel Harder
After Six Figures

The Sacred
Rhythm of
Growth



A Special Message from the Publisher



Dear Readers,

Welcome to Q2 of **Marketing, Media & Money** — where the conversation moves beyond strategy and into something deeper: how you think, how you lead, and how you grow.

If Q1 was about discernment, Q2 is about **alignment**.

At a certain level of business, growth is no longer driven by doing more. It's driven by thinking differently, trusting yourself more deeply, and recognizing that your results reflect not just your strategy but your beliefs, your patterns, and your capacity to hold what you say you want.

This issue explores the intersection of **money, mindset, identity, and growth** because you don't outgrow challenges by adding more tactics. You outgrow them by expanding who you are.

Inside, you'll find perspectives on why you may not be selling even when your strategy looks right, how income is created and sustained from a different lens, why growth can feel harder after six figures, and the deeper rhythms, trust, and patterns behind sustainable expansion.

Because real growth isn't linear. It's layered. And it requires a different kind of leadership, one that honors both the strategy *and* the self behind it.

This issue isn't about pushing harder. It's about understanding what's actually driving your results and making decisions from that place.

So, whether you're reading this with your morning coffee, reflecting on your next move, or navigating a season that feels different than before, know this:

You are not behind. You are evolving.

Everything you need to move forward is already within reach, it may just require a new lens to see it.

As Editor-in-Chief, my goal is to make this your favorite magazine to read, revisit, and implement. Every article, insight, and story is here to support real decisions, real momentum, and real results, right now, in your business.

Pay attention to what resonates.
That's your next move.

With deep appreciation,

patty farmer

Editor-in-Chief, **Marketing, Media, & Money**
Founder/CEO, M3 Creative Marketing
🎯 Relationship-First Marketing.
AI Insights. Human-Led Strategy.



Inside this Issue

Q2 | May 2026



04
**The Real Reason
You're Not Scaling**
(And It's Not Your Strategy)



11
**Income Is Not
the Outcome.**
It's the Engine.



18
Mental Wealth:
How to Optimize the Mental
Health of the Entrepreneur
for Greater Success

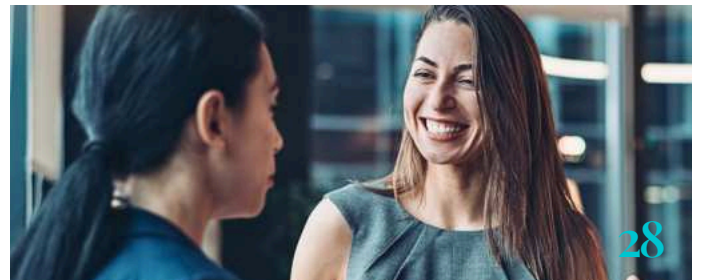


25
**The Idea That Won't
Let You Go**

28
**Why Business Growth
Starts to Feel Harder
After Six Figures**

32
**The Sacred Rhythm
of Growth**

37
The Business of Trust:
A New Model for Serving
Families



Looking for a Great Resource to Share with Your Network, Colleagues, or Group?

How About a Free Subscription of...
Marketing, Media & Money

The central image features Patty Farmer, founder of M3 Creative Marketing, wearing a purple leather jacket. Surrounding her are several covers of the magazine, including a Special Edition and various quarterly issues. The covers highlight topics such as AI-powered livestream systems, event sponsorship, visual branding, and podcasting strategies.

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 **M3 Creative Marketing**

Publisher Playbook

Better Together: Combining the Power of Sales and marketing

Partnership Marketing: Maximizing Your Reach, Relationships & Revenue

The Untapped Power of Masterminds

Special AI Edition
Marketing, Media & Money AI 2025
Crafting Stories with AI: Turning Conversations into Conversions
All About Automation: How I'm Using Custom GPTs to Power Brand Strategies
The AI-Powered LiveStream System That Saves Time & Builds Reach
Why 99% of Outreach Fails and How Smart CEOs Use AI to Stand Out

Q1 2025
Marketing, Media & Money Magazine
More Than Money: The Three Pillars of a Top-Notched Business
The Power of We: Why Strategic Collaboration is the Next Frontier of Impact (and Monetization)
The Role of Visual Hierarchy in Branding & Web Design
The Power of Story: Building Trust, Authenticity & Connection
Warning: Don't use ChatGPT for Event Sponsorship Unless You Do This First!
What type of singles are you? Exploring Types of Singles
Turning Listeners into Clients: The Journey from Passive Audience to Raving Fans

Podcast Special Edition
Marketing, Media & Money Podcast 2025
All Meets the Mic: How Artificial Intelligence is Transforming Podcasting for Hosts, Guests, and Producers
Branding Through the Mic: How Podcasting Amplifies Visibility and Connection
Podcasting as a Business Strategy
The Psychology of Persuasion in Podcasting
Uncensored and Overlooked: Podcast Monetization Strategies
Stop Leaving Money on the Mic

Q4 2024
Marketing, Media & Money Magazine
Think First: How to Use AI Without Losing Your Voice
Not Just Numbers: Assigning Every Dollar a Description
Tuneless or Trendy? How to Design a Health or Wellness That Lasts
7 Ways to Evaluate Extraordinary Opportunities Through Business Networking
Meet Samantha Smith & Karen Smith
The Powerful Mother: Jennifer Dun Therapist, Traditional Retirement and Building a New Financial Framework for Generational Wealth

Thank you for sharing ❤️

M3DigitalMag.com

The Real Reason You're Not Scaling *(And It's Not Your Strategy)*



patty farmer



Scaling is often treated as a strategy problem.

When growth stalls, the instinct is to adjust the plan. Add another offer. Increase lead generation. Expand content output. Invest in more systems. The assumption is simple: more activity, applied more efficiently, should produce more results.

But for established businesses, particularly those already generating consistent revenue, this assumption is often incorrect.

The real barrier to scaling is not a lack of strategy. It is a lack of precision.

And until that distinction is understood, growth efforts tend to create complexity rather than momentum.

Scaling Is Not About Doing More

At earlier stages of business, volume can compensate for lack of clarity. More outreach, more content, and more experimentation can generate enough data to identify what works.

However, at the six, seven, and eight-figure level, volume without precision becomes expensive.

More leads do not automatically translate to more revenue. More offers do not automatically increase conversion. More content does not automatically build authority.

In fact, it often does the opposite.

I often see this when a business that has one highly profitable offer tries to scale by adding three more, believing more options will increase conversions, when in reality, it fragments demand and slows decision-making.

When businesses attempt to scale through expansion alone, they dilute their positioning. Messaging becomes broader. Offers become less defined. The brand becomes visible but not necessarily chosen.

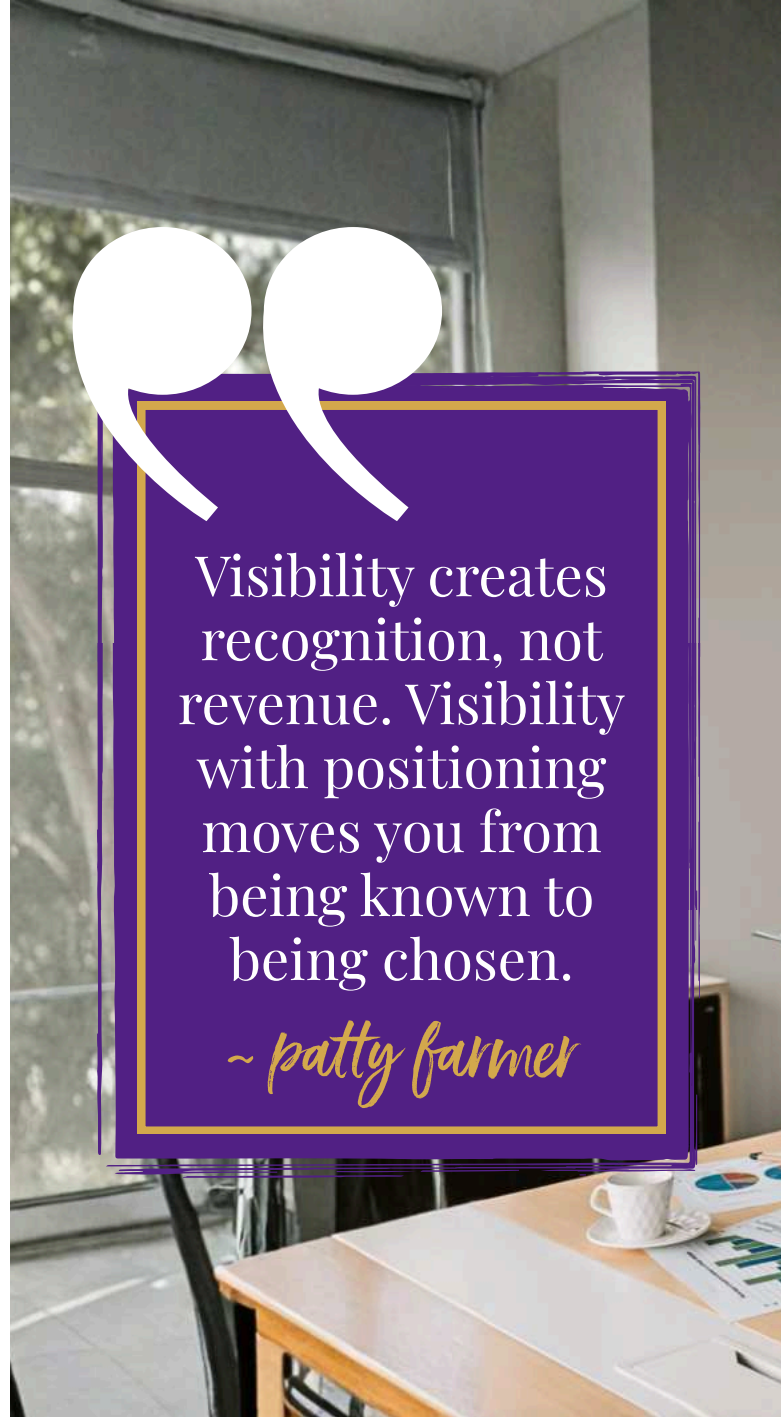
Scaling, at this level, is not about increasing output. It is about refining what already works and ensuring that every element of the business is aligned to support it.

The Hidden Cost of Expansion

There is a subtle but significant cost to chasing more.

Every new offer introduces additional complexity in delivery, messaging, and positioning. Every new lead source requires time, attention, and optimization. Every new piece of content competes for clarity within the brand.

Over time, this creates fragmentation.



Visibility creates recognition, not revenue. Visibility with positioning moves you from being known to being chosen.

~ patty farmer

Instead of a business that feels cohesive and intentional, it begins to feel scattered. Internally, decisions become harder to make. Externally, the market struggles to understand exactly what the business is known for and more importantly, why it should be chosen.

This is where growth starts to stall, not because the business lacks capability, but because it lacks coherence.

Expansion without alignment does not create scale. It creates noise.



Not Everything Should Be Scaled

One of the most overlooked truths in business is that not everything is meant to scale.

Some offers are highly profitable because of their depth, not their repeatability. Some client relationships are valuable because of their proximity, not their volume. Some strategies work because of context, not because they can be replicated at scale.

Growth vs. Aligned Growth

Not all growth is equal.

A business can grow in revenue while simultaneously becoming less efficient, less focused, and less scalable. This is growth driven by activity rather than alignment.

Aligned growth operates differently.

It is built on clarity of positioning. It prioritizes the right clients over more clients. It strengthens the offers that are already converting instead of continuously adding new ones. It ensures that visibility reinforces authority rather than diluting it.

In aligned growth, each part of the business supports the others.

Messaging reflects positioning. Offers match the level of the audience. Visibility is directed toward the right rooms. Relationships are built with intention.

This is where growth compounds, not because more is being added, but because everything is working together.

When businesses attempt to scale everything, they often lose what made those elements effective in the first place.

I see this frequently with high-touch advisory work that becomes less effective when over-systemized, where what once created transformation gets reduced to a process that no longer delivers the same level of outcome.

This is where discernment becomes a strategic advantage.

Scaling should not be applied universally. It should be applied selectively to the parts of the business that are already consistent, repeatable, and aligned with long-term positioning.

Everything else should either be refined, repositioned, or intentionally kept on a smaller, more controlled scale.

This is not a limitation.
It is a strategic decision.

The Role of Environment in Scaling

Another factor often overlooked in scaling conversations is environment.

Strategy does not operate in isolation. It is shaped and often determined by the rooms in which it is applied.

The same offer, presented in different environments, can produce vastly different outcomes. The same level of visibility, placed in the wrong context, can fail to convert.

Scaling requires not only the right strategy but also the right placement.

This includes the platforms you choose, the partnerships you build, the rooms you enter, and the audiences you engage. When these environments are aligned with your positioning, scaling becomes more natural.



Opportunities compound.
Relationships accelerate trust.
Authority becomes easier to
establish and easier to leverage.

Without the right environment,
even strong strategies struggle
to gain traction.



Precision is the Foundation of Scale

If scaling is not about doing more, then what is it about?

It is about precision.

Precision in positioning so the business is clearly understood and easily referred. Precision in messaging, so the value is communicated without confusion. Precision in offers, so they deliver consistent results without unnecessary complexity. Precision in visibility, so the right people encounter the business in the right context.

This level of precision reduces friction across the entire business.

Decisions become clearer. Marketing becomes more effective. Sales conversations become more direct. Delivery becomes more streamlined.

And most importantly, growth becomes more predictable because it is built on alignment, not effort.



One Question That Changes Everything

Before attempting to scale anything, there is one question that can recalibrate the entire approach:

Is this aligned with what I want to be known for at the next level?

This question shifts the focus from short-term expansion to long-term authority and positioning.

It forces clarity around whether a new offer strengthens positioning or distracts from it. Whether a new audience supports the brand's direction or pulls it in multiple directions. Whether a new strategy enhances clarity or adds unnecessary complexity.

When this question is applied consistently, scaling decisions become more intentional.

Instead of building more, the business builds in a way that makes it easier to be chosen.



Where Scale Actually Happens

The inability to scale is rarely a result of insufficient strategy.

More often, it is the result of misalignment, overexpansion, and lack of precision.

Scaling is not achieved by increasing volume. It is achieved by refining focus. It is not driven by more activity but by clearer positioning. It is not sustained by constant addition but by strategic selection.

For businesses ready to move beyond incremental growth, the path forward is not to do more.

It is to become more precise in what is already working, more intentional in where and how it is applied, and more discerning in what is allowed to scale. Because in the end, scale is not a function of effort.

It is a function of alignment, and the discipline to protect it.

Is your marketing *profitable* or painful?

Are you sick of trying **strategy after strategy** yet still not getting the **results** you want?

Would you like a simple answer to the question *"Where should I focus my time and energy to attract highly-qualified, ideal clients?"*

I can fix that!

TAKE THE
Marketing, Media & Money Biz Quiz



Take Your Free Marketing, Media & Money
Business Assessment Here!



Income Is Not the Outcome. It's the Engine



Samantha (Sam) Irish
& Karen Stawicki

In last quarter's article, I shared something that shaped how I see this work. The financial industry is incredibly good at helping people **build wealth**, but it is far less effective at helping them **live off it**.

And that gap is where most of the anxiety, confusion, and mistakes begin, because at some point, whether you are a business owner, an executive, or part of a dual-income household, the question changes.

It is no longer how do I grow this; it becomes *how do I use this*, and more importantly, *can I rely on it?*



WHY WE ALWAYS START WITH INCOME

At Compass Financial, we guide clients using our Power of Three framework: **Income, Liquidity, Growth**. All three matter, but they are not created equal in sequence, and we always start with income.

Not because it is the most exciting conversation, but because income is where confidence is either created or quietly eroded.

In Chapter 1 of our book, we introduce a simple but powerful idea: your money has job descriptions, and your dollar can only do one job well at a time.

It can create income, stay liquid and accessible, or grow, but when you ask it to do all three at once, it starts to break down, and that is exactly what we see when people come to us.

THE MOMENT THINGS START TO FEEL UNCLEAR

It usually does not start with a crisis; it starts with a feeling.

A successful couple, a high-income professional, or someone approaching a major transition sits across from us, and on paper, everything looks strong, but the questions begin to surface.

Are we saving enough? Are we paying too much in taxes? What happens if we stop working? What does this turn into?

One client said it best, "I don't feel broke... I just don't feel clear."

And that's the signal, because clarity is not created by more information, it is created by better structure.





CASE STUDY: THE EXIT THAT WAS SUPPOSED TO SOLVE EVERYTHING

We worked with a client whose entire financial plan revolved around one moment, the sale of their business.

Everything pointed toward it, years of reinvestment, delayed compensation, minimal focus on personal savings, and the belief that one day, this will all pay off.

And it did, the business sold, the liquidity event happened. However, instead of a huge check and a secure outcome, the client was faced with a huge tax bill, and something they never expected.

Uncertainty.

Remember, growing your business is a great thing; but there will be capital gains to pay if it isn't set up properly, prior to the sale. For this client, the sale of the business was supposed to be the permission to enjoy their retirement, but now they were faced with a new set of questions:

- How much can I take?
- Where does income come from now?
- How do I replace what the business used to provide?
- What is the most efficient way to use this money?
- Will I be taxed again on my money?

They had built wealth, but they had never designed income, and that is a very different problem.

WHAT WE DID INSTEAD

We did not start with investments, and we did not start with returns, we started with one simple shift.

Let's define what your money needs to do for you, not in theory, but in real life.

We walked through what their lifestyle required, what needed to be consistent, what could be flexible, and what they wanted their future to look like beyond just numbers, and then we began structuring income intentionally.

Some of it needed to be reliable and predictable, some of it could remain connected to opportunity and growth, and some of it needed to be positioned more efficiently from a tax perspective so that over time, they were not giving away more than necessary.

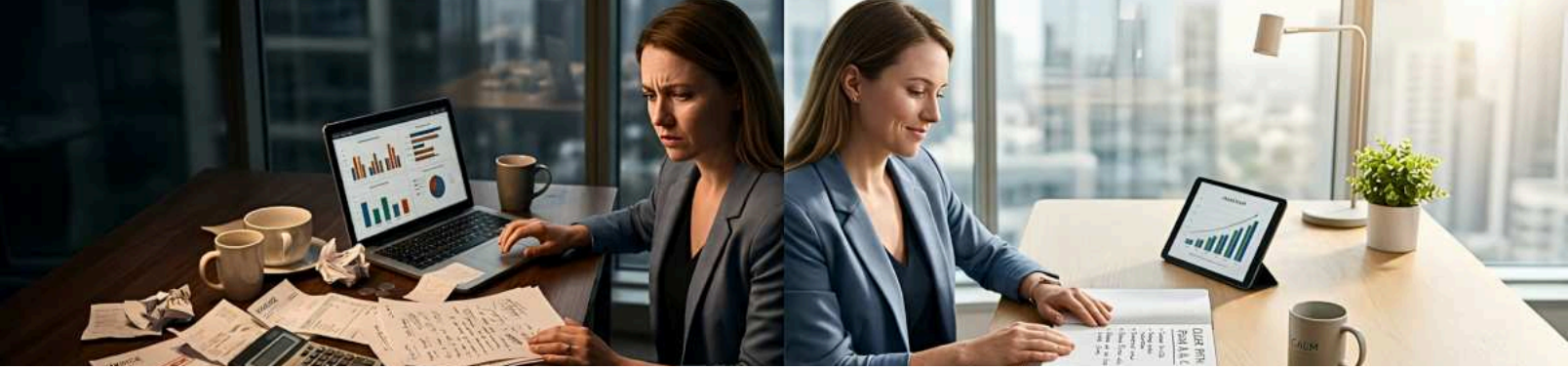
Because income is not just about what you earn, it is about how it shows up, how long it lasts, how much you get to keep, and ultimately, how much control it gives you over your life.

A BETTER WAY TO THINK ABOUT INCOME

So instead of asking how much do I have, we ask what is this money supposed to do?

That question changes everything, because now income becomes intentional, decisions become clearer, and risk becomes something you manage, not something you hope to avoid.

We often find that people are unintentionally asking one pool of money to generate income, stay accessible, grow, be tax efficient, and last a lifetime, and that is not a strategy, it is pressure, and pressure always reveals where structure is missing. And eventually, something gives.



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THE SHIFT THAT CHANGES EVERYTHING

Once income is structured correctly, something powerful happens, you gain clarity, and with that clarity comes something even more valuable.

Permission.

Permission to spend without second-guessing, to stay invested without fear, to make decisions without constantly recalculating, and to enjoy what you have built.

This is why we always start here, because income is not the end result, it is the foundation everything else is built on, and when that foundation is strong, everything above it becomes more stable.



A QUESTION WORTH ASKING

If you step back for a moment, here is a question I would invite you to consider.

If your current income stopped, what would replace it?

Not eventually, not in theory, but predictably.

If the answer is unclear, that does not mean something is wrong, it simply means you are still in the accumulation mindset, and that is where most people stay longer than they should.





WHERE WE GO NEXT

In this article, we focused on the first pillar of the Power of Three, income, because without it, everything else feels uncertain.

But income alone is not enough.

In our next issue, we will go deeper into the second pillar, liquidity, not just cash, but control.

We will walk through how liquidity creates flexibility, why traditional “safe money” often falls short, and the unconventional strategies we use to give clients access, efficiency, and protection at the same time.

Because once income is in place, the next question becomes, do you have control over your money, or does your money control your decisions?

WHERE THIS BECOMES REAL FOR YOU

If this brought up questions for you, that is a good thing.

This is not about doing everything at once, it is about starting in the right place.

If you want to explore how your own income is structured, or where gaps may exist, we invite you to start a conversation with our team.

Because the goal is not just to build wealth, it is to design it in a way that supports your life, not just your balance sheet.

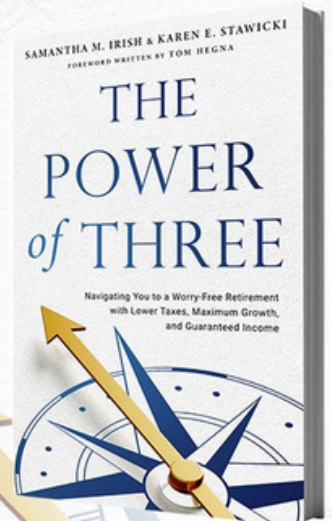
About the Authors



Samantha Irish is the co-founder of Compass Financial and co-host of Navigate Your Wealth. A Generational Wealth Specialist, she brings fresh perspective, empathy, and clarity to retirement strategy. With a background in communications and consulting, Sam helps clients reimagine retirement as a chapter of purpose and freedom – offering guidance that honors both legacy and life’s most personal transitions.



Karen Stawicki is the co-founder of Compass Financial and co-host of Navigate Your Wealth. With over 40 years of experience, she helps high-net-worth families reduce taxes, protect legacy, and retire with confidence. Known for her warmth, loyalty, and precision, Karen blends deep strategy with human connection walking clients through life’s biggest transitions with clarity, care, and purpose.



NavigateYourWealth.com



Compass Financial
NAVIGATE YOUR WEALTH

THE POWER OF THREE

A SMARTER WAY TO RETIRE

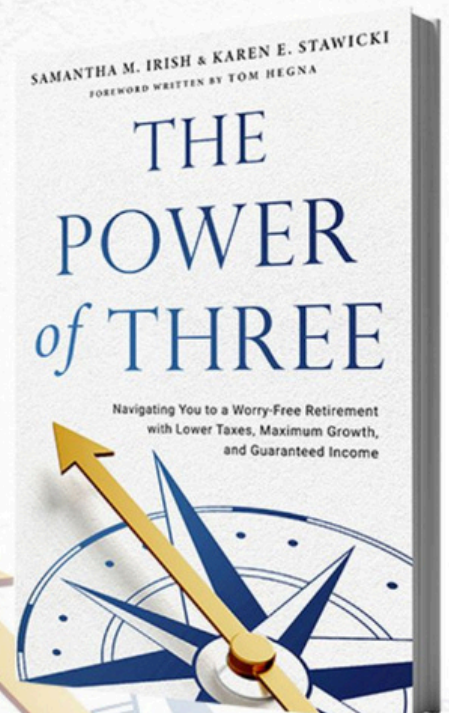
The Power of Three is a practical, easy-to-understand approach, built on decades of experience, helping you make smarter financial decisions.

The Power of Three provides three clear benefits:

- ① Lower Taxes
- ② Maximum Growth
- ③ Guaranteed Income



Start your journey to a worry-free retirement TODAY!



A few words from our Sponsor

Dear Readers,

At some point, the question changes.

It's no longer "Am I making enough?"
It becomes "What is this all actually going to do for me?"

You may have experienced this already. On paper, things look strong. Income is growing. Assets are building. Opportunities are expanding.

And yet, there is a quiet uncertainty that starts to surface.

Not because something is wrong, but because **building** wealth and **using** wealth are two very different things.

Success does not automatically create clarity. And without clarity, it becomes difficult to know what decisions to make next.

That is where intentional design becomes essential.

Looking ahead to the next quarter, two clear shifts are emerging.

First, intentionality is replacing excess. Growth for the sake of growth is being replaced with strategic expansion where profitability, time, and lifestyle all carry equal weight.

Second, collaborations are becoming a multiplier. We are continuing to expand partnerships to create more integrated support systems for our clients, because no one builds something significant alone, and those who recognize that early are accelerating faster with far more clarity.

In this month's Compass Financial article, we are taking a deeper look at one of the most critical pieces of the puzzle: **Income**.

Not as a standalone solution, but as the starting point of a much larger strategy. In **Income Is Not the Outcome. It's the Engine.**, we explore how income, when designed intentionally, becomes the foundation that supports everything else you are building.

It's no longer just about how much you make; but how you build it with intention, how it positions your business for a future exit, creates new income streams, supports how you save, and improves tax efficiency.

Because income is not just a number. It is the starting point of every opportunity that follows.

As you read this issue, take a moment to ask yourself: Is your business truly working for you, or are you still working for it?

If that question creates pause, do not ignore it. Keep reading. Then decide what needs to change.

Blessings To You,

Karen Stawicki
Co-Founder, Compass Financial



NavigateYourWealth.com



#MarketingTip

**The fastest way to elevate your marketing
is to elevate who it's for.**

**When you speak to higher-level
problems, you attract higher-level clients.**

~ patty farmer

Mental Wealth: *How to Optimize the Mental Health of the Entrepreneur for Greater Success*



Joyce Marter

As a licensed psychotherapist and executive coach practicing for over twenty-five years, and as a serial entrepreneur myself, I understand the common mental health challenges entrepreneurs face. I often joke that therapists specialize in their own issues, and I am an expert in self-esteem, money anxiety and behavioral finance.

I credit my own inner work (through therapy, coaching, mindfulness practices like meditation and yoga, and seeking wise counsel) for helping me transform my life from one of anxiety, scarcity mindset, and doormat behaviors into one of abundance. Like all of us, I am human, imperfect, and a work in progress. This is an ongoing journey.

We all have mental, financial, spiritual, and physical health. They are intertwined and interdependent. To succeed in business, we must cultivate holistic success.

If there is one thing I have learned about entrepreneurship, it is this: unaddressed mental health challenges will negatively impact your business. Conversely, when you strengthen your mental health, you increase your capacity for financial success.

Common Mental Health Challenges for Entrepreneurs and How to Address Them

Low Self-Esteem

How it shows up: Low self-worth often appears on two ends of a spectrum. On one end is the Doormat, who underprices, overworks, struggles with boundaries, and communicates passively or passive-aggressively. On the other is the Diva (or Divo), who overprices, acts entitled, and communicates aggressively, often damaging relationships. Both extremes are costly emotionally and financially.

How to address it: Cultivate healthy self-esteem through affirmations, positive mantras, and guided meditation. Use cognitive behavioral techniques such as thought stopping and restructuring to challenge your inner critic. Nurture your support network like a garden: plant seeds for relationships that uplift you, tend to healthy connections, and weed out those that diminish your worth.



Anxiety, Including Money Anxiety

How it shows up: Anxiety can manifest as rumination, second-guessing, overwhelm, physical tension, sleep disruption, or even panic attacks. Social anxiety may present as fear of judgment. Money anxiety involves persistent worry about financial security.

How to address it: Mindfulness practices such as breathing exercises, meditation, and yoga help calm the nervous system and build emotional regulation. They allow you to step out of reactive patterns and into intentional decision-making. When applied to money, mindfulness helps you move from emotionally reactive financial choices to grounded, intuitive ones. I recommend apps such as Insight Timer, Calm and Headspace.



Attention-Deficit/Hyperactivity Disorder (ADHD)

How it shows up: ADHD may appear as disorganization, difficulty focusing, indecision, or challenges with time management and productivity.

How to address it: Consider an online screening and, if needed, a formal assessment. Treatment, including medication, can be helpful. ADHD coaching can support executive functioning and systems development. It is equally important to embrace the strengths of neurodivergence, including creativity, innovation, high energy, and the ability to think outside the box.

Depression and Mood Disorders

How it shows up: Depression may include low mood, lack of motivation, sleep or appetite changes, hopelessness, or irritability. In entrepreneurs, this can impair decision-making, relationships, and performance. Bipolar disorders (such as Bipolar I, Bipolar II and Cyclothymia) include depressive bouts as well as hypomania or manic episodes can contribute to impulsive behaviors including wild spending and debt accumulation personally and professionally.

How to address it: Consult a healthcare provider to explore treatment options, including medication if appropriate. Prioritize movement, sunlight, and nutrition to support brain health. Therapy can provide essential support. If you are in crisis, help is available—**text HOME to 741741 or call 988** in the U.S. Seeking treatment can be life-changing and lifesaving.





like Noom. Build systems of accountability and care that support both your physical and emotional wellbeing.

Your Mental Health Is Your Business Strategy

Your personal wellbeing and professional success are two sides of the same coin. When you invest in your mental health, you strengthen your leadership, decision-making, relationships, and ultimately your financial results.

Mental wealth is not a luxury. It is a foundational strategy for sustainable success.

If you are ready to deepen both your mental and financial wellbeing, I invite you to explore [The Financial Mindset Fix: A Mental Fitness Program for an Abundant Life](#) and its companion workbook and digital course.

And remember, you do not have to do this alone. Support is available, and transformation is possible.

Substance Misuse

How it shows up: Substance use and mental health challenges often co-occur. Some individuals self-medicate stress or anxiety, while others experience mental health symptoms as a result of substance use. Both can significantly impact business and personal life.

How to address it: Practice honest self-reflection about your consumption. Seek moderation or recovery support as needed. Apps like Reframe, counseling, and professional treatment can provide effective pathways to change.

Disordered Eating

How it shows up: Disordered eating can include restriction, bingeing, purging, or compulsive exercise. There is often a parallel between food behaviors and financial behaviors, such as cycles of restriction and overindulgence.

How to address it: Seek support from a therapist or nutritionist specializing in this area. Talk with your doctor. Seek support from Weight Watchers or apps



About the Author



Joyce Marter, LCPC, CSP is a licensed psychotherapist, entrepreneur, Forbes contributor and keynote speaker known as “America’s Workplace Therapist.” She is the author of *The Financial Mindset Fix* and specializes in the psychology of money, helping individuals and organizations improve mental health, financial wellbeing, and leadership. Joyce has been featured in *Inc.*, *CNN*, *The Wall Street Journal*, and works with Fortune 500 companies, associations, and government agencies to drive lasting change.



Up Close & Personal with our Cover Girl...

Joyce Marter



Q: What does success mean to you?

A: Success means to live life openly, authentically and lovingly, in alignment with the highest good for self and others and to the greatest extent possible. This requires a deep sense of self-awareness and living and working in the balance of compassion for self and empathy for others. It involves aligning your unique gifts and talents with a need in the world, and having the courage to expand your comfort zone to grow and evolve to meet your life's purpose. Success involves having a positive impact on both your own journey as well as contributing to the greater good.

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

A: First, I recommend participating in psychotherapy or counseling to heal from past wounds and embrace your worth. Therapy helps us emancipate ourselves from self-limitation and self-sabotage and expand into the fullest and highest expression of ourselves.

Second, I recommend participating in a structured coaching or mentoring program with a business leader who you admire and trust.

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

A: My aha moment occurred when I was an undergraduate studying psychology. I knew that I desired a deeply rewarding career as well as wanted very much to become a mother. I saw that having my own private practice would afford me with both the income and the flexibility to fulfill both of these dreams. I laid a career plan that involved getting my masters degree in counseling psychology and working salaried positions and eventually a group practice contract position to gain the experience I would need to become an entrepreneur. I started my private practice as a side hustle while working full-time and transitioned to making my practice my sole income when I became a mother. During early parenthood, I grew my solo practice into a large group practice, eventually employing over 100 therapists working from three states. The passive income I earned allowed me to only work school hours, so that I could be present to my family during the mornings, evenings and weekends.

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: Business owners need to have the emotional intelligence to self-regulate and practice empathy and compassion for the people they serve, including clients, staff and vendors. A business must be a win for the owner, the customers and the employees to be sustainable.

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

A: My purpose and passion is to remove the shame and stigma from mental health challenges and financial stress and provide people with practical tools to heal, recover, thrive and prosper. I am a mission-driven servant leader. The difference I make in the clients I serve, whether it be individual coaching clients, or executive leadership teams of national and global corporations I provide keynote speeches or corporate trainings for, keeps me going.



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

A: The lesson of humility, vulnerability and asking for help. Not seeking proper business and financial consultation earlier on in my entrepreneurial journey nearly cost me everything. I was in cash flow hell as my business grew, was facing bankruptcy, and my business partner left due to all the stress. This experience broke me open and brought me to my knees. I started speaking openly about my business challenges and help came out of the woodwork. With the help of many others, I was able to sell my group practice for a 7-figure amount and an 8-figure exit, because I invested in the parent company and had two more payouts. I never would have achieved that if I hadn't learned the lesson of asking for support. I wish I had learned it earlier!





Q: What are a few books you recommend every business owner read? (if you have Amazon links to include that would be awesome)

A: I recommend the following three books:

Profit First: Read this to prevent the cash flow challenges and hardships I experienced. My CPA uses this methodology and it has helped me tremendously.

10x Is Easier Than 2x: If I had stayed a solo-practitioner, I never would have cultivated the life of abundance that I enjoy today. This book will help you learn how to expand your impact to reap greater reward.

The Financial Mindset Fix: A Mental Fitness Program for an Abundant Life:

This is my book. In it, I share everything I have learned. It is a self-help program to improve your mental and financial wellbeing, not one without the other. There are journaling prompts, innovative self-assessment wheel exercises and evidence-based strategies from psychology and behavioral finance. If you purchase the book with this link, you will see an option to also include an affordable digital course where you receive the accompanying workbook for free.

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

A: I love the autonomy my business provides. After I sold my group practice, I focused my business on sharing what I have learned from my entrepreneurial journey as well as 25 years of counseling clients through keynote speeches, executive leadership retreats and corporate trainings that focus on mental health, behavioral finance and leadership. I have been able to control the type of work I choose to do and change the areas of focus as I've grown and developed.

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

A: When I was in my late 20s, I sought the help of a career counselor. I wanted to start a group practice and also start a family. She said, **"You must plan your career in the context of your life, not the other way around."** I prioritized starting my family and am very grateful to have raised two beautiful daughters who now are successful young women. Even with the ups and downs, my group practice allowed me to be both a good mother and a good provider.

Q: What's next for you?

A: Now that I am in my mid-fifties and an empty nester, I am prioritizing my self-care and time with my husband and family. I choose coaching clients and speaking engagements that are aligned with my mission. I am a VC investor and also microinvest in group practices, while serving on their advisory boards, which allows me to share what I have learned to help other business owners fulfill their dreams of providing quality mental health services to their communities across the country. If I can be of service to you, please **reach out to me**.

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The Idea That Won't Let You Go



There's a particular kind of restlessness that we don't talk about enough in business.

It's not the restlessness of someone who is lost or failing. It's the restlessness of someone who has built something successful, earned recognition for their work, developed real expertise, and who still, underneath all of it, feels like the most important work of her life hasn't happened yet.

If you've been in business for a while, you know this feeling. You've almost certainly wrestled with it, tried to unpack what it means, and if you're honest, to push it aside to deal with another day. But like an itch you can't quite reach, it won't let you go. This feeling surfaces in quiet moments, follows you into meetings, and buzzes underneath the work you're doing.

I want to give that feeling a name.

The Weight of Unfinished Purpose

I call it Unfinished Purpose, and after more than two decades of working with women leaders and business owners around the world, I see it everywhere.

It lives in the woman who has spent years watching something broken in her industry, knowing exactly what needs to change, but hasn't found the words to bring her ideas fully forward.

It lives in the leader who has outgrown the business she built and can feel something larger trying to emerge but can't quite name it.

It lives in the expert who goes through the motions of work that no longer lights her up, increasingly aware that her most consequential contribution is still waiting, and somehow, still out of reach.

Unfinished Purpose, left unaddressed, feels like restlessness that won't resolve, like this gnawing incompleteness that no amount of success quiets, and the price of not addressing it is extremely costly.

I believe that women with deep conviction, expertise, and capital are the most underutilized force for systemic change in the modern world. Research tells us that women reinvest up to **90% of their income into their families and communities.**

Imagine what becomes possible when women invest in their ideas and their conviction with that same devotion. When the ideas that have been forming quietly underneath decades of expertise finally come forward, fully and without apology, things change. Industries shift, conversations that have been desperately needed finally take place, and the work that you were destined for finally happens.

None of that is possible as long as the ideas inside you stay buried and unrealized.

Neutrality, in business and in leadership, is not a safe position. It's a choice, and now, more than ever, it's a costly one. The women I work with understand this. They can feel that the systems and structures they were forced to master in order to succeed are no longer the systems worth preserving, and the beauty here is that they don't need to optimize more or engage in more education or learning. They need deeper alignment between their conviction, values, and strategy, and that starts with unearthing the conviction-driven idea that has been forming underneath decades of experience, expertise, and frustration.



I've Been Exactly Where You Are

I've lived this. More than once. I've had that deep knowing, the sense that something needed to shift, that something bigger was trying to emerge, but I was spinning around several ideas I couldn't quite unpack. My ideas were all tangled together, and the more I tried to untangle them on my own, the more knotted up everything felt.

I spent months getting my thoughts on paper, then redrafting, going in circles, when nothing quite made sense. What began as irritation turned into a raging case of unrelenting frustration that eventually started to weigh me down in a



massive way. Underneath all of it was this belief that I should be able to figure it out on my own. I was the expert. I literally did this work for other people every single day.

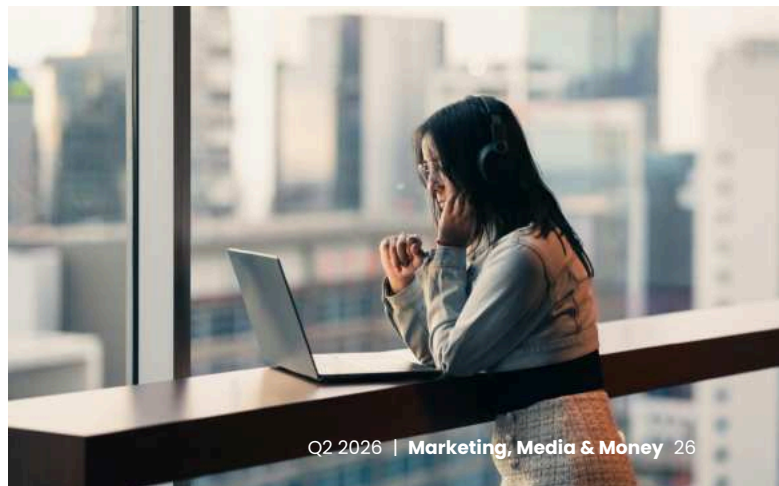
Talk about infuriating.

It wasn't until I engaged a strategic thought partner to help me make sense of it all that things began to come into focus. That's when I knew I needed to shift my business away from working with any female entrepreneur, toward the women who are deeply passionate about making a difference in the world.

Once the ideas got sorted into a coherent throughline and a plan was in place, it was like the most epic relief. To be seen and heard, to feel validated, and to know that I was in fact the right one for the job felt like taking a deep breath after months of deprivation.

That was 2022, and I haven't looked back since.

You cannot read the label from inside the bottle. The most accomplished professionals in the world hire people to do for them exactly what they do for their own clients, because clarity doesn't come from more expertise. It comes from better questions and a trusted partner who can hold up a mirror.



What a Watershed Idea™ Is

I live in Colorado, and if you've ever stood on the Continental Divide, you know what a watershed actually is. When rain falls on the ridge, every drop makes an irreversible journey, gathered by the land, channeled into rivers, flowing toward one ocean or another.

The ideas women carry work exactly the same way. A Watershed Idea™ is the conviction-driven insight that holds everything you've built, everything you know and believe, and channels it toward the work you're actually meant to do. It fundamentally changes the trajectory of your work, your leadership, and your legacy. You don't find it by starting over; you find it by unearthing what's already been forming, often for years, underneath everything you've built.

A Watershed Idea™ is bold. It makes you slightly uncomfortable to say out loud because it pushes against the accepted way of doing things in your field. It's original, rooted in your lived and professional experience in a way that no one else can replicate, because no one else stands where you stand or have walked in your shoes. It's loud. When the right people hear it, they immediately think, "Yes! Someone is finally saying this." Lastly, it's tenacious. No matter how you try to shake it, the idea will not let you go.

This is not a framework for the faint of heart. It's for women who are done leading from conditioning and ready to lead from conviction.



The Path Forward

Your Watershed Idea™ is already inside you. It's been forming for years, through your lived experience, professional expertise, and years of accumulated frustration watching things go wrong that you know exactly how to fix.

The work is not to generate something new; it's to unearth what's already there.

That means you don't need to burn down what you've built. Your expertise, your relationships, your reputation, and your entire body of work aren't discarded. Everything gets pulled forward, strategically and deliberately, and what belongs in your next chapter comes with you. What doesn't, you put down thoughtfully and intentionally. Conviction-driven leadership is not a solo endeavor. The women who finally bring their Watershed Idea™ forward are not smarter or more disciplined than the ones still trying to figure it out; they simply stopped trying to do it alone.



About the Author

Jess Sato is a strategic advisor and the founder of Jessica Sato Consulting, a Certified Benefit Corporation for Good based in Colorado Springs, Colorado. She works with experienced women at pivotal inflection points in their work, helping them clarify their Watershed Idea™, the conviction-driven insight that reshapes their work, leadership, and legacy.



Why Business Growth Starts to Feel Harder After Six Figures



Shayla Boyd-Gill

THE \$250K CRISIS AND THE SHIFT MOST ENTREPRENEURS MISS

There is a stage in business that most people don't name, even though many experience it.

It often arrives after the early proof. Revenue has been generated, and clients have been served. There is enough evidence to confirm that the business works. From the outside, it appears stable, even successful.

The experience begins to change from the inside.

What once felt streamlined starts to feel strained. Effort increases, but the return



is less predictable. Marketing requires more intention. Sales conversations become less straightforward. Delivery expands, and with it, the weight of responsibility.

Nothing is visibly broken; however, things are no longer working in the same way.

This is the point where many business owners assume the answer is more visibility, offers, refinement, and effort. The gut instinct is to re-engage the strategies that created the initial results, only with greater intensity.

They are responding to a shift in the business's current stage.

I refer to this as the **\$250K Crisis™**. This stage is not a number to fixate on, but a marker for a transition that is often misunderstood. It represents the point at which a business built on proximity, responsiveness, and personal execution begins to require something more structured, more deliberate, and less dependent on the founder's constant input.

The difficulty is not that growth has stopped.

This challenge is a pivotal point on the entrepreneurial journey where the method that produced growth is no longer sufficient to sustain it.

In earlier phases, business tends to reward motion. Visibility leads to conversations. Conversations seamlessly lead to clients. The feedback loop is tight, and the connection between effort and outcome is easy to follow.



Decisions can be made quickly because the consequences are relatively contained.

As the business expands, that simplicity disappears.

The number of moving parts increases. Decisions carry more weight while the margin for inefficiency narrows. What used to be handled through responsiveness now requires foresight. What used to be intuitive now demands structure.

At the same time, many founders continue to operate on the habits formed in the earlier phase by remaining highly involved, solving problems in real time, and adjusting as they go. These approaches are not ineffective; they are simply insufficient for what the business now requires.

The result is a sneaky, silent form of strain.

It shows up in marketing that feels inconsistent despite continued effort. It appears in sales conversations that require more energy to achieve the same outcome. It becomes visible in delivery that expands to meet client needs without corresponding adjustments to pricing or structure. It is felt in the sense that the business depends heavily on the founder's presence to function.

None of these signals is extreme on their own. Together, they indicate that the business is operating beyond the capacity of its current design.

This is where the conversation typically turns toward tactics such as what to change, what to add, and what to optimize. But the more relevant question is not what needs to be added. It is what needs restructuring.

At this stage, growth is no longer driven by activity alone. It is shaped by how the business is built.

The founder's role begins to shift, whether intentionally or not. What was once a hands-on, execution-heavy position has become a leadership function that requires distance, discernment, and higher-level decision-making. This is not a philosophical shift; it is a practical one. Without it, the business continues to expand in demand without expanding in capacity.

The structure of the business also comes into focus. The offers initially created to generate revenue may not be designed to sustain that revenue. Original pricing that once felt aligned may not reflect the current level of delivery. Day one processes that were informal begin to reveal their limitations as volume increases.

These are strong indicators that the business has reached a point where design matters more than momentum.

Support, whether through systems, processes, or people, moves from optional to non-negotiable. Not as a sign of scale for its own sake, but to stabilize what has already been built. Without it, the business remains dependent on the founder's continuous involvement, which limits both growth and sustainability.





None of this requires dramatic reinvention. In many cases, the foundation is sound. What is required is a more deliberate alignment between how the business operates and what it is expected to sustain.

That begins with a clear examination of what is already happening.

Where is revenue coming from, and under what conditions does it feel sustainable? Where is effort being used to compensate for a lack of structure? Where has complexity been introduced without a corresponding increase in clarity?

These are not abstract questions. They point directly to the areas where the business is relying on the founder to bridge gaps that could otherwise be addressed through design.

What makes this stage particularly challenging is that much of what is happening is not immediately visible. The business is still generating revenue. Clients are still being served. From the outside, there is little indication of a problem. The pressure is internal. It builds in decision-making, delivery, and the constant need to stay involved to maintain results. Without clear recognition of the shift, it is easy to misdiagnose the problem and continue reinforcing the very patterns that are creating the strain.

There is a tendency to interpret this stage as unstable because it does not feel as straightforward as earlier stages of growth. It is a point of inflection. The business is no longer responding to effort in the same way because it is ready to operate differently.

What follows depends on how that shift is handled.

If the response continues to increase output, the strain typically intensifies. If the response is to refine the structure, clarify positioning, and recalibrate the founder's role, the business begins to stabilize at a higher level.

The \$250K Crisis™ is not a barrier in the traditional sense. It is a transition that requires recognition before it can be navigated effectively.

Work at this stage does not require more effort.

It is about deciding what the business is designed to do and ensuring that everything within it supports that decision.



About the Author

Shayla Boyd-Gill is a business strategist and creator of **The \$250K Crisis™**, helping six-figure women entrepreneurs scale without burnout. Through her Luxe Scaling System, she helps clients refine their marketing, sales, and team structure to support sustainable growth.



#MediaTips



One strategic
Media
placement can
outperform
months of
content.

The key is
alignment,
not volume.

~ patty farmer

The Sacred Rhythm of Growth



Linda Babulic

Why Loving Yourself Means Honoring Contraction

In a culture obsessed with productivity and constant momentum, we have forgotten that growth has a sacred rhythm. Many entrepreneurs and business leaders push through exhaustion, criticizing themselves when they feel the need to slow down, convinced that rest equals failure. Yet what if the very thing you judge as weakness is your greatest source of strength?

This is where connection to your highest self begins. Not in constant expansion, but in honoring the moments of contraction that prepare you for it.

The Myth We Have Been Sold

Most of us have been taught that growth looks like constant expansion. More action. More visibility. More momentum. More clients. More revenue.

When things slow down or pull inward, we assume something is wrong. We criticize ourselves. We question our dedication. We push harder, wondering why we feel depleted even though we are doing all the “right” things.

Yet creation itself does not work this way.

A seed does not grow upward first. It goes down into the dark soil. It breaks open. It contracts before it expands. This is not failure. This is preparation.

The same is true for our lives, our work, and our creative vision. Somewhere along the way, we stopped honoring this sacred rhythm and started judging the very cycle that makes sustainable growth possible.

What Creation Actually Requires

We talk endlessly about mindset, visualization, and taking action. What we rarely talk about is capacity.

If you try to expand without having the inner capacity to hold what you are creating, the result is predictable. What looks successful on the outside often feels empty on the inside.

When contraction is ignored, the cost shows up quickly as burnout, inconsistent growth, loss of creative clarity, strained teams, and businesses that scale outward while quietly collapsing inward. You may hit revenue goals yet feel disconnected from purpose. You may gain visibility while losing yourself in the process. You may serve more people while having nothing left for your own life.



This is where understanding the cycle of contraction and expansion becomes essential, not as an idea, but as a lived practice.

Both movements are creative. Both are necessary. What matters most is what force is leading them.

The Force Behind Every Movement

Every action we take and every decision we make is guided by one of two forces. Fear or love.

Contraction led by fear feels like hiding or shutting down. You avoid opportunities because you believe you are not ready. You stay small so that you can stay safe.

Expansion led by fear feels like chasing or proving. You say yes to everything because you fear being forgotten. You push yourself into visibility while feeling completely depleted.

Both forms of movement are exhausting and unsatisfying. There is another way.

Contraction led by love builds clarity and inner capacity. You pause with intention and ask what truly matters. You allow space for insight, release, and recalibration before moving forward.

Expansion led by love expresses that clarity into the world with coherence. You grow from fullness rather than urgency. You share your work in ways that reflect your values and honor your energy.

Fear creates frantic activity. Love creates sustainable growth.



Where This Shows Up in Your Business and Life

Many thoughtful, capable leaders push themselves into expansion through launches, speaking engagements, team growth, and constant output while feeling quietly drained. From the outside, everything appears impressive. On the inside, something feels off.

They are expanding without allowing the contraction that would prepare them.

This pattern shows up everywhere.

Emotionally, in how you relate and give of yourself. Do you overextend to prove value, or give from a place of presence?

Physically, in how you structure your days. Are you always in motion, or do you allow restoration?

Mentally, in how you hold vision. Are you reacting to every opportunity, or choosing with discernment?

Spiritually, in how you relate to purpose. Are you searching outward for validation, or grounded in what you know to be true?

When fear leads, growth feels urgent and hollow. When love leads, growth feels steady and sustainable.



Stopping the Self Criticism Spiral

One of the fastest ways to lose connection to your highest self is through constant self-criticism. Each time you judge your need for rest, you dismiss a vital part of your growth. Each time you push through exhaustion, you teach yourself that wellbeing does not matter.

Loving yourself means recognizing that you are not the problem. The struggle comes from forcing expansion when contraction is required.

During periods of contraction, your work may include resting and reflecting, releasing what no longer fits, clarifying vision, and restoring connection to what guides you from within.

This is not lost time. This is preparation.



The Question That Changes Everything

Many entrepreneurs ask, who do I need to become?

A more revealing question is, which force is leading me right now, fear or love?

You do not need to become someone else. You need to recognize what is driving your movement.

When you stop judging the cycle and begin working with it consciously, growth becomes less about effort and more about alignment. You stop trying to show that you are enough and begin expressing who you already are.

Working With the Sacred Rhythm

Take a moment and reflect.

Where are you expanding in your life or work?

What are you creating or offering right now?

Where are you contracting?

What is asking to slow down, integrate, or be released?

Most importantly, which force is leading each movement?

Is your expansion guided by genuine desire and clear vision, or by fear of being left behind?

Is your contraction rooted in restoration, or shaped by fear of being seen?

The answers point to where adjustment is needed, not who you must become.

Your Invitation to Sacred Practice

Connection to your highest self does not come through more doing. It comes through awareness of what is driving you and respect for what each phase requires.

This week, pause before accepting the next commitment, launch, or opportunity. Ask whether the expansion is led by love or driven by fear.

If you find yourself in contraction, allow it. Release the criticism. Recognize it as sacred preparation for what is ready to emerge next.





Action Items

1. Daily Sacred Check In (5 minutes)

Each morning, place your hand on your heart and ask whether you are in contraction or expansion. Notice what your highest self is asking of you.

2. Identify Your Current Cycle (15 minutes)

Journal on where you are expanding and where you are contracting. Be honest about what is guiding each movement.

3. Create a Contraction Permission List (20 minutes)

Write five to seven ways you allow yourself to honor inward phases without judgment, such as resting, saying no, or asking for support.

4. Practice the Sacred Pause

(ongoing) Before agreeing to new commitments, pause for one full day. Notice what shifts when urgency is replaced with discernment.

5. Release One Pattern of Self Criticism (ongoing)

Choose one habitual critique and replace it with the reminder: this is sacred preparation.



The Sacred Practices of the Orange Compass

The practices above are drawn from the teachings in *The Orange Compass: A Prophecy of Sacred Discovery*, a novel launching in Fall 2026. It's a modern spiritual adventure that, through story, symbolism, and lived moments of insight, explores how inner leadership, relationship, and conscious choice shape a life of meaning. If you would like to get on the waitlist, you can do so [here](#).



About the Author

Linda Babulic is a Shamanic Life Guide, author, and speaker whose work explores the relationship between inner leadership and sustainable growth. She integrates ancient wisdom with modern life and business realities. Linda is the author of the international bestseller *ZEST Your Life: A Taste of Inner Wisdom* and the forthcoming novel *The Orange Compass: A Prophecy of Sacred Discovery*.



#MoneyTip



If your business feels busy but not profitable, the issue isn't effort; it's strategy. Focus on what actually drives revenue, not what fills your time.

~ patty farmer

The Business of Trust: *A New Model for Serving Families*



Sherri Combs



I did not set out to build another directory. I set out to fix something that I had seen break people.

Years ago, I watched members of my own family lose their life savings to scams. Not small amounts. Everything. I also spent years in banking, sitting across from families who had done everything right, only to watch their financial security unravel because of one bad actor or one missing piece of information. At the same time, I saw something else that did not sit right with me. Good businesses, honest people, the ones who truly care about their clients—were struggling to be found. They were doing great work in their communities, yet they were invisible online unless they could afford to constantly pay for ads, clicks, and placement.

That disconnect stayed with me. Because in a world where technology has made it easier to connect, it has also made it harder to trust. And trust is not optional when you are serving seniors and families.



A Different Kind of Platform

So, I built something different. I built Silver Streak Senior Services, not as a lead generation machine, not as another platform that pits businesses against each other—but as a trust-first ecosystem where good businesses can be seen, and families can feel confident in who they are choosing.

Everything starts with verification. Before a business is listed, we look at four core areas: reputation, background, licensing, and insurance. We also look at what real people are saying across multiple platforms. This process takes time—about a week in most cases but that is intentional. When a family lands on our platform, they are not starting from zero. They are starting from a place of confidence. And that changes everything.

The Visibility Problem Most Businesses Face

But what matters just as much is what happens next. Most small and mid-sized businesses are stuck in a cycle that is expensive and exhausting. You go to networking events, you hand out business cards, you hope someone will remember you when the time comes. You pay for ads, you compete for clicks, and you watch your marketing dollars disappear with no guarantee of results.

The truth is that most business owners are not struggling because they lack talent or heart. They are struggling because they lack consistent visibility. Marketing research shows it can take a dozen or more impressions before someone remembers your name. For many businesses, sustaining that level of exposure on their own is simply not realistic.

From Competition to Collective Visibility

So, we changed the model. Instead of every business fighting to be seen on their own, we bring trusted providers together in one place where their visibility compounds. It becomes collective marketing.

When you are part of Silver Streak, your presence is not isolated. You are part of a platform that is being promoted into the homes of seniors and caregivers through multimedia platforms, including TV, radio, digital campaigns, community outreach, and targeted education. As we grow, that reach grows with you. You are no longer hoping to be found. You are positioned to be discovered.

Becoming Part of the Solution

And there is something even more important that happens. You become part of the solution. Seniors attract two types of people: those who want to help, and those who want to take advantage. Every time a senior is scammed, the impact goes far beyond that individual. Families are affected. Communities are affected. Taxpayers are affected when resources have to step in to replace what was lost.

We all carry that cost in one way or another. That is why this matters. When your business chooses to be part of a verified platform, you help create a safer environment. You are making it easier for families to choose wisely. You are helping close the gaps that scammers rely on. You are helping harden the target. And that is powerful.

Supporting the Businesses That Serve

We also believe in supporting the very businesses that support our communities. Many small business owners quietly step in to help seniors in need, often at their own expense. That generosity is part of what makes our communities strong, but it should not come at the cost of their livelihood.

That is why our model gives back. Membership contributions help support our nonprofit initiatives, allowing us to assist seniors who cannot afford critical services. It creates a cycle where businesses can grow while also knowing they are part of something that lifts others up.



A Personal Mission Behind the Work

For me, this is deeply personal. It is also why I wrote *The Just in Case Plan*. I saw too many families fall apart—not just financially, but emotionally. Plans were in place, documents were signed, but conversations had never happened. One missing detail, one unclear instruction, and everything unraveled.

The book is a roadmap for families to navigate aging with clarity and compassion. It meets people where they are, whether they are planning ahead or already in the middle of a crisis. It gives them language, structure, and support so they can move forward without losing what matters most.



Because at the end of the day, this is not just about services. It is about people feeling seen, protected, and valued. When you look at everything together—the platform, the verification, the education, the nonprofit work—it becomes more than a business. It becomes an ecosystem of trust.

Why This Matters Now

And the timing could not be more important. By 2030, seniors will outnumber children in this country for decades to come. That shift will impact housing, healthcare, and how families care for one another. Aging in place will become a necessity for many, not just a preference.

We need better systems. We need trusted networks. We need businesses that are ready to serve in a way that is both ethical and visible.

An Invitation to Build Something Better

That is what we are building. Right now, we are still early, which means there is a unique opportunity for businesses to step in at the ground level, and grow with us as we expand into new markets and reach millions of consumers through coordinated campaigns.

But more than that, it is an opportunity to stand for something. To be part of a community that values integrity. To be part of a platform that prioritizes people over transactions. To help create a future where families no longer feel like they are taking a gamble when they search for help.

This is not about competing harder. It is about building something better. And I believe that when good businesses come together with a shared purpose, we do more than grow, we change the standard.



About the Author

Sherri Combs is a nationally recognized senior advocate, founder and CEO of Silver Streak Senior Services, and founder of the nonprofit Silver Streak Senior Solutions. A Global Leadership Award recipient, she has spoken at the United Nations and international embassies and served on multiple boards, including UCLA Medical Clinic. She is the author of *The Just in Case Plan*.



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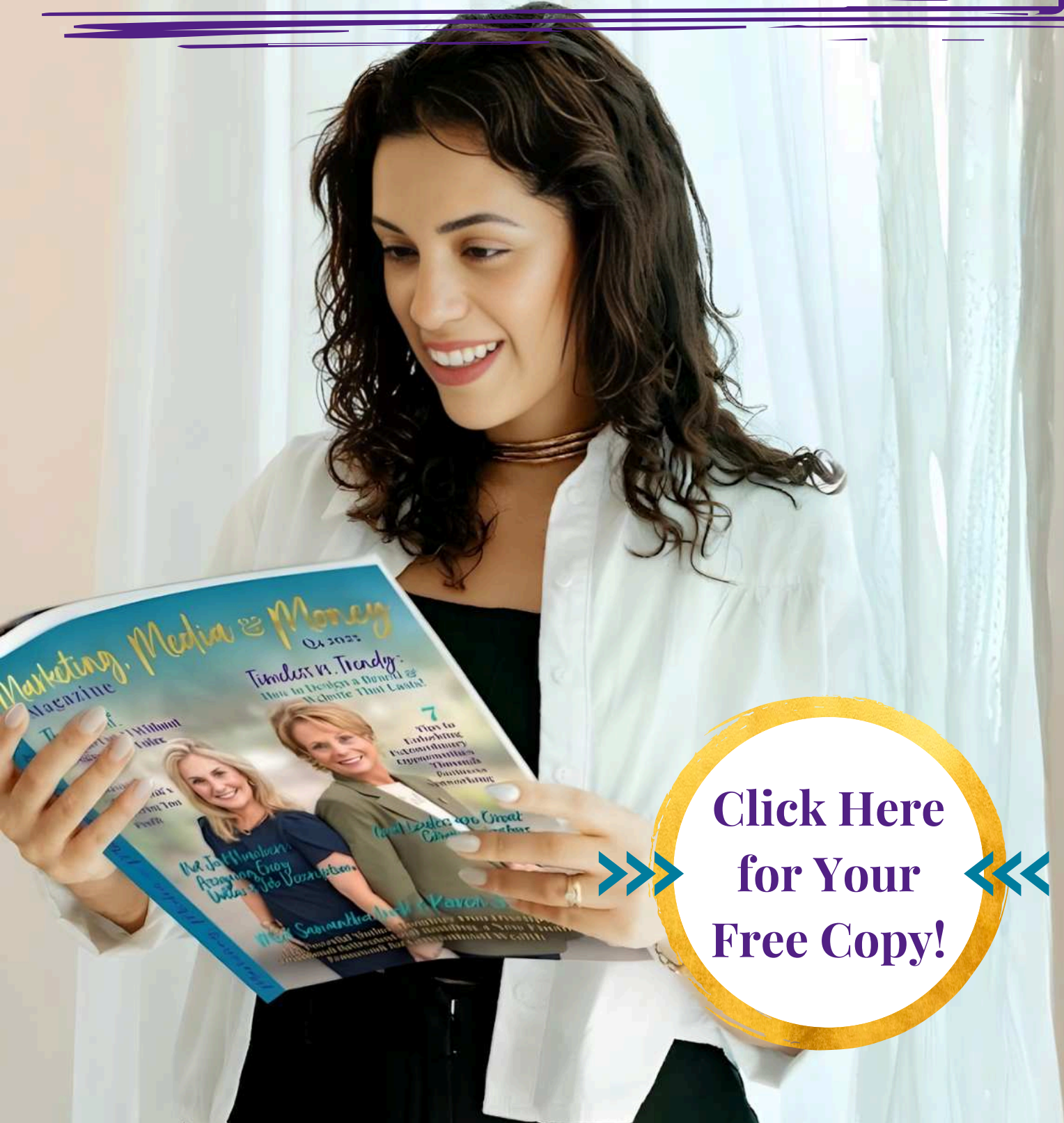
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